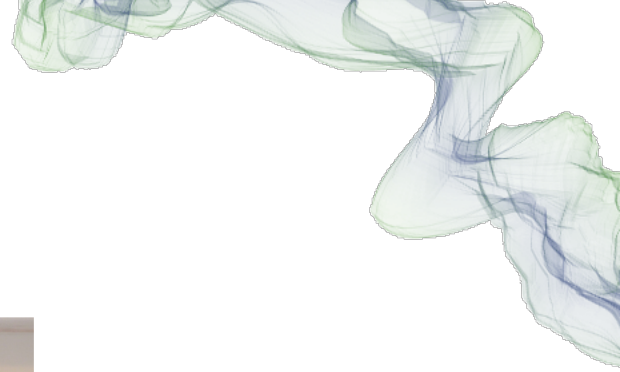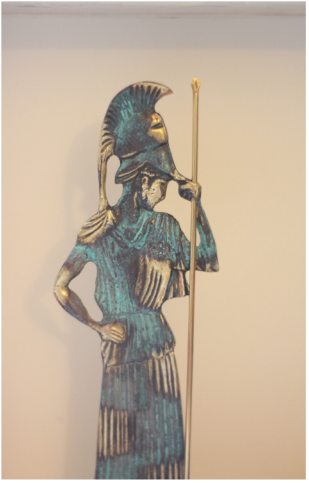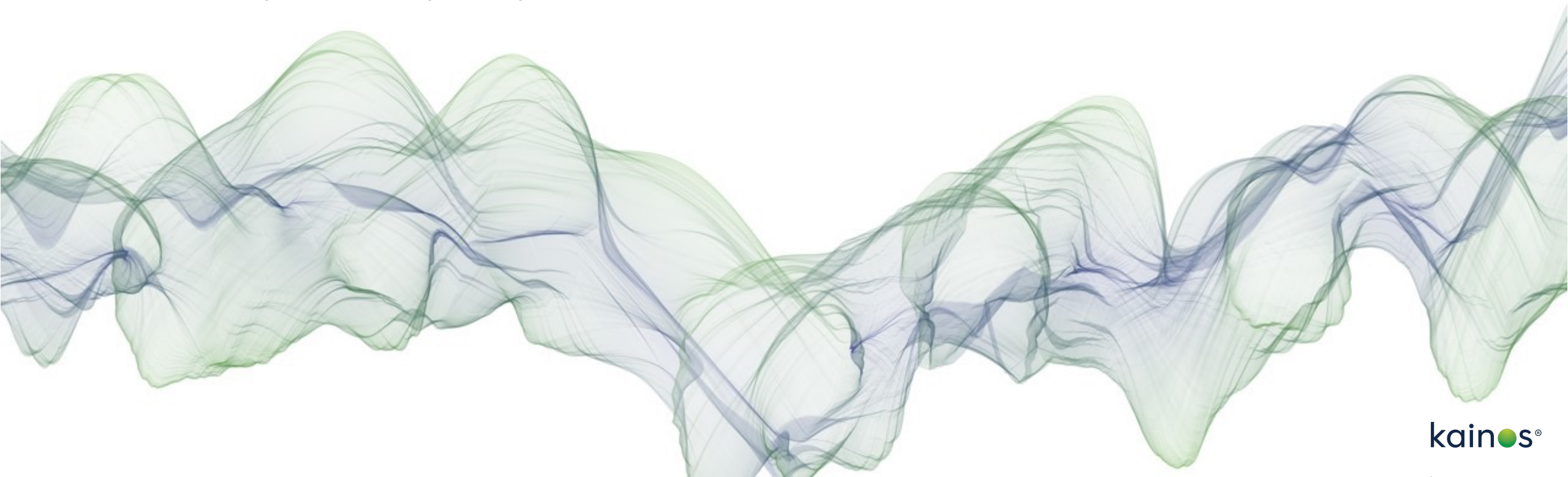# About me....

All about me....

Let's talk about your career options?

How do you find your perfect role?

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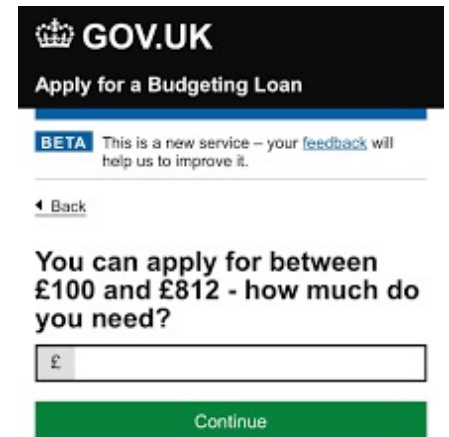
Ok, you're studying Journalism or Media, so you want to work at ITV or the Guardian right?

But what are your career options?
What does a good salary look like?
How do you get hired?
What do you actually want to do with your life?

Yes you can make things people enjoy looking at; but how about making things people **need?**

https://www.youtube.com/c/DWPDigital
https://www.youtube.com/c/NHSDigital/videos
https://www.youtube.com/user/GovDigitalService

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Typical Roles

Working in Digital

Design

- Graphic Design
- Content Writer
- Service Designer
- UX Designer etc.

Designing products and services for people that are intuitive and easy to use. Improving written content and making things better. Thinking of ways to solve complex problems for users.

Research

- User Researcher
- Social Researcher
- Market Researcher etc.

Identifying the problems people are facing. Identifying issues that need solving. Carrying out research with users to ensure teams understand the problems users are facing and testing ways to meet users needs.

Marketing

- Digital Marketing
- Social Media
- Communications
- Videographer etc.

Finding the best way to communicate with the public and internal staff to get the message across. Helping to advertise new products and services. Improving both uptake and understanding.

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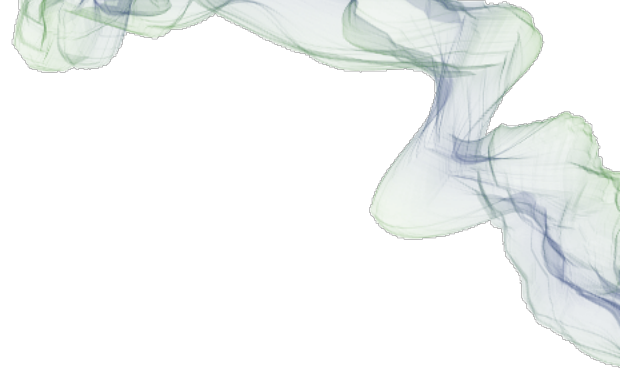
The Sectors

What is the difference?

Private Sector
Designing what people want

Public & Third Sector
Designing what people need

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The Sectors

Try thinking outside the box

Suppliers
Designing for the best of both

Private Sector
Designing what people want

Public & Third Sector
Designing what people need

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Routes in

How to get a job within Digital

Getting some Work Experience

- Look for Traineeship Programmes
- Look for Kickstart Placements
- Look for Design Internships
- Look for Entry Level Roles
- Go Freelance

Apprenticeship Schemes

- Earn As You Learn (Kainos)
- The Civil Service Apprenticeships Scheme
- Design Apprenticeships (Various)

Graduate Programmes

- The Fast Stream (Civil Service)
- National Graduate Development Scheme for Local Government
- The Kainos Academy
- The 'Year Hear' Programme
- And various Graduate Design Internships

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Freelance (contract) vs. Perm (salaried roles)

What's the difference

Freelance/Contractor

- You're your own boss
- You'll have a day rate; which is the rate your client pays you for every day you work.
- You can take on multiple clients at once if you can balance the workload
- You may set your own days/hours
- You have to remember to pay your own tax and set aside money for when you're sick, want to go on holiday or for retirement
- You have a limited notice period (can be as little as a day, at best it might be a week) when someone wishes to terminate your contract.
- You will have to organise and pay for any training you need in your own time.
- There is no entitlement to a pay rise, you negotiate your day rate per contract.

Perm/ Salaried roles

- You work as part of a company
- You'll earn a 'base rate' salary, this often includes sick pay, holiday pay and will include your pension contributions.
- You may also be entitled to bonus', car allowances, healthcare schemes etc as part of your 'package'.
- If you've passed your probation, then your notice period will generally be a month, but sometimes can be as much as three months.
- Training should be available as part of your role.
- Pay rises and promotions can be available depending on your company.

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Lets talk money honey

Because being valued matters; what could you earn as you start out?

Getting some Work Experience

- Traineeship Programmes – **£0**
- Kick start placements & Internships – **Minimum Wage**
- The starting salary in the media industry - **£7.93 – £14.15 per hour** for a Runner
- The average design freelancer in the UK - **£215pd.**

Apprenticeship Schemes

- Civil Service Apprenticeships - **£19,500**
- Private Sector Design Apprenticeships - **£12K - £14K** (Various)

Graduate Programmes

- Within the Pubic Sector the average graduate scheme starts at: **£27,000**
- Within the Private Sector the average graduate scheme starts at: **£25,000**
- The average starting salary for a graduate Journalist is: **£15,000 – £26,000**

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Lets talk money honey

Because being valued matters; What's your earing potential?

Design

A Head of Design earns between: **£65,000 to £80,000**

A Design Director can earn up to: **£130,000**

The average maximum design contractor earns - **£600pd.**

Research

A Head of Research earns between: **£65,000 to £75,000**

A Research Director earns on average: **£85,000**

The average maximum User Research contractor earns: **£650pd.**
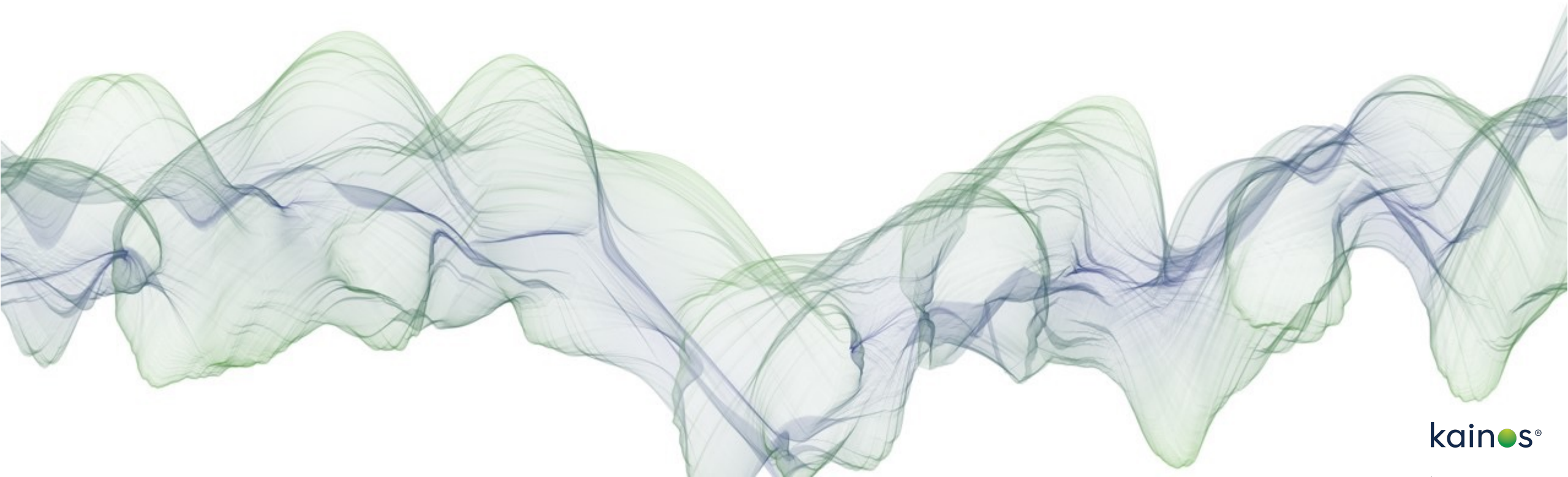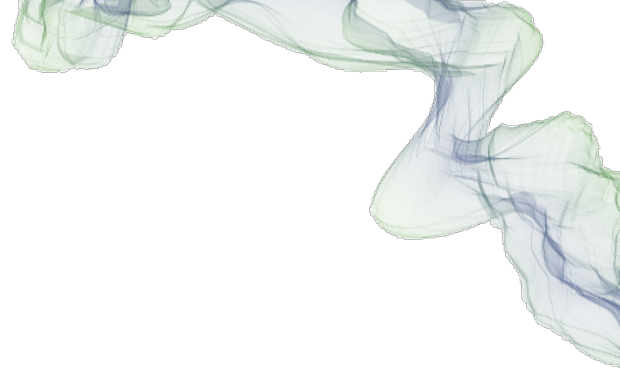
Marketing

A Digital Marketing Director earns on average: **£90,000**

A Comms Director can earn: **£120,000**

The average maximum freelance Videographer earns: **£500pd.**

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So, you've found the prefect job; how do we get your hired?

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Making a connection

Whether it's online or in person – most people find it hard to connect to others.

So, what is the thing that gets people to listen to you and connect to what you're saying?

It's all about **Charisma!**

BE POWERFUL

Be Present
www.adam-eason.com

100% Authentic

OPTIMUM REGULAR
WARMTH 3 RATING
ENHANCED

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Getting people to listen – 10 mins

For the next **10 mins** you're going to work in pairs and take it in turns.

For the '**speaker**'; pick two personas each to use *(but don't tell your partner which)*; you have **1 min** per persona to tell why this career matters to you.

For the '**listener**' think about which persona you think they're portraying and what traits you think each persona demonstrated and why?

Now discuss which traits you think each other were portraying and who did you connect and why?
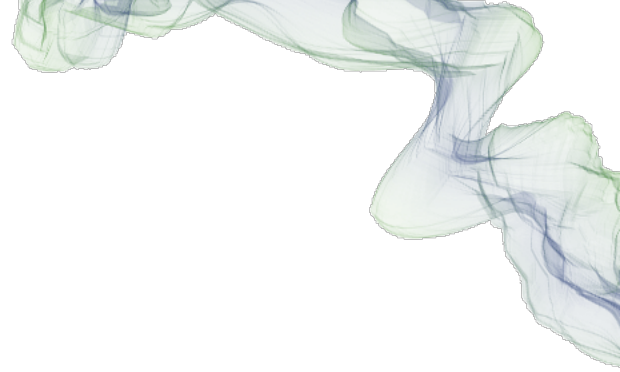
Head Teacher

Sgt. Major

Kids Tv Presenter

Best Friend

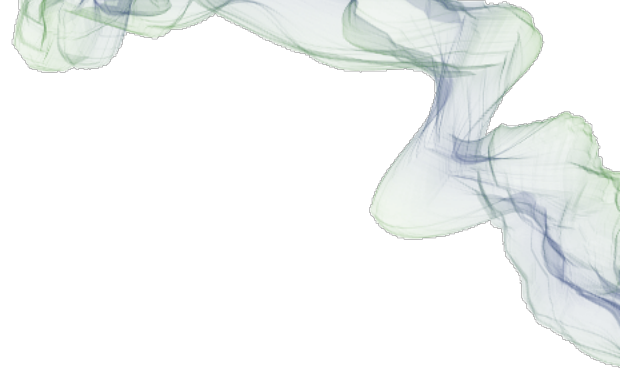**Hippie**

TV Evangelist

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Charismatic Speakers

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How to build your Charisma

Power / Presence

- Hold eye contact for a length of time. Being comfortable keeping focus on the person speaking etc.

- -Use 'Definite', 'solid', 'purposeful' gestures. No unintentional shifting. Planted to the ground.

- -It's about pace and pausing. A steady pace suggests confidence. A pause emphasis you've said or heard something important that needs considering.

- Use a strong tone to underline what you say to make a point.

- Actively listening. Don't fill all the silence, Be comfortable with quiet. Show you've listened and reflected on what's being said and adopted your response.

Warmth / Authenticity

- Being able to connect; looking approachable Its about your face, not just your eyes; *(Top tip before you speak think about someone you love.)*

- 'Fluid', 'open' 'alive' 'expressive' gestures. More alive, 'open' posture. Makes you seem more natural and authentic.

- Play with tempo - quicken tempo to build excitement etc. Slow your tempo to add emphasis.

- Build an emotional connection, use humour, passion, honesty etc.

- Talk about things that have gone wrong, and what you've learned from them.

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Getting noticed:

How do you go about creating your professional profile and why does it matter?

How:

- Start with what you're good at, identify your strengths

- Build your brand - talk about what you know, find your 'tone'

- Get yourself out there: both physically and virtually; build your network
  - Online - LinkedIn; Blogs; Social Media etc.
  - Physically - Networking events; conferences etc.

Why:

- It will help you get known; people will associate you with the things you talk about etc.

- It will show potential employers how you think and what you are passionate about.

- The more you do it, the better you will get at recognising what messages work best on which channels, which will help you build credibility and increase your network

- Building your network will help build your career.

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Brand Exercise: (30 mins)

Creating a professional profile:

Work in groups of three.

For the first 15 mins I want you to think about you:

- What are your key strengths?
- What are you passionate about?
- What are your goals?
- What do you want people to know about you?

For the next 15 mins I then want you to think about how you would build your professional profile:

- Who is your audience? *(what sector or company do you want to work for etc?)*
- What is your audience looking for? *(What kind of role/career are you after?)*
- Where is your audience? *(Are they more likely to be hearing about you on LinkedIn, twitter or on the radio?)*
- How could you 'sell' your brand to your audience?

Use post it notes to help you capture your thoughts.
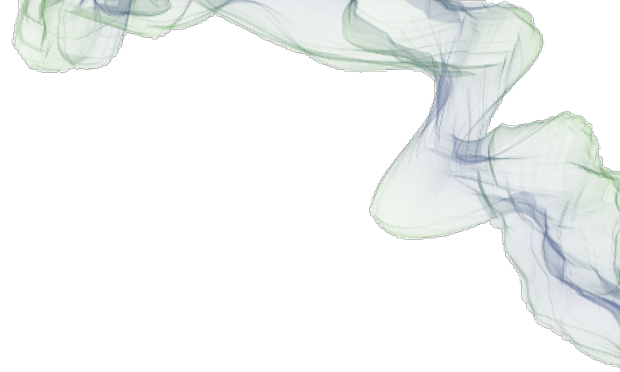
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Being memorable

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel" - Maya Angelou

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Telling your story

Now you have identified 'who' you are and what your brand is; and how to get people to listen to you; the next step is how to get people to remember you positively.

Research shows that when it comes to getting people to listen and remember what you say; story telling is so much more effective than relying on facts alone. This is why recruiters ask you for examples etc.

So, how are you going to tell your story?

TELL ME A STORY

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Painting a picture:

Creating your portfolio:

> **Ben Holliday**
> @BenHolliday
>
> Things I tell design graduates getting in contact: 1. Design a portfolio to show how you make things 2. Write a blog to show how you think

1. **Use case studies**; tell potential employers about the problems you solved, how and why?
2. Don't be afraid to **show when things went wrong**, Employers are as interested in what you learned from things that went wrong as things that went right.
3. **Talk about results**, don't just show potential Employers what you did, tell them what you achieved.
4. Make your portfolio **easy to navigate**, it should work on mobile devices as well as laptops, and ideally it should be accessibility friendly.
5. **Keep it succinct**. This isn't about written case studies drowning in words. It's about showing employers what you can do.
6. **Let your passion show** – why does this matter to you?

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# Portfolio Exercise: *(20 mins)*
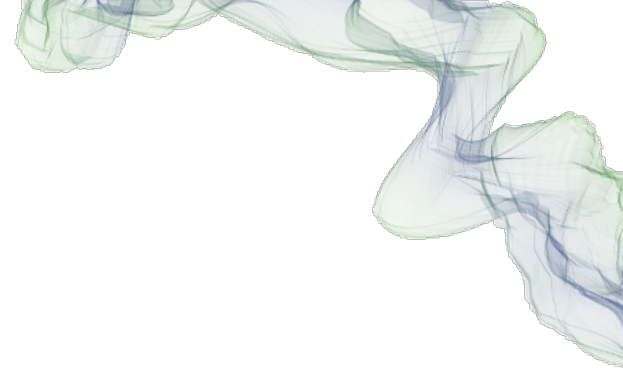
Creating a professional profile:

Working in your groups of three.

- Discuss what elements you feel you would include in your portfolio
- How will you make sure it shows what you can do and have achieved?
- What format would be best for you? (Digital; print; audio; video?)

Use post it notes to help you capture your thoughts.

Mock out your portfolio

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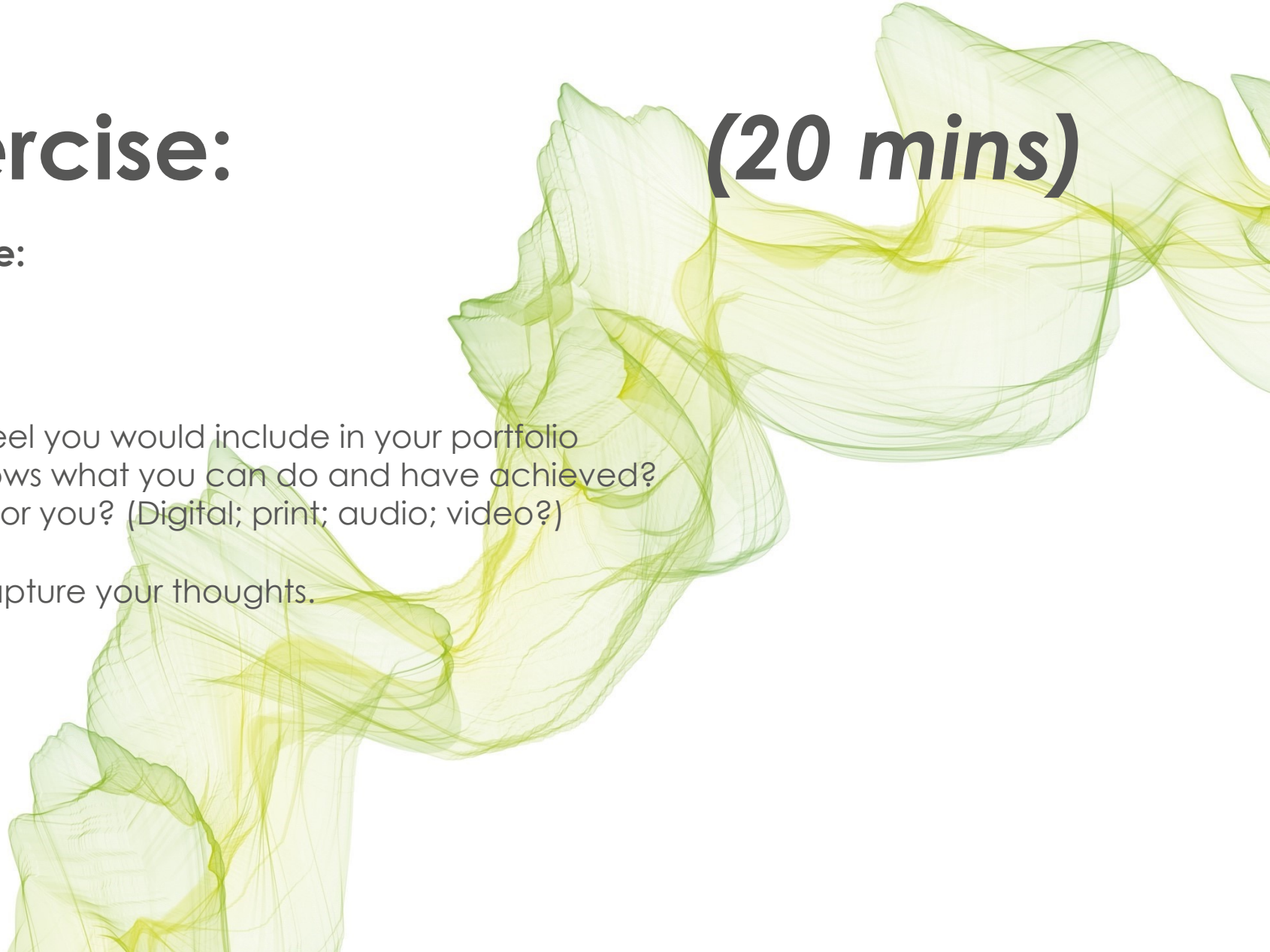
Selling yourself:

How to prepare for an interview:

Before the Interview

- Consider your audience, and how to best connect with them.

- Do your research; What are the companies goals? What is their culture like? Who is on the panel and what are they passionate about?

- If you need to do a presentation; keep it simple, and relevant, less is more. Use a mix of words and images. Not everyone engages in the same way.

- Don't over prepare. Find your own style. Focus on your strengths.

- Pick your outfit carefully. Dressing professionally means different things in different jobs.

At the Interview

- Be yourself. That's who they're hiring after all.

- Speak slowly and clearly and be personable, eye contact is still important.

- Talk about what you wanted to achieve, what you did and what you did achieved.

- Be honest. If you don't know an acronym or phrase they're using; or you've forgotten what they asked, admit it. Better to ask a question than look like a fool.

- Have some questions prepared. It show's you care about the job/organisation.

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Interview Exercise: (45 mins)

Practicing your interview skills:

- Spend **5 mins** individually writing down three key things you'd want to 'sell' about yourself to an employer in an interview. Keep these to yourself for now.

- Then; working in your groups of three; you then have **20 mins** to take turns being interviewed by the others in your group. (I'd suggest asking someone in your group to record you on your phone for you to watch back later).

  - The Interview question is: *"What do you think are your core strengths and why will they help you succeed in your career?"*

- Spend **10 mins** in your group reflecting on how it went and giving each other feedback.

  - Do you think you sold yourself well? Did you manage to talk about your three key things?
  - If you're giving feedback; please be constructive. What do you feel were the three key messages they were trying to land? What could they have done to help their messages land better?

We will then have **10 minutes** at the end to come together as a group and discuss how you found the experience.

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Something to consider:

Useful Links to help you in your career:

- https://www.faststream.gov.uk/digital-data-technology/index.html
- https://www.local.gov.uk/national-graduate-development-programme/ngdp-candidates
- https://yearhere.org/ *A postgraduate programme designed to help you build practical skills and experience whilst delivering social innovation projects.*
- https://creativeaccess.org.uk/ *Creative Access supports individuals from under-represented communities across the UK to enter and progress within the creative industries.*
- https://gcs.civilservice.gov.uk/career/ *The Government Communications Service*
- https://www.gov.uk/government/collections/digital-data-and-technology-profession-capability-framework#user-centred-design-job-family *Information about Design and Research roles within the Public Sector.*
- https://www.kainos.com/insights/blogs/four-weeks-at-the-user-experience-and-user-research-training-academy-2019 *About Kainos Design Academy*

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