

Employability Essentials

Assignment Two

G20698339

Individual Development Report

Introduction

In this report I will demonstrate how I have reflected on the themes of clustering, the building and maintenance of online and offline social capital, and cultural capital. By studying the distribution of employment throughout the UK and the statistics of current employment trends, I can understand the employment landscape more clearly and whether my ambitions fit in with the present environment. By gaining this knowledge, I will be better prepared to face the world of employment as I will have real world statistics about employment across the UK, thus I will be able to make an informed decision about my future employment prospects.

Clustering

Clustering is the accumulation of companies or individuals from within an industry in a specific geographical area. Industries tend to cluster in certain areas because the people within them can better share information and research as well as work with local institutions such as universities (Economist, 2009). The clustering of firms also contributes to agglomeration economies, whereby companies can generate local competitiveness which leads to economic growth and urbanisation economies.

My knowledge of clustering will assist me as I enter the labour market in the marketing industry as I will have prior knowledge about the fact that marketing firms cluster around certain areas throughout the UK, typically larger cities such as Manchester, London and Birmingham. By understanding the concept of clustering, I can use it to my own real-world advantage by positioning myself geographically so as to become part of a cluster which, in turn, will put me in a better stance for securing opportunities within the marketing industry.

After looking at the UK employment data, it is clear that the majority of opportunities in marketing are in larger cities such as London. Despite this, there are growing opportunities in regional cities such as Liverpool and Manchester and perhaps even Preston because of increased government funding in the North West of England. However, as a Northerner myself, I am still sceptical of the amount of opportunities in the North West, especially those within the marketing sector and I also question the longevity of the job pool in the North of England and whether it is only being sustained by government funding and whether it could actually survive on its own. broader convo about amount of jobs, combine this Northern powerhouse.

Looking at the data from Figure 1, North West England shows up as below average when comparing it to the salaries of other regions of the UK. Due to this, the North West of England region may not appeal to me as there are other regions of the UK that offer higher average salaries, but not forgetting that in some areas such as London, the living cost is much higher so perhaps in proportion, there is little difference. To add to this however, for specifically marketing-centred jobs, when looking at the latest UK data, the main cluster is London as that is where some of the largest marketing agencies are based.

Table 8: Average annual marketing salaries by region, 2011, UK

Region	Average annual marketing salary (£)
London	47,963
South East England	44,005
North East England	34,674
East England	40,531
South West England	39,244
West Midlands England	38,495
North West England	37,242
Wales	32,915
Scotland	36,000
Northern Ireland	41,417

Source: Marketing Week/ Ball and Hoolahan (2012), Salary Survey 2012

The Forms of Capital

The Forms of Capital is a three-pronged philosophy holding the divisions of capital, both cultural, economic and social, as an accumulation of external and internal components that make up a person's understanding of the world around them and assist in the formation of one's values, characteristics and ambitions (Swartz, 1997). After learning during class for many weeks about the different forms of capital, their uses and benefits and the different ways in which they can be acquired, I have understood the importance of refining, organising and widening my own social and cultural capitals in order to better position myself to accomplish my own ambitions.

Cultural Capital

Cultural Capital, as the first branch of the three-pronged philosophy, refers to the extent of one's knowledge about the different facets of culture in the world around them (Grenfell, 2010). For example, having a high cultural capital would mean an individual has a broad, yet good understanding of current affairs and popular culture, but also has specialised knowledge in specific disciplines.

After experiencing the Employability Essentials module, another key aspect of real-world industry and characteristic component that I have learned is crucial now than ever before is having sound knowledge and understanding of current affairs, not only within my industry of interest, but also in the wider world in politics, business as well as popular culture, technology and media.

By keeping updated on all of these aspects of public interest, I become aware of the world around me and having this wider view could act as a crucial factor in an employer's decision about me or could mean the difference between a marketing campaign succeeding or failing. On reflection, the content about cultural and social capital and understanding how imperative it is, has definitely lead me to evaluate my own levels of each form of capital and to begin to improve each of them. For example, I have started putting more effort into my online profile via self-commercialisation since that is a key factor of social capital.

Social Capital - Self-commercialisation

Social Capital, the third branch of the three-pronged philosophy, focuses on the accumulation of knowledge, experience and skill through the networking and meeting of people within the industry, with less focus on what they know and more focus on who they know (Howson, 2015).

Since learning, from the first semester of this module, about the increasing importance of acquiring valuable experience, I have managed to secure three different internships throughout the summer; one at Preston City Council, another at the Harris Museum & Art Galley, and another at Hoghton Tower. I believe that the knowledge I acquired from this module specifically, about communication, negotiation and the best ways in which to interact and gain from these types of experiences, has greatly assisted me in both securing and organising each internship to ensure I will be getting the most valuable and relevant experience whilst there.

By gaining relevant experience to marketing and business management through working in real-world organisations, businesses and governmental bodies, I will aim to construct a comprehensive profile that truly reflects my own hard work, determination and enthusiasm for the industry. As well as the practical experience gained by external means, the knowledge-based components of my profile will enhance it further by demonstrating that I have extensive, yet ever-growing and evolving, knowledge which I will apply to all suitable practical situations whether that be in a self-employed setting or whilst employed being a firm.

Another really crucial and constantly increasing component of securing future opportunities within the marketing and business management industry, is self-commercialisation. Self-commercialisation is the construction and maintenance of one's own digital and physical profile and reputation with the goal of securing a foothold in an industry or having a better chance of progressing through an organisation by demonstrating a professional persona of clarity and continuity. After experience the class in which we discussed this technique, I quickly realised that I had already been participating in this for a few years without even fully realising the importance of it.

By setting up professional social media profiles on networks such as LinkedIn, Twitter, Facebook and even YouTube, one can construct an image of themselves that they wish potential employers, business associates and superiors to view. By participating in this, an individual can control what the world sees of them, thus they have the power to determine their own professional persona. For me, I believe that by using LinkedIn especially, my business profile has begun to

form before me and I now have a greater understanding of my professional persona. As well as this, I think my experiences online so far have shown me the competitiveness of the marketing industry specifically and by conducting self-commercialisation, I feel my confidence has grown as I now feel I am just as worthy of progressing as all the others in the industry.

This, in turn, allows an individual to inform potential associates of their own interests, values and ambitions, and it is too, a way for individuals to gain popularity and influence within the industry corresponding to the amount of followers they maintain. As well as this, by conducting the technique of self-commercialisation, an individual can also demonstrate their digital and social networking prowess in parallel to receiving other benefits such as constructing a professional online image, gaining popularity and making relations within the industry.

Conclusion

In this report I have discussed the themes of cultural capital, online and offline social capital, as well as clustering. All of these techniques and tools will eventually lead me to gaining progress in securing future opportunities within the industry. I feel the Employability Essentials module has played an integral role in the introduction of techniques, tools, theories and the ways in which to achieve them, use them and benefit from them. Not only does this module make clear these techniques and tools, but has given me confidence in using them in real-world situations, for example, when in interviews for internships, when communicating professionally and when self-commercialising myself.

1,484 words

Curriculum Vitae

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PROFILE

I am an enthusiastic, friendly, and well-adversed individual in dealing with customer needs, successfully communicating with fellow colleagues and customers, and in networking, especially via social media platforms. As an individual with a variety of different interests that form my personality and overall character, I feel I would be a valuable contributor to any team projects, as well as being comfortable with working individually.

EDUCATION

2009 - 2014

9 GCSE's – 2 A's, 6 B's, 1 C

2014 - 2016

3 A Levels – 2 B's, 1 C

2016 – 2019

Business and Marketing BA Honours at The University of Central Lancashire

WORK EXPERIENCE

- * Sainsbury's (2 years) - customer service,
- * Saturday job in hairdressers (4 years) -
- * Voluntary work at Galloway's Society of the Blind (6 months) -
- * Preston City Council (2 Months) -
- * Hoghton Tower (2 Months) -
- * Preston City Council (2 Months) -
- * Marketing Agency - Summer 2018 Internship (4 Months) -
- * Marketing Department within a company - Summer 2019 Internship (4 Months)

INTERESTS & ACHIEVEMENTS

Having played the piano since the age of eleven, I have built up my skills in that interest and have achieved several certifications in both practical and theoretical work up to grade 5 and grade 4 respectively.

Another certification I have managed to achieve is the Duke of Edinburgh award in which I experienced volunteering work and endured a three day excursion during which I demonstrated my team skills, communication skills, and organisational skills as a team leader.

Other interests of mine including creative writing and swimming as my regular sport activity which demonstrate my diverse interests in creative and sport-related areas.

EXTENDED PROFILE

Being friendly, cooperative and interactive with colleagues and clients in order to construct stronger relations. After working in business environments, such as a small, yet very busy salon, I have understood the importance of building relations with clientele and understanding their tastes and needs and conforming those to best of my abilities. Being able to confidently, politely and professionally communicate with colleagues in order to get work done to the highest and most efficient standard. As well as this, communicating with clientele is the most important element of communication as presenting yourself as a professional and understanding individual will lead to establishing stronger relations with clientele, thus leading to most sales and project successes.

Updating and authorising communication methods is another important element of having communication skills, because if the individual can change the methods, for example, moving to a more digital oriented communication platform, they demonstrate their thorough understanding of communicating in the workplace. Doing voluntary work at Galloway's Society of the Blind, I developed communication skills by shadowing one of the managers in meetings, during which I experienced how professionals communicate and how they are able to secure projects, establish relations with other professionals, as well as open and close meetings.

After gaining considerable experience in establishing and managing my own social media brand, I have understood the importance of reflecting one's online persona in one's physical persona, and so, I have done my best to present myself on social media in a way that accurately reflects my professionalism, my ambitions, and my personality. I explicitly understand that this is the same for companies, and so, I have grasped the importance of reflecting a company's online presence with its offline persona in the forms of customer service, product quality, and service quality. During my university degree, especially in the digital and statistical-focused modules, I developed an understanding of data management, I naturally improved my learning and retaining of information, and finally, I understood the importance of not only reviewing informations, but also, analysing informations.

During my voluntary works at Galloway's Society of the Blind, I was tasked with a variety of administrative duties, which I had to use online tools, such as Microsoft Excel, PowerPoint, and Word, in order to fulfil the tasks required of me. During my work experiences at Sainsbury's, Preston City Council, and Hoghton Tower, I have understood the importance of being a good team player, for example, being able to communicate clearly and effectively with colleagues, helping colleagues when they are under stress and pressure, and assisting managers in their duties to demonstrate an understanding between myself and their demanding roles as managerial staff as creating strong relations between managers and workers is key to a successful department. During my time completing the Duke of Edinburgh away, my team and I were faced with unique challenges that many of us, including myself, hadn't faced before. By completing the course and receiving the certificate, I demonstrated my ability to solving problem proactively and

Having joined many social media platforms a few years ago now, I have managed to build up a strong and constantly growing network of followers, connections, and contacts across some of the largest networks, such as LinkedIn, Facebook, Twitter, and Instagram. This clearly demonstrates my understanding of the importance of social media and how being active online is a key way of showing marketing skills.

REFEREE

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APPENDIX

Marketing Assistant / Admin - London

📍 City (EC2R), City

£ £20,000 - £25,000 per annum

🏢 BCT Resourcing

🕒 Permanent

Expired

Position: Marketing Assistant / Support

Location: London

Salary: 20,000 - 25,000 per annum + benefits



Marketing Assistant is required for one of our clients to be based in Central London.

Responsibilities:

Liaise with all departments with regards to marketing plans

Updating & developing communication methods

Ensure branding is comprehensive, consistent & applicable through all channels

Data management: subscriptions and cross data checks

Reviewing and analysing information

General Office administration

Experience and Attributes:

Ability to learn and retain information

Excel, PowerPoint, word, & Microsoft project skills

Good team player

Good communicator

With a proactive approach to problem solving, can work under pressure

Proven project management skills

Experience of project governance and its effective application

A high level of numeracy and good attention to detail

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