



Your Next Career

Welcome

Welcome to preparing for your next role. This course is designed to help you prepare to best represent yourself in the selection process.

Our aim is to inspire and encourage all employees to achieve their full potential. The advice, guidance and resources we will be providing in this brief module will help you effectively prepare for your next potential role.

Now that we know why we are here let's look at the journey ahead in more detail.



Career Journey

Take a moment to think about the direction of your career....

Ask yourself.... How did I get to where I am today?

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Most people tend to fall into a career, very few plan.
How each of us approach our desired future is different.
It is easy to think of career growth as promotion. However,
this represents one way, however there are alternatives.

Different Approaches

1

Progressively increasing responsibility.

Many think of a career journey as promotions into roles with progressively increasing responsibility. While promotions are one common way to think about career progression they are not the only way.

2

Moving laterally and building breadth

Another way is to think about exploring a variety of interesting roles within the University. If you take this route you will gain a breadth of experience, sometimes spanning multiple functions which can allow you to see connections between different kinds of work. Secondments are a great example

3

Develop deep expertise.

The last kind of career journey is one that takes you deeper into the kind of work you already enjoy. On this journey you will focus your learning and development towards expertise in your chosen field. This can be through further study such as taking a Masters or PhD. the only way.

4

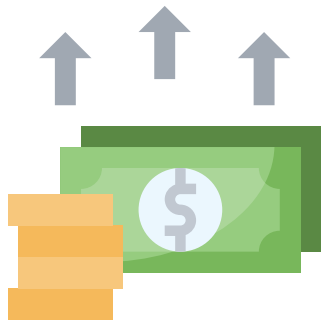
Combination.

Of course, you can always find yourself doing a combination of these different career journeys. For example, you might spend some time exploring a variety of roles and then decide to seek out an increased level of responsibility.

Reflection Time

When you think about your career journey, what are you looking to accomplish?

Increase Salary



Develop Skills



Reduce Hours



Career Satisfaction



Become an Expert



What is most important to you and why?

Your Next Career

Understanding what is important to you and your values is a great starting point to think about what your next steps could be. With an open mind think about which of these values are important to you? Circle your most important values in the table below.

Achievement	Commute	Help others	Make decisions	Precision work	Stable job	Environment is pleasant	Competition
Impact society	Minimum stress	Prestige	Supervised work	Leading others	Creativity	Influence people	Mobility (not tied to a desk)
Positive relationship with boss	Change and variety	Independent working	Fast paced	Excitement	Create a legacy	Location	Physical challenge
Friendships	Job security	Working with others	Risk	Fits around lifestyle	Two roles, dual careers	No upper limits to role	Recognition
Artistic creativity	Employee benefits	Working from home	Development	Work alone	Pure challenge	Public contact	Travel
Profit and gain	Time/Freedom	Knowledge	Flexible working hours	Work with people with similar morals	Work in a multicultural environment	Work in chaos	Competition

What is most important to you and why?

Your Personal SWOT

Knowing what you are good at, as well as areas for development you may have, is vital to planning your career journey.

By knowing and harnessing your strengths, you can analyse opportunities that could develop from them. Similarly, by knowing your weaknesses, you can mitigate any threats which might stem from these.

Take some time to complete your own personal SWOT analysis.

Strengths (What are you good at? Do you have any unique talents? What would others say are your strong points?)	Weaknesses (What could you improve? What might your current colleagues or manager see as areas for development?)
Opportunities (how can you make the most of your strengths? What opportunities are accessible to you?)	Threats (What could damage your career progression? Do your weaknesses expose you to something?)

Johari Window

The Johari Window is another tool you can use to analyse your personal skills, strengths and behaviours.

'Open area' are those things which are known to us – those abilities, feelings, behaviours we know of and are willing to share.

'Blind area' are things which others know about us, but we do not. For example, you may not know you are a good listener until someone points it out to you.

'Hidden area' are things which we know about ourselves but are not prepared to share with others, for example a development area you are not prepared to share.

'Unknown area' are things which we neither ourselves or others know. This could be a hidden talent you are yet to discover!

The aim of the Johari Window is to analyse yourself and grow your 'open area'. By understanding ourselves and being more open, we can be more successful in our careers.

Complete your own Johari Window on the next page of this workbook. You may need to complete this with colleagues/friends to understand your 'blind areas'.



Known to Self

Not Known to Self

Open

Blindspot

Known to Others

Hidden

Unknown

Unknown to Others

	Open	Blindspot
Known to Others		
	Hidden	Unknown
Unknown to Others		

Push & Pull



We all have different factors that motivate us. Sometimes we have push factors that push us towards change and sometimes we have pull factors pulling us towards change. Take a look at the list below and create your own on the table opposite.

Push	Pull
Unemployment	Desire for Autonomy
Job insecurity	Desire for higher income
Job satisfaction	Gaining higher social status
Lack of career prospects	Market opportunity
Desire for work/life balance	Government assistance

What are your Push & Pull factors?

Push	Pull

Are You Just Too Comfortable?



Ask yourself the following questions...

Typically, how much challenge do I have in my role?
Typically, how much support do I get in the workplace?

As you can see from the model on the right if you have high levels of support and low levels of challenge you can feel comfortable and cozy.

If you have high levels of support and high levels of challenge you are often in your peak performance area. If you have low levels of challenge and low levels of support you can often be in a boredom zone. Although pay attention to the low levels of support and high levels of challenge as this can often lead to frustration.

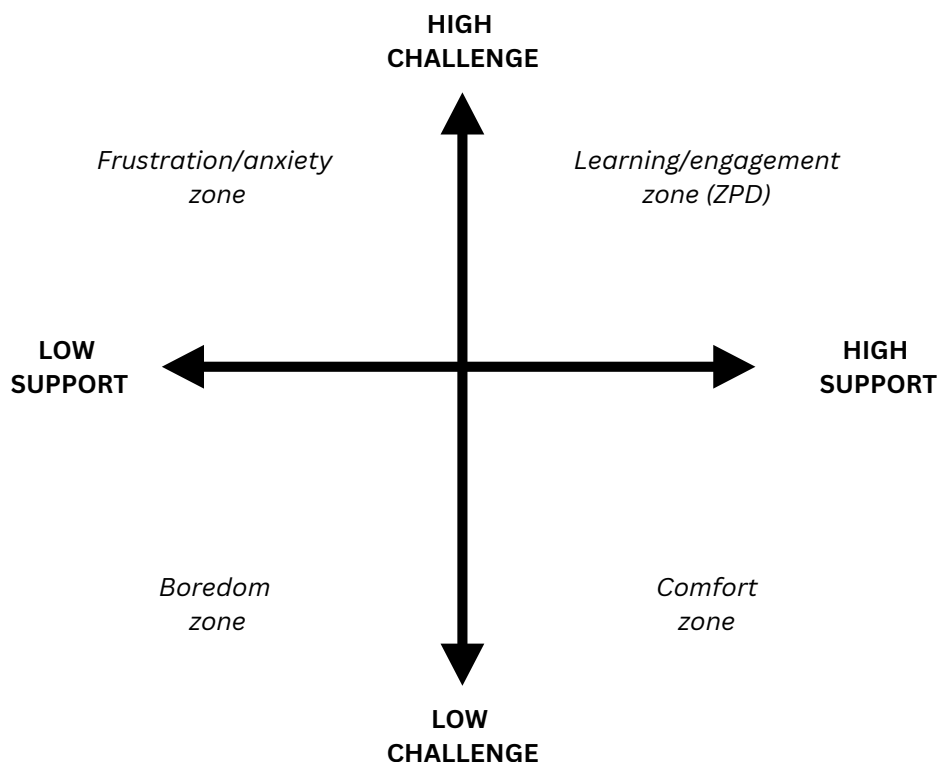


Figure 1. Gibbons's Four Zones of Teaching and Learning (2014), adapted from Mariani (1997). Used with permission

Different Options

It's always difficult progressing your career and that's because we often feel like there are not many options available to us.

However you will find that on many occasions, there are actually options that we may not have considered or we dismiss straight away because we think it's unlikely.

We all have options, even when sometimes it may feel like we don't.

Take a look at the different options in this quiz and write your thoughts on each of them.

Which is the best fit for you at the moment?

Stay Put- Is staying put an option?

How about a new role with the same company?

How about a new role with a different company?

How about doing the same role in a different company?

Have you considered being self employed?

How about re-training to improve your skills and possibly gain new skills?



Case Study

The path to career success can take you into unexpected places and challenge you, but it's always key to seek out opportunities when they occur. The below case study is about Tracy, former IT Service Desk Team Leader at the University of Huddersfield:

2016

Working in Doncaster College, seeking change, cast job search to a 30 mile radius. Successfully appointed Service Desk Team Leader at UOH, a sideways move, but a new sector.

2017

Volunteered to lead a major project developing Topdesk self-service portal (later known as Hudhelp)

2018

Looking for CPD Opportunities, heard about L7 Senior Leaders Degree Apprenticeship (SLMDA). Despite not having first degree, accepted on and started course.

2020

Completed SLMDA with Merit.

2021

Through professional networks, was contacted by Head of IT at NHS Calderdale Hospital. Successfully appointed IT Service Desk Manager.

Our Process

The University of Huddersfield are always willing to support you in your career progression.

The University pursues a philosophy to encourage progression and our policies and processes are designed to support this.

People are often at various different points in their career path so we have provided various support, looking at different steps in the career journey.

You will find these resources below:

Finding Opportunities	<p>There are a number of opportunities available within the university. To find opportunities go to the University's Job page .</p> <p>There is also application guidance available .</p>
Secondment Opportunities	<p>To find out which secondment opportunities could be available, you should talk with your line manager regarding the potential of taking on a secondment or job shadowing.</p>
Development Opportunities	<p>There are development opportunities available in order to develop your skills. Our People and Organisational Team offer a range of courses and support.</p>
Careers Support	<p>As a staff member, you can access the same information on careers support as our students, including guidance on career planning, CV writing and interviews</p>

Developing Your Portfolio of Skills

Mentoring/coaching

Either by having a mentor or coach or embarking on the rewarding journey of coaching and mentoring others. See some views from colleagues that have done this.

Gaining new qualifications

Often you can access free courses in a range of areas to develop your skills. Also speak to the People and Organisational development team for more information.

Job Shadowing

This is a great way to learn more about other roles and to learn new skills by observing others in their role.

Stories from others

You will be surprised how people have ended up where they have, ask colleagues about their career journey and be surprised to learn lots.

Conference attendance

is always a great way to keep your skills up to date.

Projects

By actively being involved in projects not only do you often get to work with a variety of people but also can learn project management skills.

Join networks

A solid network around you is one of the best things you can do. Not only can they be an advisory board when you need help but they will often know about roles that are coming up in your area of work.

LinkedIn

Is a great way to not only network but also learn, there are thousands of courses many of which are recognised qualifications that you can access for free.

Careers

Have a range of booklets relating to all aspects of the recruitment process.

Maximising your Opportunities

At this point, you have been introduced to the concept of a career journey and done activities and reflections for your personal career journey. But isn't there something missing? Something important? The application process.

Unfortunately, there is no guaranteed way of getting a new role. However, the best that you can do is maximise your opportunities.

The following section is designed to teach you how to maximise your opportunities to obtain a new role through the selection process.

In the next section of this module, we will:

1. Share tips on how to strengthen your application content.
2. Explain how to prepare for a conversation with a hiring manager and their team.
3. Provide tools to help you learn and develop skills.



Effective Job Searching

Searching for a job is not as simple as it seems. Narrowing your search to only one site can limit which jobs you will find.

Be aware when searching for jobs using a job title, often companies use a range of job titles to describe the same thing so keep your search items wide.

There are lots of different ways to look for jobs and these can include:

- Networking
- Recruitment agencies
- Job searching
- Advertised vacancies

“Only 40% of jobs are advertised so it is important to use a range of methods to job search.”





Writing a Cover Letter

When searching for jobs, along with your CV, you may be asked to submit a cover letter. Although this may seem like additional work, in reality this is a great opportunity for you to showcase how and why you are better than other candidates.

A CV tends to be a more factual document of achievements where you usually can't express much personality.

Contrary to this, a cover letter allows you to explain how you meet the specific skill requirements, express your passion and reasons for applying to that specific organisation, and express your personality, originality and individuality.

Before you start writing your own cover letter, read the advert carefully. Look for the specific skills that it is asking for.

The extract on the next page shows an example advert excerpt highlighting the specific skills mentioned within it!



Customer Service Supervisor

We are a fast moving go-ahead company and require an energetic person¹ who can lead a team² of up to 20 others who work in the customer service 'front line'. The successful applicant will ideally have supervisory³ experience within the customer service industry and be able to work harmoniously with other people at various levels in the organisation⁴. As considerable time will be spent in the field, it is essential that the applicant can plan ahead⁵, be resourceful and succeed in achieving goals⁶ while keeping headquarters well informed⁷.

If you think you can offer what we're seeking, then please apply to:

Christopher Jones, Personnel Manager, Progressive Company PLC email: pm@progressive.com

1	Energetic person There is a clear emphasis on personality here and the expectation of them being lively and energetic. Rather than examples, this is mainly shown in your cover letter through the tone used in the cover letter.
2	Team Leader There is a clear indication of leading responsibility. The details relating to the team in the extract show that this is an important skill for the role. Provide examples of leading ability within your cover letter.
3	Supervisory Experience Although the extract says that it is an ideal circumstance, it is still important. This will provide an edge above other candidates so make sure to include this if you do have experience. Conversely, if you do not have the prior experience, don't let this discourage you from applying as this isn't essential. If possible try to explain any similar experiences or examples that can still be considered.
4	Cooperation and Teamwork Going hand in hand with leadership, the job role expects you to be able to work with others. There is also mention of 'various levels' which implies that there may be newer staff requiring training. This would also require more patience and cooperation. Conversely, there could be more experienced staff who may not see eye-to-eye with your supervisory judgement or new work practices.
5	Planning and Preparation There is emphasis on preparation being 'essential' so make sure to show a reasonable amount of examples relating to this skill.
6	Success Carrying on from 'essential' planning, success in achieving set goals is also deemed as essential. It is also important to include a reasonable number of examples where you show success, this should have the initial goal and how it was met. As the extract mentions achieving goals, it is also important to link your success to predetermined goals. Bear in mind that these successes don't necessarily have to link to a supervisory role, although it is preferable.
7	Communication and Reliability The mention of 'well informed' rather than just informed implies regular communication with headquarters with detailed reports. Therefore examples of communication at this level should be emphasised. This also implies a sense of reliability as it would be up to you how often and what extent you communicate with headquarters. It also expects that you don't hide or misconstrue information.

Effective Applications

Most successful applicants do not necessarily succeed because they are better than other candidates. Usually, it is because they are better at showcasing their skills and experiences.

For example:

The University of Huddersfield seeks candidates that can articulate how they meet the job specification.

The online application has a section called 'supporting statement' where you can detail how you meet the criteria.

Top Tips:

1. Read the application pack carefully to understand what they want.
2. Never leave any questions blank.
3. Get a trusted person to proofread your work.
4. Unless stated otherwise always add a cover letter.
5. Don't forget to take a copy of the application or save a copy so you can confidently remember the examples you stated.



*PTO for more information

The successful candidate will be able to demonstrate the following attributes:

Qualifications:

- Educated to degree level or equivalent educational/training/work based experience
- A teaching/coaching qualification or relevant experience gained through holding a similar role

Experience:

- Experience of working in a similar role within an education or professional environment
- Understanding the learning needs of students and the ability to respond flexibly
- Experience working with small and large groups of mixed abilities

Knowledge and Abilities:

- Appropriate knowledge of software packages, e.g. outlook, word, PowerPoint, Excel etc.
- Demonstrated understanding of teaching and learning in a digital environment
- Excellent communication skills oral and written
- Takes pride in work produced, has high level of accuracy and a meticulous attention to detail.
- Self-motivated and capable of independent work as well as being part of a team
- Ability to develop positive working relationships and foster an environment of equality, trust and respect
- Flexible and adaptable approach to job tasks and working hours
- A pro-active, forward thinking, “can-do attitude”

Personal Qualities:

- Commitment to Equality, Diversity and Inclusion
- Commitment to excellent customer service
- Demonstrable personal and professional commitment to the University’s strategy, vision and values.

To make sure you have met all the criteria format you can lay out your document like the example below:

Supporting Statement

Qualifications

Educated to degree level

Experience

Preparing for a Conversation with a Hiring Manager

Most job vacancies (including vacancies at the University) give contact details of the hiring manager.

It's understandable that it can be frightening to speak to the hiring manager to not give off a bad first impression or to not say anything wrong. Most other candidates do the same.

Now think:

"Would you be impressed by someone who showed that they were interested in the job by contacting you?"

Benefits of contacting the hiring manager:

- You can make a great first impression and stand out from the crowd - 'ah, that's the candidate who contacted me'.
- You can ask questions that aren't on the job description or person specification – e.g. what are the key challenges?
- You can decide if you think the job is right for you.

On the next page, we'll give you some helpful tips for reaching out!



Top Tips For reaching out to a recruiting manager on the phone and via email:

1. Make sure you have read the role profile and are clear on the role. Understand what they are looking for this could prompt some interesting questions such as 'I noticed in the Job description that you have recently grown in size as a team, can I ask what the team structure is?'
2. Personalise your message, use their name and make it clear why you are interested in the role and how that fits with their needs.
3. Keep your message or dialogue concise and to the point, these are busy people and focus on your qualifications and why you want to work for them
4. Respect their time, don't send multiple follow up messages in a short time
5. If sending an email always proof read your content to check for grammatical errors and spelling mistakes.
6. Ensure your communication is positive, this is your opportunity to create a first impression.
7. Avoid trying to gain advantage in the interview – the interviewer has to be impartial so carefully construct questions based on the job description or things you couldn't research.



Making Contact

Remember, a well-crafted and personalised message can significantly increase your chances of making a positive impression on potential employers.

Below is a script you can use to help you plan how you may start a conversation and a template email. Remember to be professional, concise and polite throughout. Your goal is to express continued interest, inquire about the role and demonstrate your readiness to apply.

Start with a friendly and professional greeting, avoid asking about development and progression at this point. Remember they are looking for someone to do the role not immediately be promoted. Also avoid asking questions about the salary this is listed and you can negotiate after they offer the role. Also if you state it will be five minutes stick to five minutes.

Email to recruiting manager Template:

Always think about which email you will send this from and make sure if you use your own it is a professional email address. It is ok to use your work email in this instance.

Subject line – (job title)

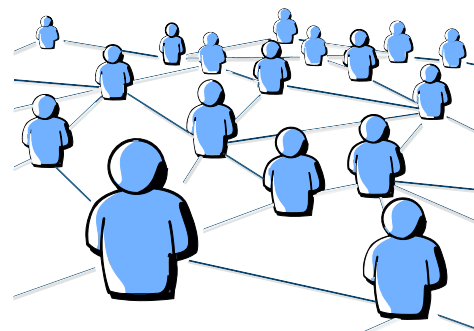
Dear (name of recruiting manager as laid out in the job description pack)

I hope this email finds you well. My name is (your name), I am in the process of applying for the role of (job title) advertised on (where is it advertised). I was drawn to the opportunity and believe my skills and experiences align with what you are looking for. The responsibilities and qualifications closely mirror my background in (mention relevant skills or experience). I have been impressed with (mention something specific) and this role aligns perfectly with the type of department I would like to work with and where I can use my skills and experience gained already in (example).

I would welcome more information regarding the recruitment process, is there a timeline for the selection process? Within the recruitment pack it stated (what did it tell you that you are curious about?) can you explain further how this works.

Thank you for your time, I look forward to hearing from you.

Your name



Tools and Resources

Planning your next move can be difficult so we've collated some courses and resources for you to shape your future career.

There are an abundance of courses and resources available at the University to help you.

please refer to the “Your Next Career ” Brightspace module to see the available links.

There are separate resources available for Managers.
You can go through these courses and resources at your own pace, whenever it is suitable for you.

If you ever do get get stuck or require more specialist help.
Remember that you are not alone in this! We are here to help.

