

Press Release

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Are you selling yourself short?

Whether your New Year's resolution is to kick-start your career or your next challenge, successfully marketing yourself to potential employers is crucial to getting that big break or promotion you've been waiting for, according to Richard Houdmont, Director for Wales of The Chartered Institute of Marketing (CIM.)

With an ever increasing job market as unemployment figures continue to rise in Wales*, individuals are under more pressure to stand out from the crowd when applying for roles.

Richard Houdmont, said: "Think of yourself as a brand, your CV is your own advertising campaign, it's your chance to shine and sell yourself, so it's important to get it right. When marketing a product, you should always focus on its USP, so take time to consider your personal strengths and what makes you unique, and be sure to communicate this effectively through your CV. Don't simply list what you've done but say how well you did it."

Aside from the traditional approach to business, employers are also heading online to find out more about their candidates, with four in ten employers claiming to have discarded a CV after checking the candidate's Facebook profile, a recent survey for careerbuilder.co.uk revealed.** So this begs the question, what should and shouldn't we be doing online?

Candidate profiles that displayed alcohol or drug related status updates, inappropriate pictures or fabricated qualifications were among those rejected by employers, the survey also revealed.**

Richard said: "Job applicants really need to tread more carefully with sites like Facebook, as it's becoming increasingly popular with Human Resources and employers as a tool to check facts and find out personal information on candidates. However, it really is a case of common sense, as well as secure privacy settings.

"Websites like LinkedIn, however, are an ideal way to network online by sharing your qualifications and experience with potential employers and peers. Keeping and publicising a blog that demonstrates your interest and knowledge in the industry of your desired role is also a way of showing innovativeness. And you can add personality to your CV by including links to your blog or online professional profile.

“Although social networking is effective and convenient, don’t underestimate the importance of face-to-face networking too, which can be really valuable. It’s a great way of building up relationships with your peers and potential employers alike, so be sure to take business cards and attend regular industry events.”

“Experience is crucial but qualifications also draw a line in the sand with independent accreditation of your knowledge. Of course the world doesn’t stand still so qualifications can quickly become out of date. That’s why professional organisations like The Chartered Institute of Marketing help to develop their members with Professional Development programmes which can lead to Chartered Marketer status. Networking at development events will also help you to meet important people and share experience, as well as highlight your dedication to your chosen industry.”

To learn more about Training and Qualifications, Careers and CPD, Events and Membership with The Chartered Institute of Marketing, visit www.cim.co.uk

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About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body with some 41,000 members worldwide. First established in 1911 it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. Visit www.cim.co.uk for more information.

About our Centenary

With the completion of a century in winning professional recognition and status for the marketing professional The Chartered Institute of Marketing will continue throughout its next century as the marketer’s lifelong career partner, and the champion of marketing excellence in all aspects of business and commerce. Events and celebrations planned during the centenary year will provide marketers with an opportunity to show off the positive power of marketing and demonstrate the beneficial contribution that marketing provides to both an organisation's bottom line and long-term future.

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*<http://www.statswales.wales.gov.uk/ReportFolders/reportFolders.aspx>

**<http://www.careerbuilder.com/Article/CB-1337-Getting-Hired-More-Employers-Screening-Candidates-via-Social-Networking-Sites/>