



**Manchester
Metropolitan
University**

**Careers
Service**

Welcome

SODA L6 Photography

Subject: Building on your experience on Applied Research Project 2

David Gilchrist | Careers Adviser

Visit mmu.ac.uk/careers

Meet the A&H faculty careers team

Careers and Employability Manager



Carole Lee

Careers Consultant



Lisa Law

Careers Adviser



David Gilchrist

Careers Adviser



Nicola White



Robert Simpson

Assistant Careers Adviser



Farina Cahm

Assistant Careers Adviser

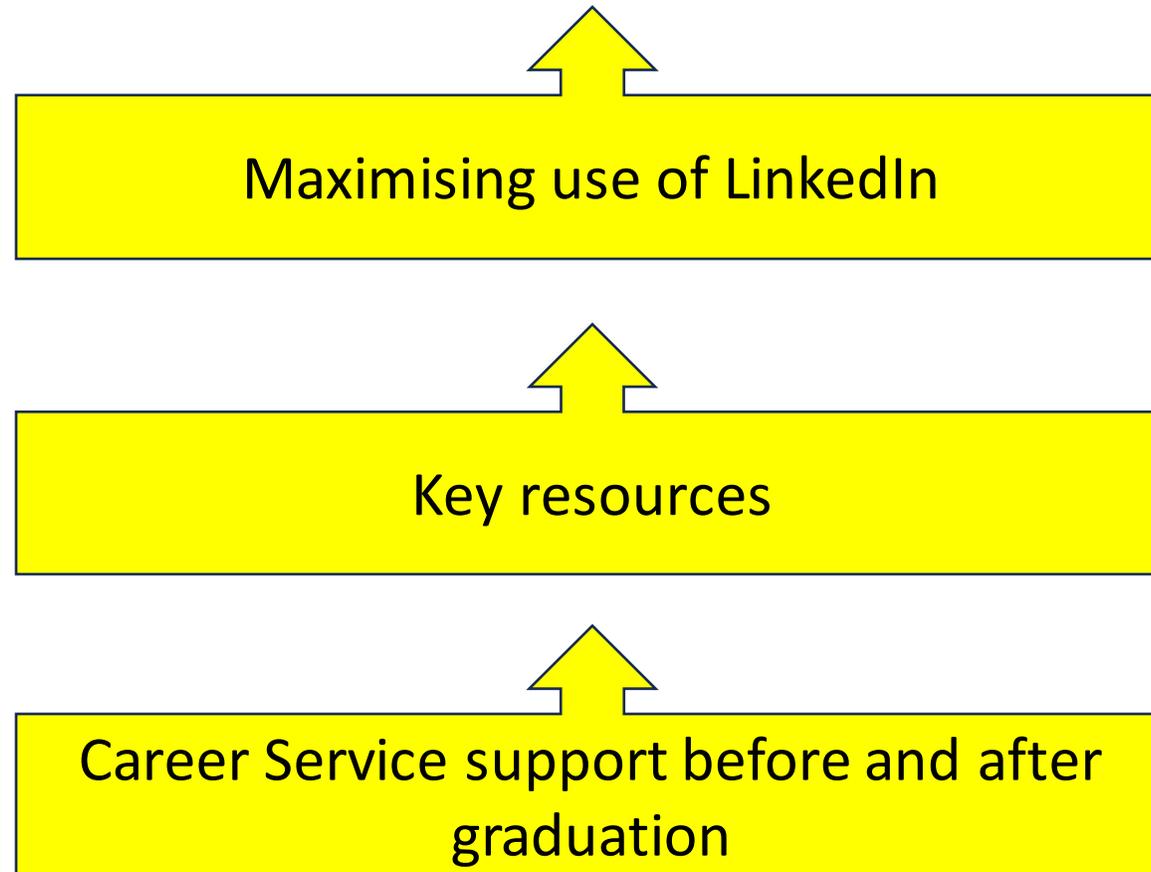


Fiona Dangerfield

Careers Adviser



What I'm going to cover today:



This unit

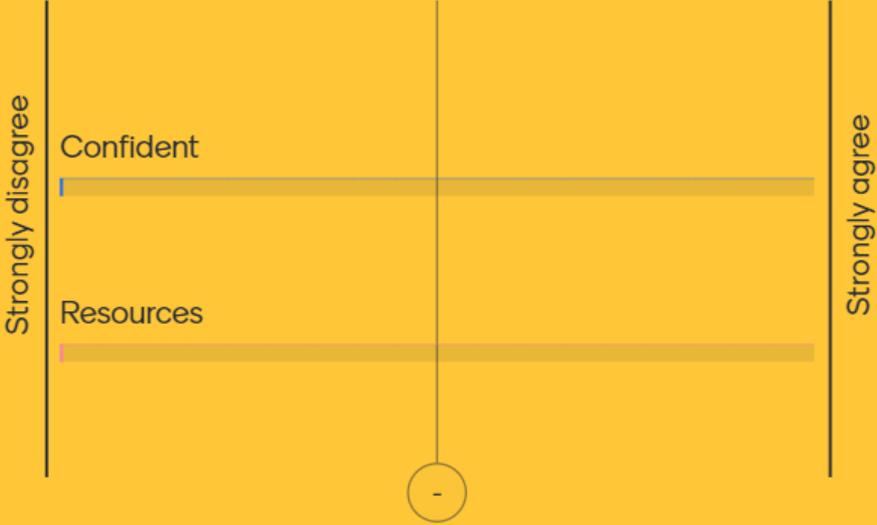
- Photographic industries
- Personal skills audit
- Goal setting
- Personal tutor discussion
- Crafting your online presence
- Outside encounters
- Next steps



Quick reflection

Join at menti.com | use code 6140 1446 Mentimeter

Thinking about your potential career after graduation



Strongly disagree | Strongly agree

Confident

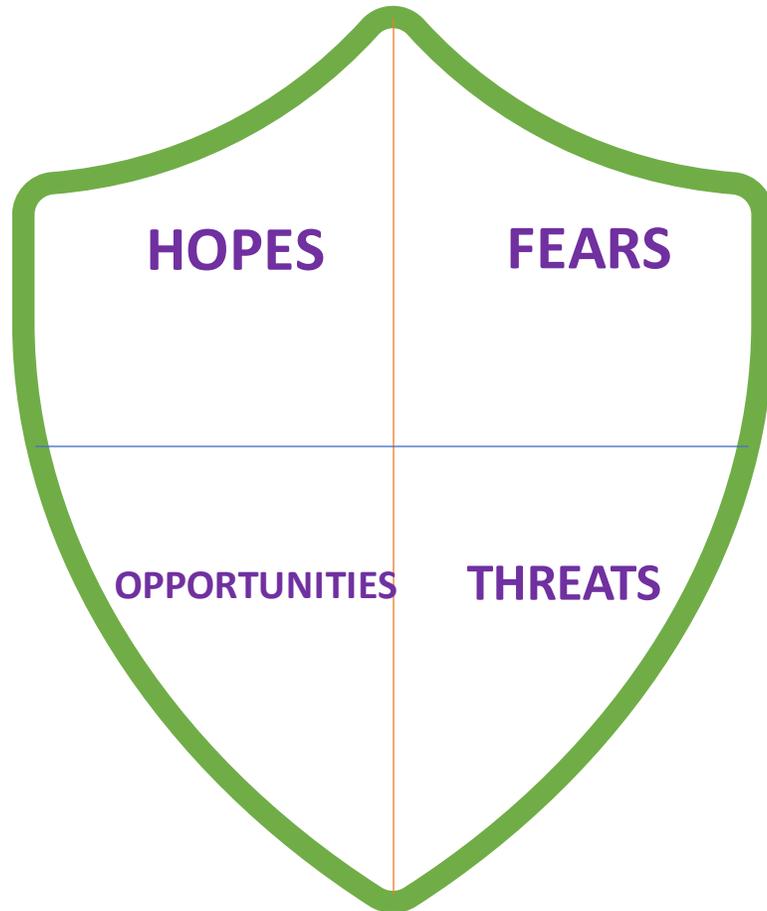
Resources



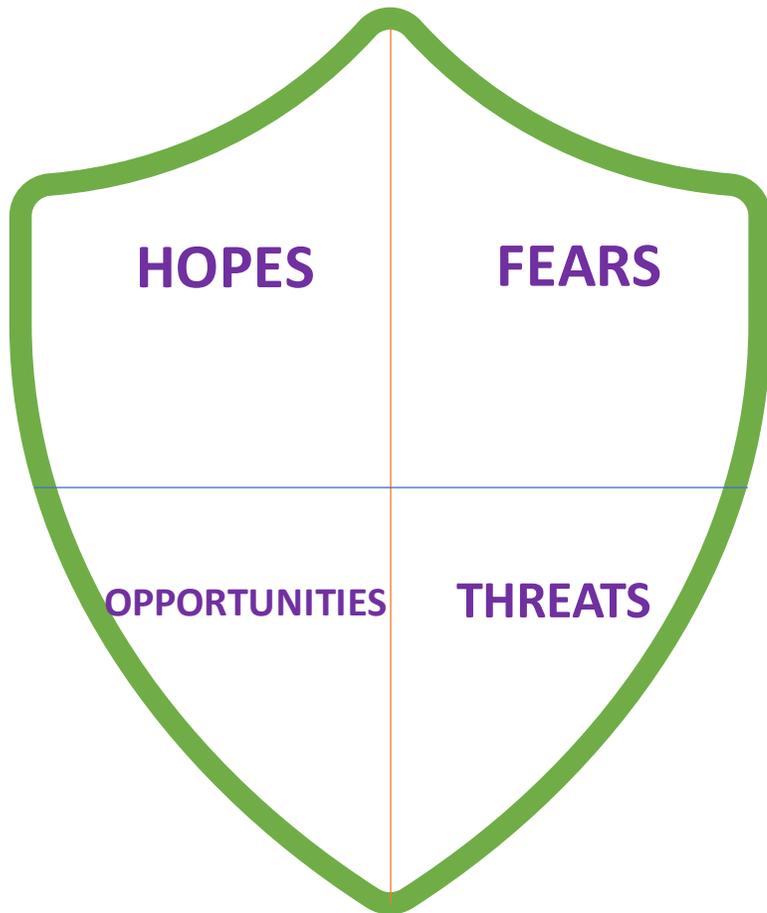


Where are you at?



- Groups of 2 or 3
- Draw shield
- Write down reactions to each section
- No right or wrong
- Safe space





HOPES = what would be a good outcome in your life after graduation, career related or otherwise

FEARS = what are you hoping to avoid

OPPORTUNITIES = what opportunities feel open to you now compared to at start of degree

THREATS = what would get in the way of achieving your hopes?



Our offering pre + post graduation

	Final year	<2 years post graduation	2+ years post graduation
1-to-1 appointments	YES	YES*	NO
Access to Career Centre	YES	YES	YES
Access to Career Hub	YES	YES	NO
LinkedIn Learning	YES	YES (90 days) / NO	NO
Festival of New Talent	YES	NO**	NO**
External facing website	YES	YES	YES
RISE	YES	YES/NO	YES/NO

* Early Career Graduate Team

** Can attend as member of public

Graduate support

[Graduate careers home](#)

[Jobs](#)

[Graduate applications](#)

[New graduates](#)

[Enterprise](#)

[Further study](#)

[Alumni](#)

[Contact](#)

CAREER SUPPORT FOR GRADUATES

Supporting you after graduation and giving you lifetime access to online careers support.



Early Career Graduate Team

GRADUATED IN 2023? ACCESS SUPPORT FROM THE EARLY CAREER GRADUATE TEAM

If you graduated from an undergraduate course in summer 2023, here are the ways we can help you:

- [Log on to Graduate Career Hub](#) for jobs, opportunities and resources
- [Use your Graduate Plan](#) to explore your options, create tailored applications and succeed with a Career Coach

Check your student email account for job opportunities, resources and tips from the Early Career Graduate Team.

GRADUATED BEFORE JUNE 2023?

Fear not, you can [access a host of online resources](#). These will support you with your next steps.

GRADUATED OVER TWO YEARS AGO?

[Join our alumni community](#) and access career support for your professional development.



Support via [CareerHub](#)



CareerHub

My Career Hub Career Centre **Get Career Advice** Future me plan Events Jobs Rise Organisations 0 David

Get Career Advice Expand Collapse Print

Advice and resources on our most popular topics. If the resources do not answer your question, [Contact the Careers Service](#).

- [CV and applications](#)
- [Explore career options](#)
- [Further study](#)
- [Placements](#)
- [Interview preparation](#)
- [Assessment centres and tests](#)
- [Work experience](#)
- [Working for yourself](#)
- [Graduate jobs](#)
- [Contact the Careers Service](#)

Contact the Careers Service

[Ask a question](#) [Send Feedback](#)

Contact the Careers Service

You can **Ask a Question** online - a member of your faculty careers team will respond within 5 days but usually much sooner.

Book a 30-minute appointment - discuss a range of topics with a member of the Careers Service, in-person or online.

Visit the Jobs Hub - speak to our friendly student Careers Associates about a range of topics, we also offer specialist drop-in support. The Jobs Hub is located on the Ground Floor of the Geoffrey Manton Building, opening times and the drop-in schedule can be found on our website.



Career Hub

mmu.ac.uk/careershub



A screenshot of the Manchester Metropolitan University CareerHub website. The header includes the university logo and the text "Manchester Metropolitan University" on the left, and "CareerHub" on the right. A dark blue navigation bar contains links: "My Career Hub", "Career Centre", "Get Career Advice", "Future me plan", "Events", "Jobs", "Rise", and "Organisations". On the right of the navigation bar, there is a notification icon with the number "0" and a user profile icon labeled "David". The main content area is titled "Search Jobs" and includes a search bar with the placeholder text "e.g. Graduate, Analyst, Intern...", a "Search" button, and a "More Search Options" link. To the right of the search bar is a "Job Type" dropdown menu with options: "Any", "Exclusive graduate jobs", "Graduate jobs", "Graduate schemes", "Part-time internships", "Part-time jobs", "Sandwich placements", "Summer internships", and "Work experience". Further right is a "Location" search bar with the text "M15 6HB, Manchester, United Kingdom". Below the search area, there are three featured sections: "Career Centre | E-learning resources", "Get Career Advice" (with the text "Connect instantly with specially selected advice and resources."), and "Future me plan" (with a circular graphic containing the words "Share" and "Max").

Visit mmu.ac.uk/careers

Careers
Service



Personal Branding Masterclass

[Share](#) [Post](#)

[Careers Workshop](#)

[Tue 16 Apr 2024, 2:30 pm - 3:30 pm](#)

[Geoffrey Manton, Manchester Metropolitan University](#)



Session

[Tue 16 Apr 2024, 2:30 pm - 3:30 pm](#)

[Book](#)

Description

Personal Branding is important whether you're looking for a graduate job, looking to start your own business or wanting to make it as a freelancer.

Phil Ossai is a personal branding expert and founder of OSSAI Agency, a company devoted to amplifying the voices of business owners and CEOs. Join us as he explains how to get the most from LinkedIn to make you stand out and develop your own personal brand.

This event is organised by the Careers Service Enterprise Team and is open to all students and recent graduates.

Enterprise Team

[Link to website](#)

RESOURCES FOR SELF-STUDY

Explore our Enterprise Rise Self Study Kits to learn the basics of working for yourself.

[GO TO RISE](#)

JOIN OUR ENTERPRISE COMMUNITY

Sign up to the Manchester Met Enterprise LinkedIn Group to meet like-minded changemakers and get the latest information.

[GO TO LINKEDIN](#)

FUNDING



IDEAS FESTIVAL

Take part in the Ideas Festival, our annual celebration of student and recent graduates' ideas with prizes up to £1000.

[GO TO IDEAS FESTIVAL](#)



APPLY FOR THE FLASH FUND

Cash to help you do what you love.

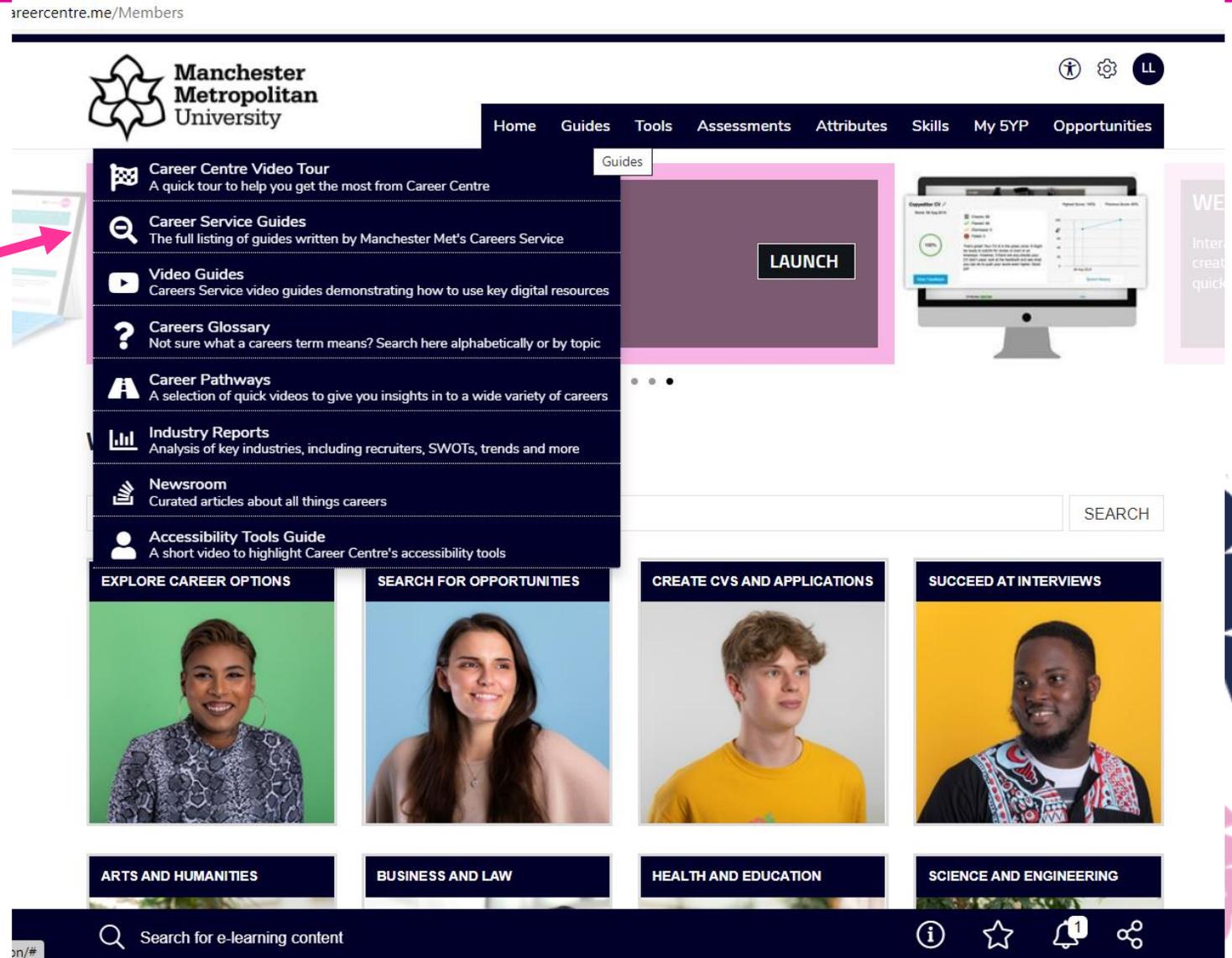
[GO TO FLASH FUND](#)



Career Centre

- E-learning – guides, mini courses, interactive tools, videos
- Career service guides

mmu.ac.uk/careercentre



The screenshot shows the Manchester Metropolitan University Career Centre website. The URL in the address bar is careercentre.me/Members. The page features a dark blue header with the university logo and navigation links: Home, Guides, Tools, Assessments, Attributes, Skills, My 5YP, and Opportunities. A user profile icon with 'LL' is visible in the top right. A dark blue sidebar menu on the left lists various resources: Career Centre Video Tour, Career Service Guides, Video Guides, Careers Glossary, Career Pathways, Industry Reports, Newsroom, and Accessibility Tools Guide. A pink arrow points from the text 'interactive tools, videos' to the 'Career Service Guides' menu item. The main content area has a 'Guides' tab selected, showing a 'LAUNCH' button and a computer monitor displaying a CV. Below this are four featured sections: 'EXPLORE CAREER OPTIONS', 'SEARCH FOR OPPORTUNITIES', 'CREATE CVS AND APPLICATIONS', and 'SUCCEED AT INTERVIEWS', each with a representative photo. At the bottom, there are four subject-specific categories: 'ARTS AND HUMANITIES', 'BUSINESS AND LAW', 'HEALTH AND EDUCATION', and 'SCIENCE AND ENGINEERING'. A search bar is located at the bottom left, and a mobile navigation bar is at the bottom right.

Creative guides



RESOURCES AND OPPORTUNITIES FOR CREATIVES

Careers Service Guide



CAREERS INFORMATION FOR CREATIVES

Careers Service Guide



THE CREATIVE CV

Careers Service Guide



FREELANCING, EXHIBITING AND COMMUNITY ARTS

Careers Service Guide



GETTING INTO CREATIVE MEDIA

Careers Service Guide



Key Tools and Resources

For students and staff: these screen share recordings demonstrate how to access and use some of the key Careers Service digital tools and resources.

Career Centre

- CV360 – [How to access and use CV360 to improve your CV](#)
- Interview 360 – [How to use Interview360 to practise interview technique](#)
- CareerPulse self-assessment – [How and why to take the CareerPulse self-assessment](#)
- Career Assessments – [How to access Career Assessments to enhance self-awareness](#)
- Careers Service Guides – [How to locate and use Careers Service Guides](#)
- E-learning library – [Where to find the Career Centre E-Learning Library and how to use it](#)

Graduates First – [How to use Graduates First to practise psychometric tests](#)

local regenfirstpull regen

Welcome!

HOVER HERE FOR YOUR PROGRESS

Upcoming (View Calendar):



Public Histories of Islam in Britain

This research internship will explore histories of Islam in Britain that interest you. By the end, you will have researched and produced content for your chosen...

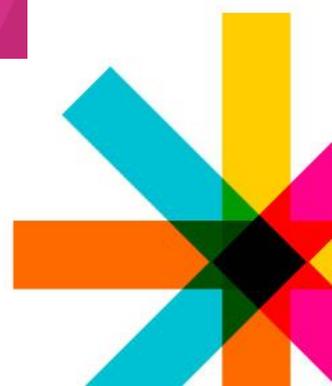
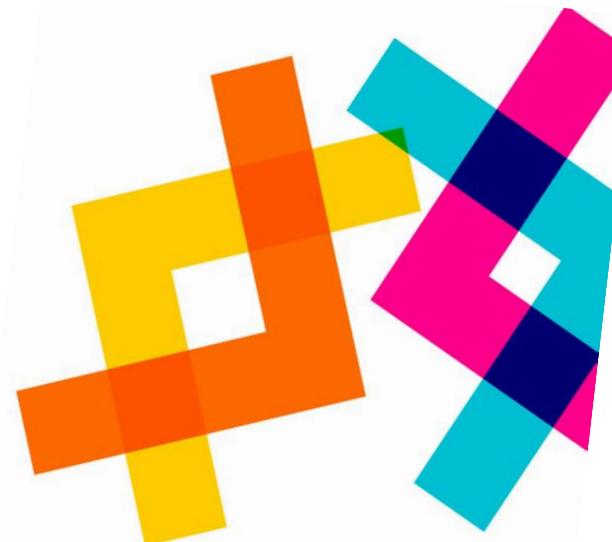
Your Content (View More)



Recently Added:

Have your say Sustainability Global Café // 8th June 10:00 to 13:00 // Share your ideas about sustainability at Manc...

I Am The Hero Of My Own Story // 7th June 10:00 to 14:00 // Join theatre company, Babbling Vagabonds, to expl...



Turn experiences into RISE points



- ✓ Worked part time? Interned? Volunteered
- ✓ Turn experiences into RISE points
- ✓ One [online form](https://rise.mmu.ac.uk/article/claim-rise-points/) is all it takes:
<https://rise.mmu.ac.uk/article/claim-rise-points/>

MMU Graduate attributes

SKILLS THAT EMPLOYERS LOOK FOR

Many careers do not require a specific degree, but most employers look for graduates with transferable skills.

At Manchester Met, we refer to the personal qualities, academic abilities, and transferable skills you'll develop during your time at University as graduate attributes. These attributes will support you to thrive in your life after you graduate.

The Manchester Met graduate attributes are:

DIGITAL	∨
CONNECTED	∨
INTERPERSONAL	∨
AUTONOMOUS	∨
SUSTAINABLE	∨
ENTERPRISING	∨

World Economic Forum: Future of Jobs 2023

[Access report here](#)

Skills importance in 2023 – Top 4s across 18 sectors

Non-governmental and membership services

1. Analytical thinking 82
2. Empathy and active listening 65
3. Curiosity and life-long learning 59
4. Reading, writing and maths 59

Government and public sector

1. Analytical thinking 77
2. Creative thinking 68
3. Curiosity and life-long learning 55
4. Resilience, flexibility and agility 55

Media, entertainment and sports

- Curiosity and life-long learning 60
- Analytical thinking 55
- Systems thinking 50
- Leadership and social influence 45



EmployAbility

Supporting students with neurodivergence, disability,
physical and mental health conditions

- Apply to jobs and events from top inclusive employers directly through us
- Advise and support on recruitment and workplace adjustments
- Advocate on your behalf to discuss your adjustments with any potential employer
- Our services are completely free and confidential

employ-ability.org.uk

“EmployAbility is like an invisible best friend you didn’t know you had.”

Sonia, University College London,



**CREATIVE
LIVES—IN
PROGRESS**

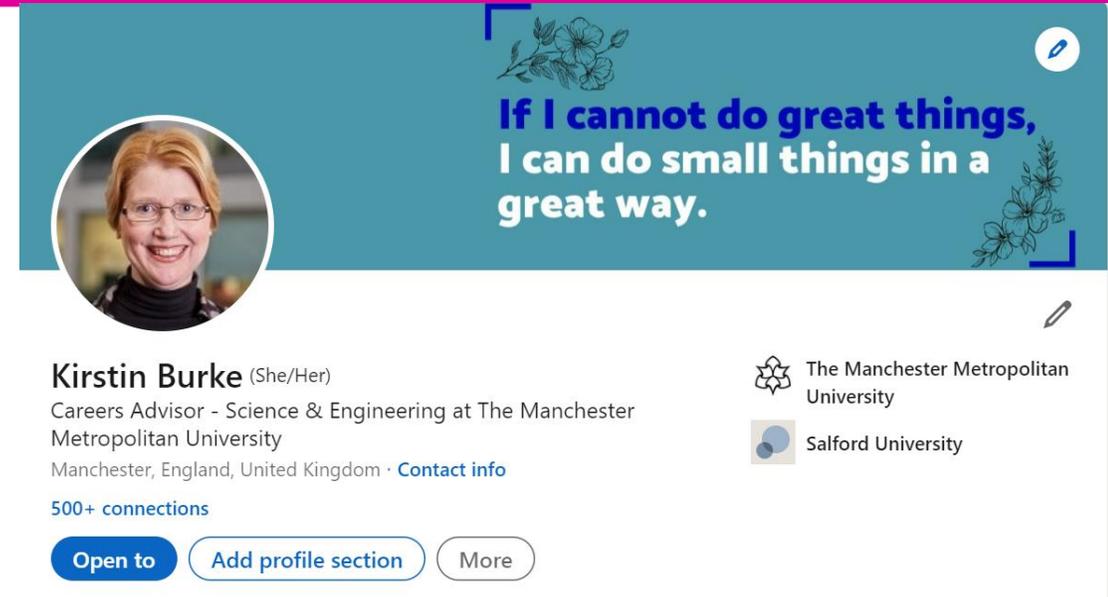


Maximising use of LinkedIn



LinkedIn – Job Seeking

- **Showing You're Open To Work on LinkedIn**
- Click the “Me” icon on the LinkedIn homepage.
- Go on “View profile”.
- Click on the “Open to” button.
- You'll then be given 3 options, you need to choose “Finding a new job”.
- You'll then be asked to “Tell us what kind of work you're open to”



The screenshot shows a LinkedIn profile for Kirstin Burke. At the top right of the profile banner, there is a quote: "If I cannot do great things, I can do small things in a great way." The profile picture shows a woman with red hair and glasses. Below the name, it says "Kirstin Burke (She/Her)", "Careers Advisor - Science & Engineering at The Manchester Metropolitan University", and "Manchester, England, United Kingdom · [Contact info](#)". It also shows "500+ connections". At the bottom of the profile, there are three buttons: "Open to" (highlighted in blue), "Add profile section", and "More". To the right of the profile, there are logos for "The Manchester Metropolitan University" and "Salford University".

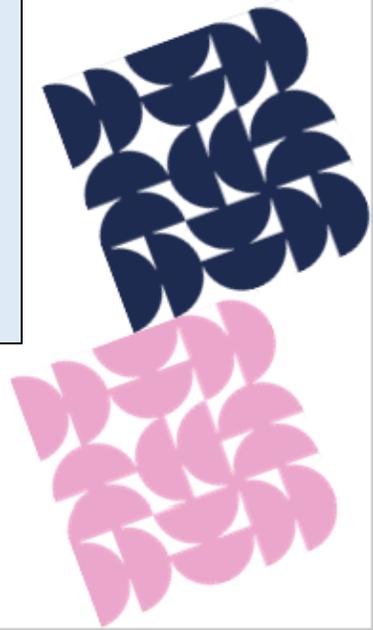


Profile summary

Also known as "About"

>> words than headline
section

What makes you stand out?
Consider key words that
describe who you are, what
stage you are at in your
career and your aspirations.





Julie Parker

Student at Roux Academy | Passionate about Web Design

About

I'm currently a junior at the Roux Academy pursuing a degree in business marketing with an emphasis on digital marketing and social media. Over the past semester, I've had experience as an intern at Red30 Tech. During my internship I was in charge of several social media marketing campaigns on LinkedIn, Twitter, Facebook, and Instagram. I also had the opportunity to collaborate on a project to improve user experience on KinetEco's online marketing pages. I also have experience in customer service through a part-time job at Two Trees Olive Oil, working as a customer service representative.

My classmates, instructors, and co-workers have described me as a motivated leader who's passionate, hard-working, and an enthusiastic collaborator. I've had a lot of experience in leadership positions, as well as public speaking, through my involvement in the Young Entrepreneurs Club at the University. I've been involved with the YEC for three years and currently serve as the Vice President.

I'll be graduating in May, 2022 and I plan to pursue a career in digital marketing near the Los Angeles area. I'm excited to pursue a position in which I can help a company to achieve their digital marketing goals. In the meanwhile, I continue to acquire new skills and build a solid professional network. Please feel free to contact me if you would like to connect, or are aware of any potential opportunities for which you think I may be appropriate.

Areas of expertise:

Digital marketing

Social media marketing

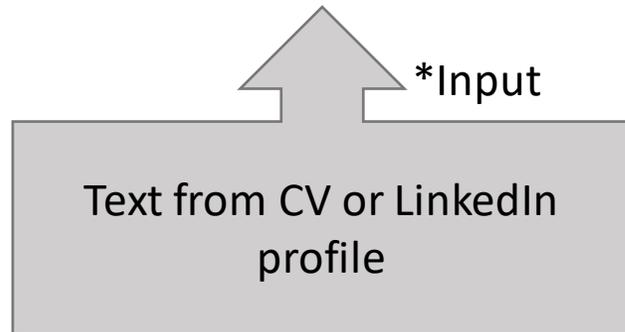
- Key facts
- Mission statement
- { Accomplishments
- Career goals
- Personality
- [A video guide](#)



“Write a LinkedIn summary”

*Too general

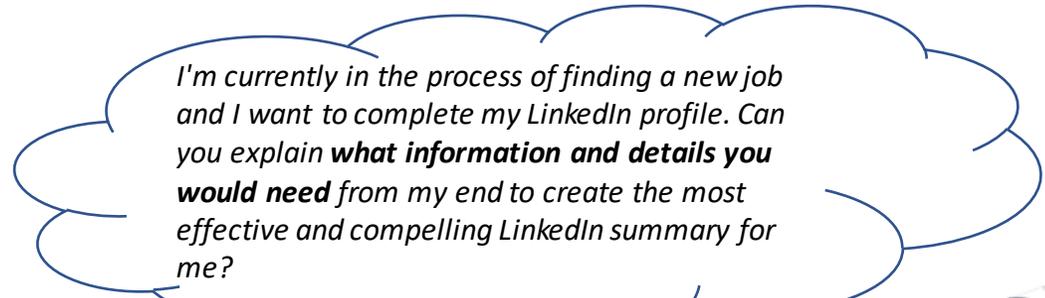
Example prompt: *I'm currently in the process of finding a new job and I want to complete my LinkedIn profile. I will provide you with information from my Cv. I want you to write a compelling and engaging LinkedIn summary based on this information. It should be maximum 350 words. I want you to come up with 4 options for me. Here is the work experience section [or other sections, like skills/achievements/education] from my CV:*



Source: <https://www.linkedin.com/pulse/how-have-chatgpt-write-your-linkedin-summary-4-easy-steps-ondrejka/>

OR

Ask ChatGPT what information it needs from you



*I'm currently in the process of finding a new job and I want to complete my LinkedIn profile. Can you explain **what information and details you would need** from my end to create the most effective and compelling LinkedIn summary for me?*



*I'm currently in the process of finding a new job, and I want to complete my LinkedIn profile. I am seeking your assistance in crafting a compelling and effective LinkedIn summary. I want you to come up with four options for me. To help you, I am providing you with some important information about me: **[In a numbered list, include the information ChatGPT required in the previous prompt and fill in your own details]***

Crucial final steps using AI

- ✓ Review
- ✓ Edit
- ✓ Personalise



Building your profile

*Core

- Education
- Position
- Skills

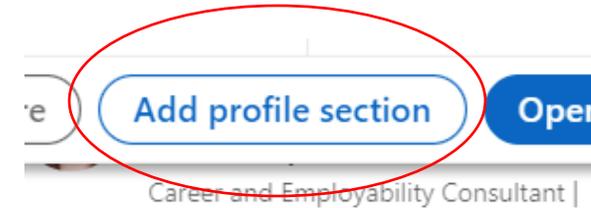
*Recommended

- [Featured](#)
- Licenses / certifications
- Courses
- Recommendations

*Additional

- Volunteer experience
- Projects
- Languages

* LinkedIn's labels



Featured Section on Your Profile - FAQs

Last updated: 2 years ago

Featured section

You can leverage the Featured section on your LinkedIn profile to showcase the best samples of your work, as evidence of your skills and experience. Check out some FAQs to learn more about the Featured section.

What is the Featured section? ^

The Featured section is a new area on your LinkedIn profile where you can showcase work samples that you're most proud of. For example, you can feature posts that you've authored or re-shared, articles you've published on LinkedIn, and even external media like images, documents and links.

Why is there content being displayed in the Featured section on my profile? v

How is this different than the Activity section on my profile? ^

By using the Featured section, you can pick and choose the content you're most proud of and curate what other members will see.

In contrast, the **Activity** section highlights all your activity for the past 45 days. This includes your articles, posts, comments, and likes on other LinkedIn posts. Your **Activity** section is located just below the **Featured** section on your profile.

What type of content can I include in my Featured section and how? ^

You can feature any posts you've authored or re-shared, articles you've published on LinkedIn, as well as external media, documents and links. We encourage you to showcase content that you're proud of and that you feel is representative of your professional identity. Learn how you can [feature samples of your work on your LinkedIn profile](#).

Getting started making connections:



Not on LinkedIn Premium? Limit of 5-10 connection requests per month.

Start with people you know and already have a connection with e.g.

- Peers
- Tutors
- **Careers team**
- Placement team

What about guest speakers?

Work colleagues?

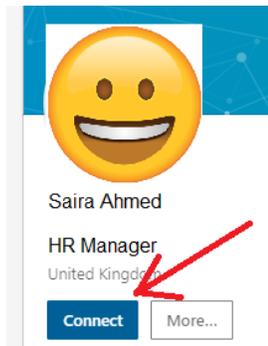


Example

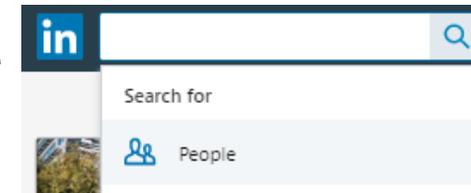


You attend an event on campus and chat to a really interesting sounding employer, who will be advertising placements early next year

You take her name and find her on LinkedIn



Bingo!
You request to connect, introducing yourself and making a positive impression



Hi Saira,

We met at MMU SODA's networking event yesterday. It was great to meet you and hear more about opportunities at Bearded Fellows. I was excited to hear about the projects your organisation works on and how well they link to my university course as well as the breadth of sectors your clients come from.

It would be great to connect with you.

Hayley

Once she accepts, you can see what she's posting, ask her professional questions and access her network. This approach can help your graduate application stand out, as you've shown yourself to be professional and proactive. This is also a good way to find professionals to support you with a research project.

Using the Alumni tool

The Manchester Metropolitan University

Official account of Manchester Metropolitan University.

Higher Education · Manchester, Greater Manchester · 237K followers · 168K alumni

Carole & 113 other connections work here

✓ Following

Invite



Home My Employer About Posts Jobs Life **Alumni**

6,788 alumni



Keyword search already applied

Photography × Clear all

Start year 1900 End year 2024

+ Add

m

d Kingdom

... United Kingdom

What they do

2,478 | Arts and Design

1,031 | Media and Communication

1,011 | Business Development

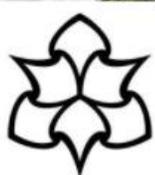
What they are skilled at

5,453 | Photography

4,083 | Adobe Photoshop

3,044 | Social Media

*Alumni search made in March 2024



The Manchester Metropolitan University

Official account of Manchester Metropolitan University.

Manchester, Greater Manchester · 166,412+ alumni · 193,492 followers



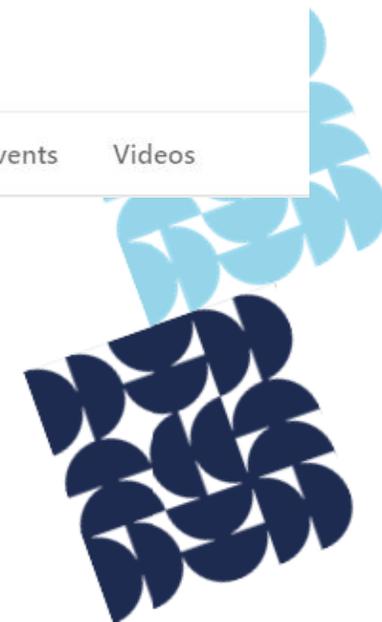
Hazel & 17 other connections work here · 6,124 employees

✓ Following

Visit website

More

Home **My Employer** About Posts Jobs Life **Alumni** Events Videos



**Alumni – how have
they presented
themselves on their
LinkedIn profile?**



ENGAGE

- Send direct messages
- Post meaningful comments
- Share updates
- Share your connections' articles and comments

LinkedIn Updates and Changes ...
| Notable trends of 2023 |
Events and more

[Link to article](#)

Lynnaire Johnston
Fluent in LinkedIn™. I write profiles, create content, train, coach & run events.
Visit linkability.biz for how to use the power of LinkedIn™ to achieve your professional goals. Gardening addict. 🌱

+ Follow

Published Dec 19, 2023



Resources

Career Centre >> [Career Service Guides](#)

1. “Making the most of your LinkedIn profile”
2. “Using social media for job hunting”



Another key resource

LINKEDIN LEARNING

Students and staff enjoy unlimited access to LinkedIn Learning's hundreds of online video courses, helping you get ahead in a wide range of different subjects and applications.

LinkedIn Learning is an online education company offering video courses taught by industry experts in software, creative, and business skills.

ACCESS LINKEDIN LEARNING

1. Go to [linkedin.com/learning-login](https://www.linkedin.com/learning-login) (you'll be logged in automatically if you're on a University PC)
2. In the login box, enter *mmu.ac.uk*
3. Click **Continue to The Manchester Metropolitan University**
4. Enter your username in the following format, and your university password:
 - o Staff: MMUID@ad.mmu.ac.uk, eg. 12345678@ad.mmu.ac.uk
 - o Students: MMUID@stu.mmu.ac.uk, eg. 12345678@stu.mmu.ac.uk

[ACCESS e-Learning @ MMU](#)

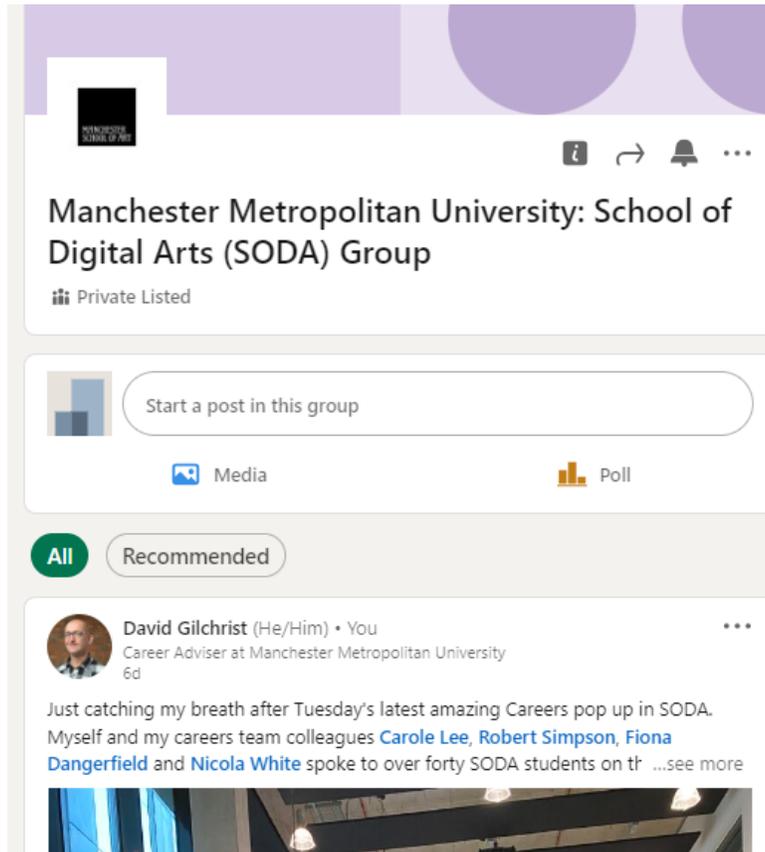
E-Learning



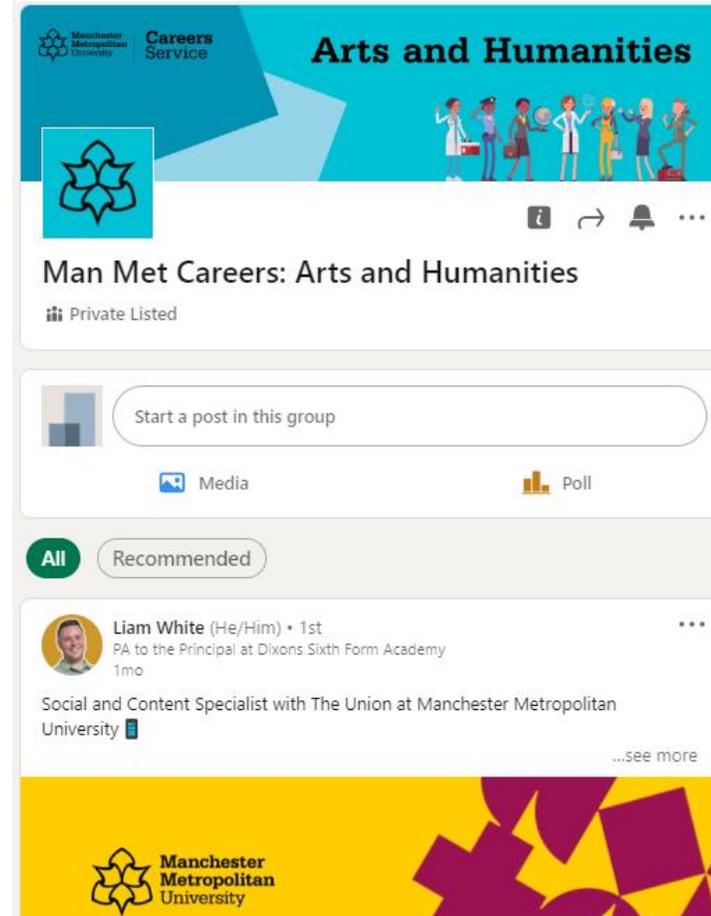
The screenshot displays the LinkedIn Learning platform interface. On the left is a navigation menu with categories like Home Page, Learning Paths, Skills & Preferences, Career Possibilities, Industry Insight, Job Search, CVs & Applications, Interviews, New Job, Career Management, Career Options, Internal Job Hunt, New Role, Career Skills, Managers & Leaders, Challenges & Change, Business Skills, I.T. Skills, Contributors, My Favourites, and My Progress. The main content area features a search bar at the top with the text "Search e-learning topics: try networking, strengths, interview...". Below the search bar is a grid of course thumbnails. The first row includes "The DOs and DON'Ts of LinkedIn etiquette", "Misconceptions about LinkedIn", and "The benefits of self-publishing on LinkedIn". The second row includes "LinkedIn profile picture DOs & DON'Ts", "Getting started on LinkedIn", and "Endorsements & recommendations on LinkedIn". Each thumbnail shows a relevant image and the course title.



Join groups



<https://www.linkedin.com/groups/8476183/>



<https://www.linkedin.com/groups/12474792/>

Find opportunities, connect with your professional community



Step 1
**Create your
profile**

Build your profile gradually

[Getting started on LinkedIn](#)



Step 2
**Write or review
your summary**

Consider the following:

- Describe what you do
- Explain your present role/situation
- Frame your past experiences/education
- Highlight your successes
- Add rich media

Resource: [Creating a great LinkedIn summary](#)



Step 3
Make
connections

Consider the following:

- Start with people you know
- Connect with Alumni
- Follow individuals and organisations
- Join groups

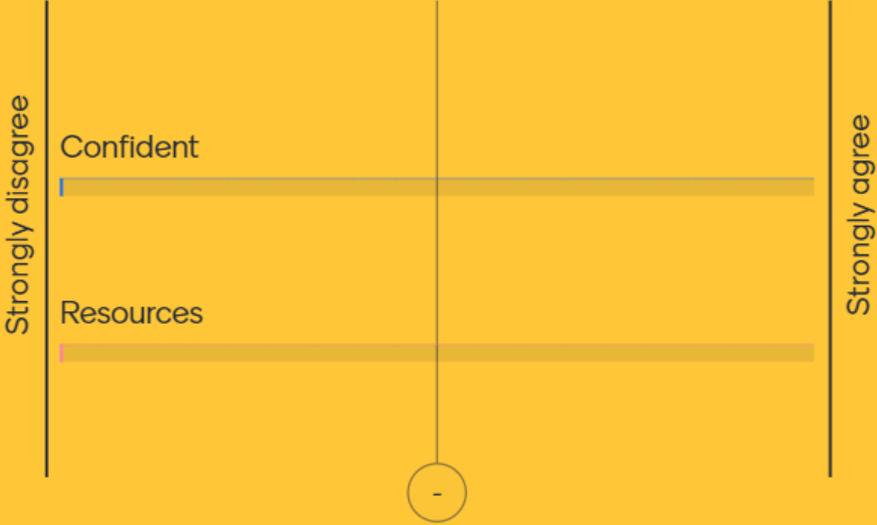
Resource: [Why and how to connect on LinkedIn](#)



Quick reflection

Join at menti.com | use code 6140 1446 Mentimeter

Thinking about your potential career after graduation



Strongly disagree | Confident | Strongly agree

Strongly disagree | Resources | Strongly agree







Visit mmu.ac.uk/careers