

Tænk større

A hands-on guide to job hunting



A-kassen for
humanister og scient.er

Contents

- 1. Do you know your strengths?** 4
Everything starts with this
- 2. How do you create value?** 6
Your application and CV must provide you access to the job interview
- 3. Scattershot or laser focus?** 12
How do you hit the bullseye with an unsolicited application??
- 4. Are you and the employer a good match?** 14
You have made it to the interview
- 5. Network or notwork** 16
When was the last time you used LinkedIn?
- 6. How do you create value?** 18
And can you *think bigger*?





In this brochure you will get the best advice MA's career counsellors have to offer.

**Ask for our help
- and keep handy
this hands-on guide.**

Good luck with your job hunt!



5

tools to
help you

1. The complete list

Make a list of everything you have done in your life (work, education, spare time): Why did I choose to do this? What did I learn from it? How will I use it? These things are the basis for your application and CV.

2. My success stories

Where and when did I successfully complete a task? Could I do something similar for the job at hand?

3. The round of interviews

Ask your family and friends what they think are your strengths. This will allow you to more confidently highlight your strong suits.

4. Pack your bags

What would you pack for a particular job? If you were going to Thailand, you would not bring your snowshoes. Choose the right competencies for the job.

5. The three most important things

Identify the three most important things you could bring to the job. Explain how they matter, either based on previous experience or fresh ideas.

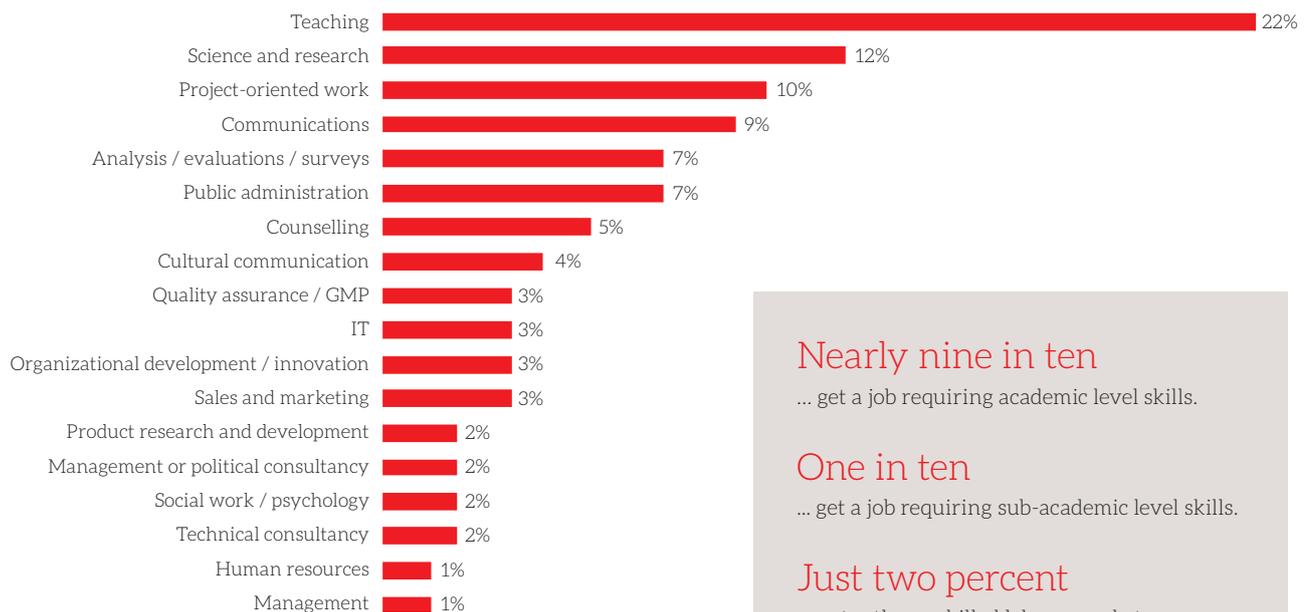
1. Do you know your strengths?

Everything starts with this

- 1 When you compile a list of your competencies, you need to draw on every aspect of your life. It doesn't have to come from your previous work experience: Maybe there is a golden nugget to be found in your spare time activities?
- 2 The point is not to just tick the box for every buzzword in the ad. Instead, find your core, your strengths. What has made me the person I am today? Only then can you put the relevant competencies into the right words.
- 3 Find the value in being... (insert key competence, such as: Structured, communicative, thorough etc.). Now, you have gone a level deeper and will seem more authentic – something every employer values!
- 4 Exploring and defining your competencies cannot be done in two hours – it is a process that spans your entire career. Consider doing a SWOT-analysis of yourself or the field you wish to enter. That way you will know your limitations and can perhaps improve them.
- 5 Don't apply for the job just because. And don't get into a taxi without knowing where the driver should take you. Instead, because you now know your value and strengths, pack your bags with just the right things.



The most common occupations among MA's members



Source: MA's 2016 members' survey

Nearly nine in ten

... get a job requiring academic level skills.

One in ten

... get a job requiring sub-academic level skills.

Just two percent

... enter the unskilled labour market.

2. How do you create value?

Your application and CV must provide you access to the job interview

Can you check-off all of these?
Five key things to make the **employer** want to call you in for an interview

Which of these five **applicants** would you like to see again?

1. He actually sees us! He has considered who we are as a company and what we do.

2. He provides some good examples of things he could contribute.

3. This has been thoroughly proofread. Plus, it's clearly presented and pleasing to the eye.

4. Finally, an application and CV I can skim through in less than two minutes

5. I can really feel the human being behind this application. His motivation is clear.

1. I have always dreamt of working with environmental issues, which makes this my dream job.

3. I have never worked in cultural communication before but I know I have a forceful personality.

4. I have a degree in philosophy and I think that working in your company would be very interesting to me.

2. After having spoken with the production manager, I understand you have issues with your quality assurance.

Check these five things before sending your application

- 1 My CV lists the professional and personal competencies I already possess. It reveals what I have learned. It points to my past.
- 2 My application explains what I would bring to this particular job. It points to the future
- 3 I know the values of the company and the challenges it faces: e.g. a new competitor, new legislation or a new market. I have researched online and in print media. Maybe I even called them.
- 4 I have made myself relevant to the company. Not just by listing my skills, but telling them what I would do in the job.
- 5 I have taken the time to create a nice layout. I have put in clear headlines to catch the readers' eyes, so they may notice me in less than sixty seconds.

5. Volunteering at Danish Red Cross taught me how important precise and targeted communication can be. It gave me valuable insight which could prove beneficial to you.

Regarding your job advert for a PE teacher

I read your advert with great interest and feel that this position would suit me well.

I have always dreamt of working with people and this job would allow me to further develop those skills.

I was a substitute teacher at my old primary school. I also practise a few sports in my spare time so I know first-hand the importance of health and how many people (including children) neglect it.

I am a flexible and dynamic person, who is not afraid of hard work.

I hope my application has piqued your interest – you are more than welcome to contact me and so that I can further explain why you should hire me.

I look forward to hearing from you.

Yours sincerely

The **standard** application

... does not bring you closer to the job.

The **targeted** application

... provides specific details on how you would perform in the job.

PE Teacher for the Department of Body and Human Health

With a master's in Human Physiology – plus several years of experience as a personal instructor and teaching assistant – I see many possibilities in your advertised position. I am particularly inspired by the wonderful natural surroundings of your school as well as its professional learning environment. This could provide many opportunities for new combinations of classes and teaching subjects – something I would enjoy helping to develop.

Innovation spaces

I strive to create a supportive learning environment and help nurture students' motivation for learning and personal growth. In particular, I could help develop creative ways to combine the individual classes across our field.

Examples of project-oriented class combinations

Physical Education and civics

A critical discussion of elite Sports and politics

Case studies:

- Corruption in FIFA and FIVB (volleyball)
- Allocation of Olympics
- The extent of match fixing in sport

DIF/DGI's goal to increase sport participation, cultural attitudes to physical activity and the influence of sport on city planning

Case studies:

- Insight into the sporting habits of Danes
- New trends, such as street culture and eSports (e.g. Pokémon)
- How to become a first-mover

Sport, maths and physics

Biomechanics, where students reach an understanding of movements and physical forces associated with sporting performances, training, how to avoid injuries

Case studies:

- Jump distance, angles and the physical forces felt by a skater who negotiates a jump?
- We could try to raise funds for a new skateboard ramp to be used during classes

Sport and biology

Human physiology in relation to training programmes, aerobic / anaerobic training and the functions of the autonomic nervous system

Case studies:

- Which physiological mechanisms do the various training regiments activate?
- Why do we get tired when walking a tight rope?

Body and health

I prefer a 'lived body' approach to teaching where students and their teacher both instruct and learn through experiences. This in turn incentivises a high degree of student participation and enables them to take ownership of the process. The greater the say students have in their education, the more motivated they will become.

I look forward to hearing from you. I would love the opportunity to be a member of your teaching staff and to help students focus their learning in order to aid them in their growth and future education.



Do you know **AIDA**?

Use the AIDA-model to avoid making an extended version of your CV. It can help you showcase your strengths and to keep your focus on the job at hand.



(attention)

Interesting and eye-catching headline / question / statement.



(interest)

What is interesting about this particular job or professional challenge? Try to account for the current situation. Show that you understand the field / the company / their business model. Show them you are up to date with news from their website.



(desire)

Why me? Which three things could I contribute to meet your stated desires? What concrete proposals would I put forth relating to the challenges you face? Rooted in your experiences and insights, tell them your suggestions and what you could accomplish – short and to the point.



(action)

A closing statement / recounting / conclusion to your headline and central message. Should look to the future.

Should I **call**?

Call the employer if you need specific information to write a good application. If you are lucky, the employer might remember you, but that is not the reason you call. Show you understand what it means to run a business with a bottom line.

Prepare short and to-the-point questions. The person on the other end wants to talk to you, but does not have time for your life's story.

Five questions to ask over the phone

- 1 What will be my most important tasks and what would it take to be a success?
- 2 Who will be my main collaborators? Will there be cross-company collaboration?
- 3 Could you describe task 'X' in detail?
- 4 What will be the most important tasks during my first month?
- 5 What is currently your biggest challenge?



The CV: If you were the **employer**, would you want to meet this applicant?

PE Teacher for the Department of Body and Human Health



My profile

You will find me an innovative and forward-thinking educator. I base my methods on a 'lived-body' approach to teaching and always tailor them to the needs of my students.

Work experience

- 2015 - present *Birketofte, youth rehab-center, Værløse*
Assistant teacher. Kids and youth within the ADHD and autism-spectre. Aged 8-18.
- 2015 - present *Game, Copenhagen*
Street basket and football coach.
- 2015 - 2016 *Hjemly sports campus, Austria*
Taught downhill and slalom skiing to both beginners and intermediates.
- 2013 - 2015 *NIH, Nordjyllands Idrætshøjskole, Brønderslev*
Part-time teacher in sports and athletics.
Weekly lessons for a group of Pashtun-speaking asylum seekers.
- 2012 - 2015 *DGI Huset, Nordkraft and Aarhus*
Gymnastics and 'kidfit' instructor. Also responsible for all on-site ball games.
- 2011 - 2015 *Pulsevent, Aalborg*
Have served on multiple occasions as instructor at company teambuilding events.
- 2012 - 2014 *DBU and BHD Football school, Aarhus*
Coached 15-20 children, aged 10-15.

Education

- 2010 - 2016 *Masters in Physical Education from AAU and AU*
MS in PE, humanities / sociology department at AU, 2016
- Intern at The National Platform for Street Sports, Spring 2015
 - Innovation, organisation and work (10 ECTS points), Department of Anthropology, AU
- BS in Physical Education at AAU, 2013
- 2005 - 2008 *Odder High School*
Taught civics, English and Math.

Volunteering

- *Huanchco Football Academy, Peru*
Coached football for boys aged 8-9 and 14-18
- *DGI Momentum*
Enthusiastic volunteer at Greena Asylumcenter. Football games and s'mores!
- *Children's Aid Society (Aarhus)*
Golfing with footballs, Christmas presents at Aros
- *DGI (Northern Jutland)*
Sportsguide. Helped expats enter local sport clubs
- *Playthegame*
Helped out at a conference: Made certain that the competition went smooth and professionally.

The Job hunting cycle

Where MA can help you throughout the process



Have you **prepared** for ...

- A short intro
- Questions from the employer
- Questions to the company

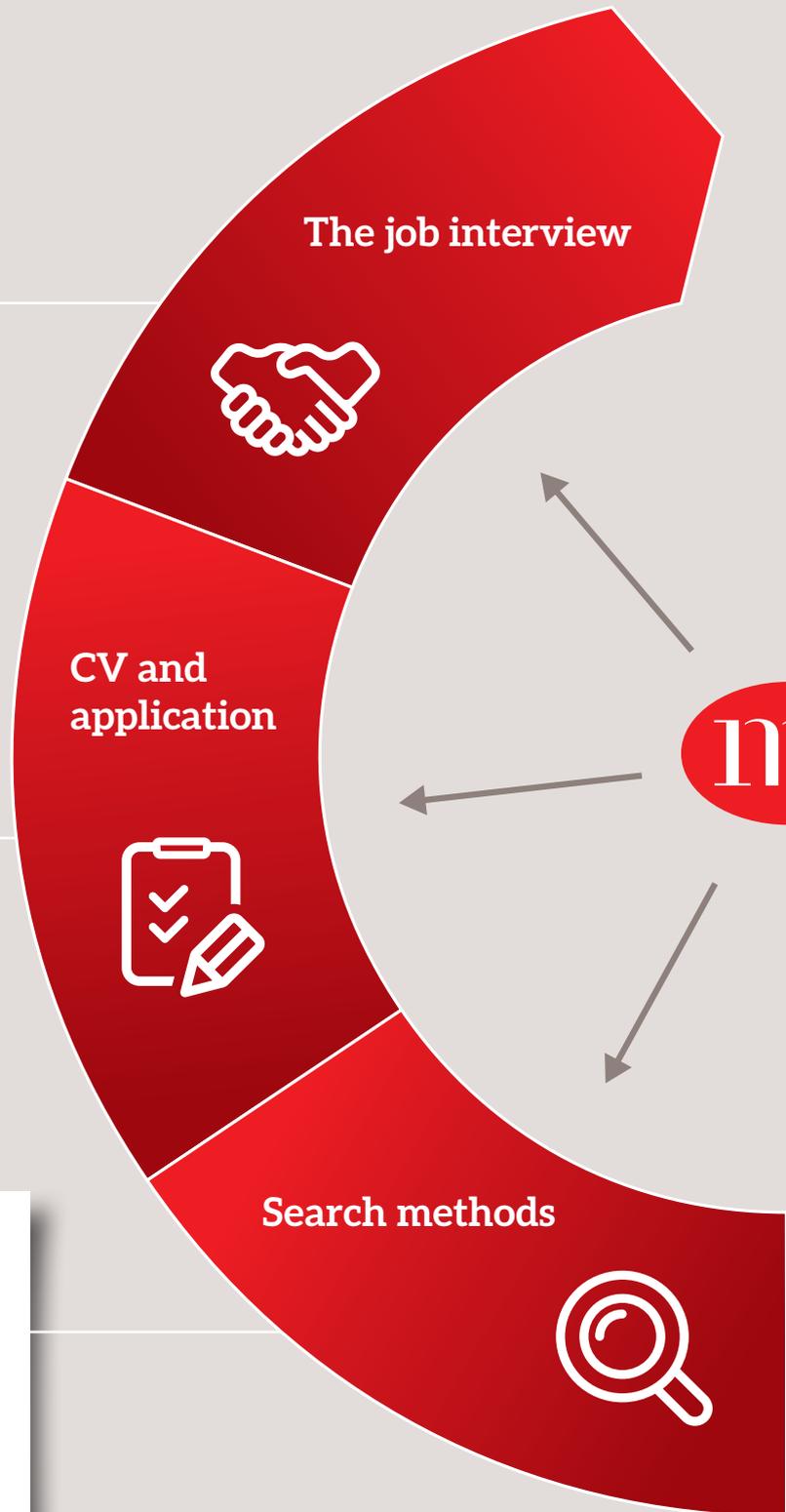


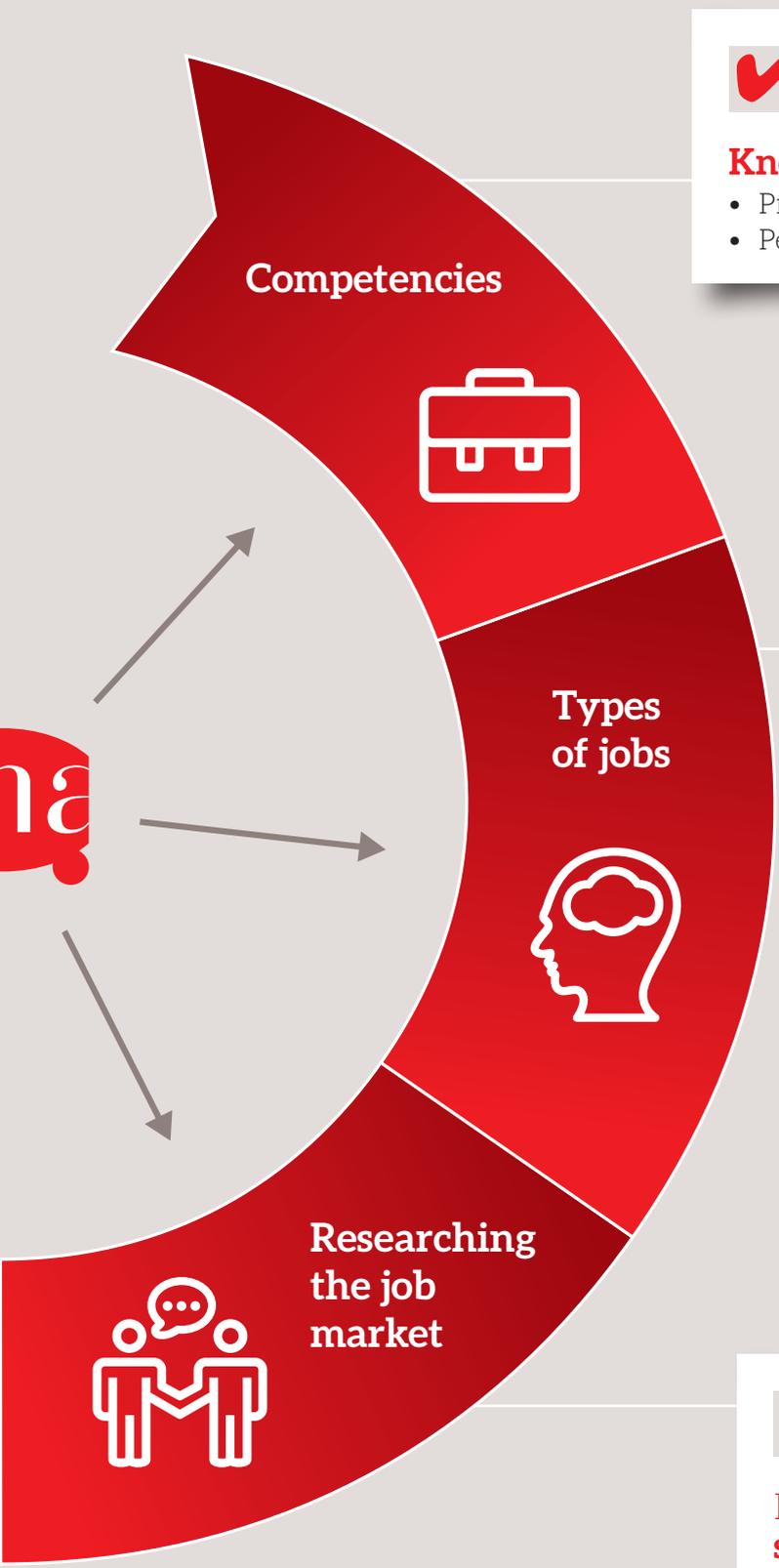
Is your material correctly **focused**?



Are you using **all available methods**?

- Solicited
- Unsolicited
- Network
- LinkedIn





Know your ...

- Professional strengths
- Personal strengths



Do you know your **primary wishes?**

- And do you have a plan B?



Do you know all relevant **sources of information?**



3. Scattershot or laser-focused?

How do I hit the bulls-eye with an unsolicited application?

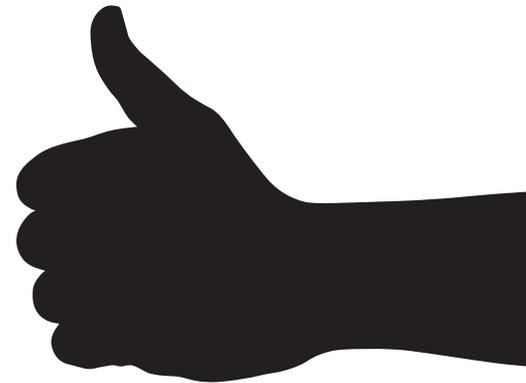
Five myths you should let go of

- 1 If I just keep spamming unsolicited applications, one of them is bound to hit the bulls-eye eventually.
- 2 It is sufficient simply to mail them a standard application with my CV. They will bring me in when they need more people.
- 3 If I call a hundred people, I could probably land ten interviews and one job – eventually.
- 4 If I tell them that I would like to work for them, they will become more interested.
- 5 “I don’t have enough experience!” Do you know this for a fact? First do research to find the correct answer.



Five things we know will bring you closer to the job

- 1 Remember how at university you were good at doing analysis and research? Don't stop! Find the interesting companies using every tool at hand: the business section of newspapers, “Gazelle-listen”, the Business Insight database, The Confederation of Danish Enterprise.
- 2 Try and pitch the findings from your thesis or PhD. You may have new insight, which can be brought to bear. You are the expert that can help a company hungry for information.
- 3 When you call, have your story straight. What specifically do you wish to ask them? Would you like to set up a meeting? Do you wish to inspire them with your new insight?
- 4 Use your network: Research the people you know on LinkedIn, your former study group, companies, former colleagues, family and friends.
- 5 The company has not dedicated any personnel to handle your inquiry. Therefore, make it short and to the point: How could you contribute ideas or experience?



Five tips for doing better research

- 1 You are not asking for a job. Instead, ask for information to improve your jobhunting.
- 2 Employees could also be of help to you, e.g. telling you about the field, giving examples of specific tasks, challenges, what skills you would need and who to contact. All at the price of a quick meeting.
- 3 Research is king! All is fair game when it comes to getting information about the company.
- 4 When you have done your research – and know what you could do for the company – make your application super short. Refer them to your CV at LinkedIn.
- 5 You will need both timing and luck. You can to an extent influence the timing through research – perhaps you spotted a company experiencing large growth, a company in need of fundraising, new legislation or an upcoming local election?

It **could** be done like this

Two examples of unsolicited applications. Always include your CV.

Playing sports should be fun

...that's why we use the word 'play'!

And communicating this message is something writers at iForm Magazine excel at. You inspire people and deliver stories that illustrate how sports, exercise and human health can be a fun, rewarding and indeed natural part of everyday life.

As a former professional athlete – and still avid long distance runner in my spare time – I know exactly why you write what you do and for whom. I would love to contribute to your editorial output.

With a Master's in Danish and psycholinguistics – and as I'm currently looking for a job – I can offer you four to eight weeks of unpaid internship. As such, I could contribute with new articles, research, proofreading, product development or even just lending a hand where needed.

My previous experience with professional sports has provided me with a unique insight into exercise, human health and well-being. I would like to put these skills to use for iForm.

I look forward to hearing from you and hope we can discuss this further over coffee in the near future.

A good **first impression**

Everything you do during the application process will signal to the employer what sort of colleague you are, how you handle clients, bosses, business partners etc.

If you make a good impression, it will reflect on you in a positive way – even if you don't get the job. The employer will remember you.

You should always follow-up with your CV.

You always do your best – as do I

When we take out insurance against accidents or theft, we need to confront the really tough questions: It is hard to think about losing loved ones, your home or even just a car.

This means an insurance company should strive to communicate with empathy and in a way that engenders trust. In this regard, LB Insurance stands head and shoulders above its competition.

You manage simultaneously to convey empathy and professionalism, e.g. when you write in your letter that “Community fosters security. The money you pay to us goes first and foremost to ensure that you and other members receive help and financial support whether your house burns down or water leaks through the ceiling.”

This is an example of how you generate credibility and empathy while remaining informative. LB Insurance is not only a company with rules, regulations and complicated insurance policies. You really get the sense that it has real people, who actually care and empathise with people's needs.

With a Master's in Danish and psycholinguistics I am interested and trained for this particular form of communication, where – even though the subject matter may be difficult to get across – it still needs to be communicated in order to create trust and maintain credibility. Customers need to believe that LB has their back, in case the worst happens. This is something to which I could contribute.

I have solid experience within a wide range of written communication tasks, from places such as iForm Magazine and Children's Aid Foundation, where I undertook tasks like writing the newsletter, creating campaign material, writing articles, designing websites and creating SoMe-content. This allows me to perform many different tasks.

Most importantly, I want to contribute to a company I can relate to – a place, where they always strive to do their best – just as I do.



Twenty seconds

You have twenty seconds: A good first impression might still open other doors, even if you did not get the job.

Five preparations to make before the interview

- 1 Your future employer is interested in your skill-set and have called you in for a personal interview. Whether you show up prepared will determine if you get the job or not. You will appear motivated and organised if she feels that you have researched both the position and the company.
- 2 Consider how you might provide specific examples and how they relate to this company. Use your creativity to imagine ways you might approach the tasks and how the job would play out in real life.
- 3 Usually, you will be asked about your strengths and weaknesses. Have a ready answer – and be truthful. Your answer should relate to the job at hand rather than everything else. Nobody is perfect – but make them see that you know how to compensate for your weaknesses. Your answer should signal that you possess personal insight and relevant experience. Remember: It is more about the way you answer than the answer itself.
- 4 Ask your union or professional network how high a salary to ask for.
- 5 Practise with a friend. Use the list of questions and rehearse the job interview.

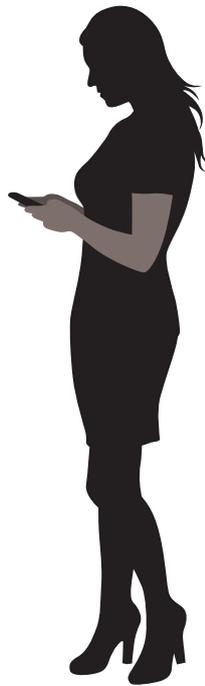
4. Are you and the employer a good match?

You have made it to the interview



Five things to remember during the interview

- 1 Obviously, you should arrive to the interview on time – or even five minutes before. Your clothing should match the job title. Better to be overdressed than the opposite. Your hairdo should be nice and your beard trimmed – if you have one. It is important that you consider what you signal by your appearance.
- 2 Start with a firm handshake and introduce yourself. State your name loud and clear. It is okay to be nervous. If this is a problem for you, seek professional help. Or just say “I am little nervous today!” It is not a problem, as long as you get your points across.



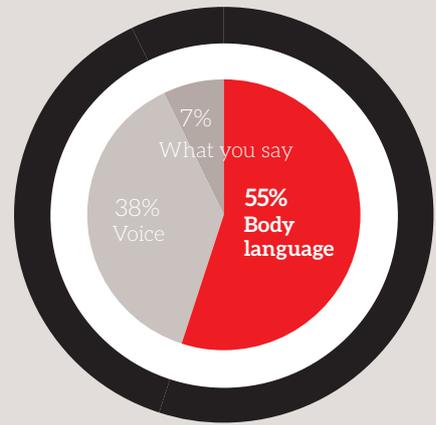
Rejected?

Call and ask what you could do better next time. What did the chosen candidate have that I did not?

3 Both you and the employer have a responsibility to ensure a good interview. This means that you need to help keep the conversation going. The employer takes the initiative and sets the stage – starts the interview and decides when to end it.

4 Always prepare questions in advance to get the information you need – and only that. It shows interest and courage.

5 Be honest and deliberate. Employers will always sense if there is a sensitive issue.



Your **body** speaks too

At an interview, your body language betrays your thoughts.

Things the employer might **ask you**

- Tell us about yourself!
- Why do you want to work for us?
- Why do you think you might be a good fit for us – why you in particular?
- What do you know of our work?
- How will you prepare for it – how long would it take you to get up to speed?
- Is there a common thread to your career? Are you satisfied with it?
- Why did you switch jobs?
- What have you done to better yourself?
- How are your teamwork skills? Could you give examples?
- How would you approach the tasks regarding...?
- Is there a special task at our company that you wish to focus on?
- What has been your greatest success?
- What was your greatest mistake or disappointment?
- How do you utilise your experience?
- How do you feel about decision-making?
- How would you describe your temper?
- What are your strengths and weaknesses in relation to this job?
- How does this job fit with your family life?
- There may be some travelling involved – is that a problem?
- What could make you quit this job?
- Do you have a salary demand?
- What is it like to work with you?
- What role do you usually play in a team?
- Why should we pick you?
- What expectations do you have of your manager?
- What skills would you like to develop?
- What did you like about your previous job?
- How do handle pressure? Do you stress easily?
- What do you do in your spare time?
- Where do you see yourself in three years?
- Do you have any questions for us?



Networking is **effective!**

More than half of MA's members get the job through a solicited application. Every third get it through their network, such as contacting the company directly.

5. Network or notwork

When was the last time you used LinkedIn?

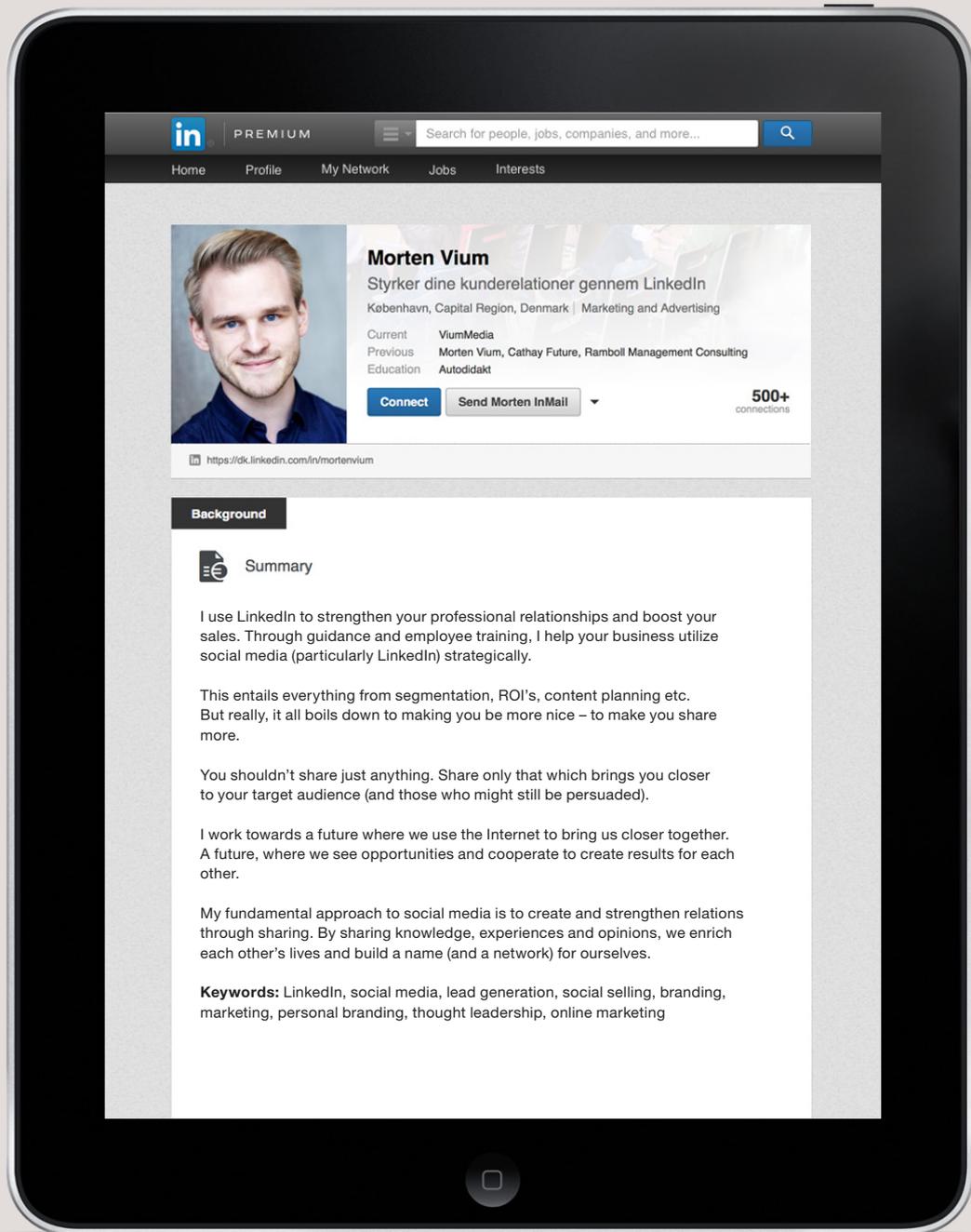
Five easy **quick wins**

- 1 Update your LinkedIn profile with photo and content. This is a professional network, not Facebook.
- 2 Trawl your own network and find their extended network: Any interesting openings? Openings are usually found at 2nd or 3rd degree connections, not the 1st.
- 3 Send invitations to relevant people, who work in your desired field. Invite yourself for coffee – at their place of work or at a café.
- 4 Look for free conferences or seminars within your field of interest. Participate to gain fresh insight and to grow your network.
- 5 Look at your own merits: In what field are you a specialist? What was your thesis / PhD about? How could your special skills or unique insight be brought to bear?

Five reasons to be **professional** when on LinkedIn

- 1 LinkedIn is like online dating for companies. 88 % of hiring managers have a profile. 64 % use it for recruiting. Some leave a digital footprint with potential candidates – and then await your response.
- 2 Many people have created a profile and accepted any connection. And now they have no idea of what to do. Do not go that route – there are 1.8 Million profiles in Denmark alone.
- 3 Have a professional CV. Then you can refer to it from LinkedIn. If you are among the final candidates, companies will google you and find your LinkedIn profile – and see your network.
- 4 Have your picture taken by a professional. Work with your profiles' headline. Think "tweet" and think ahead. Think of what you want.
- 5 Use LinkedIn as a database of companies. Find them or your field of interest. See if you have shared connections. Use them when you apply unsolicited – or as research before an interview.

Focus on your own story



Which of these candidates would **you want to meet?**





6. How do you create value?

... and can you *think bigger*?

Playmaker | sees possibilities, takes stock of company resources and launches new initiatives to position your company among the elite

Bridge builder | ensures optimal collaboration between different professions, departments and cultures. Bridges the gap between your company and its clients

Co-creator | draws in relevant parties and facilitates co-operation when developing new products

Anchor point | maintains perspective, gathers loose threads, conveys central information, handles details and ensures timely product delivery

Integrator | promotes understanding and acceptance and facilitates dialogue between the various actors, organisations and cultures in order to ensure lasting results and fruitful collaboration

Health booster | spots possibilities for new initiatives within healthcare, including optimisation of existing programs. Ensures transparency, robust implementation and evaluation

Environmental torchbearer | ensures that your company – and its natural surroundings – abides by environmental standards and a responsible handling of Earth's resources

Quality Commando | leaves no stone unturned, analyses every eventuality and ensures that your company makes informed decisions

Communicator | ensures that your message reaches its target audience in time and in a way that benefits your bottom line



Soffi has a Master's degree in IT and noticed someone had visited her LinkedIn profile. She cultivated the connection, invited herself over for coffee – and got the job.



Pil is an anthropologist and asked for a brief meeting with 10-15 potential employers. They all had five minutes to spare. The second meeting landed her a job.



Trine has a background in media. She spent a few hours standing in an elevator at the metro station (during rush hour!) handing out her CV. When she got home, she had five messages from people who had either met her or heard about her.



Lars has a Master's in science and started being much more pro-active on LinkedIn. In two months he had twenty new contacts and the number of profile showings started to rise exponentially.



Growth booster | gives your company a higher customer satisfaction rating and added benefits on the bottom line. Statistics show that academics boost the growth of small and medium-sized companies

Disruptor | breaks free of traditional thinking and seeks out ground-breaking solutions and lesser-travelled roads within a competitive marketplace

Analyst | maintains a full picture in a world, where ordered knowledge – not raw information – is the currency

Innovator | considers the needs of your costumers, takes a fresh look at procedures and communication within your company and provides solutions tailored for tomorrow

Researcher | possesses a deep knowledge and keeps abreast with new developments within the field so that your company always has the best basis for making new decisions

Urban gardener | helps restructure the city's green areas and works to inform its citizens, so sustainable produce can find the shortest route from the garden to the dinner table



Anne has a Master's in education and went with MA to Folkemødet at Bornholm. She brought a 'Playmaker' business card, which in turn gave her several contacts.



Annette took the MA bus from Copenhagen to Kalundborg to see how Novo Nordisk made their insulin. She never considered her background in biochemistry as relevant to the medico-industry, but it turned out that it was.



Peter was tired of sitting alone at home. He went to a local communications bureau and asked to borrow a desk to sit at. He then hung out, writing applications and eating his lunch with the employees. It started to feel like a real job.



Tina didn't feel at home as a nurse with a Master's degree. She went with MA to an expo in welfare technology and got a chance to see other job avenues.

We know you

If you have a background in the humanities, communication, IT or the natural, social and health sciences, you will feel right at home at MA. Whether you are a fresh graduate, a wage earner, a freelancer, a temporary employee or perhaps run your own a business – we are the right choice for you.

At MA, we provide expert advice for people just like you. We guide you through all rules and regulations so that you receive the financial compensation you are entitled to in case of unemployment. In addition, we help you with motivational sparring and sound career counselling – all to help you find the right job.

Welcome at MA!

MA - København

Peter Bangs Vej 30
2000 Frederiksberg
70 20 39 71

MA - Odense

Slotsgade 21B, 4.sal
5000 Odense C
70 20 39 71

MA - Aarhus

Åboulevarden 23, 2. sal
8000 Aarhus C
70 20 39 71

MA - Aalborg

Østerågade 19, 3. sal
9000 Aalborg
70 20 39 71

ma-kasse.dk



A-kassen for
humanister og scient.er

tænk større