CAREER CENTER NEWSLETTER

MAY 2023

In the last newsletter from the Career Center Telegrafenberg we introduced the concept of defining your brand (values, strengths and career goals), to present a clear message about who you are and what you have to offer when starting your job search. This newsletter introduces the topic of presenting your brand and networking to better understand the job market.

The next newsletter will look closely at application processes.

Identify your audience

Knowing the values and goals of an organisation, and whether these match your brand, can help you identify individuals you wish to connect with. The right connections can significantly enhance your chances of success when making job applications. Begin by researching organisations online (company websites, social media feeds, LinkedIn) to understand their values, and identify individuals who you would like to connect with.

Practice your pitch

Having defined your brand and identified who you want to connect with, you need to refine how you will present yourself to make a positive and lasting impression. Having a well-defined pitch allows you to make a clear introduction and present your brand during a first meeting.

Build your network

Networking is an essential element of a career progression. It greatly increases your chances of success and it helps lay the foundation for your career development. It’s a chance to make genuine connections and build your professional community. Use your pitch to connect with people at industry relevant events (meetups, conferences).

Update your documents

The Career Center Telegrafenberg offers sessions on developing your pitch and preparing your professional documents (cv, cover letter, LinkedIn profile) as part of our coaching process.