# Introduction: IDCC390 Modular Information Development

# Contents

# Introduction: IDCC390 Modular Information Development

This topic provides background information on IDCC390 Modular Information Development and this collection of DITA domains developed by my students for their final project in that course.

This collection of modular topics was authored in Fall 2008 by seven undergraduates enrolled in an advanced course at Bentley University in the Information Development and Corporate Communications program.

IDCC390 Modular Information Development is a bit of a pioneer effort, introducing undergraduates to modular information theory, linear-to-modular deconstruction, and OASIS DITA. Each of the following topics provide more information on each of these topics.

| Weeks | Topic | Description |
|---|---|---|
| 1 - 4 | *Modular Information Theory* on page 6 | We reviewed articles, industry slide presentations, excerpts from textbooks, and lts of handouts that I wrote. |
| 5 - 7 | *Linear-to-Modular Deconstruction* on page 7 | Transitioning from theory into practice, we used MS Word (the university standard) to deconstruct some linear manuals into chunks and pre-topics. |
| 8 - 18 | *OASIS DITA* on page 8 | For the last nine weeks of the course, we used two DITA editors (eval versions of XMetaL and Oxygen) and the DITA Open Toolkit (1.5 M4) to design, author, transform, and share real XML modular topics.<br><br>In addition to labs and workshops, we were most fortunate to have the following folks in the Boston area drop by for discussions, presentations, and (of course) food.<br><br>• Beth Theonen, Sybase (Concord MA)<br>• Amy Smith, IBM (Westford MA)<br>• Mary Martyak, Sun Microsystems (Burlington MA)<br>• Robert Anderson, IBM (Arlington MA)<br>• John Hunt, IBM (Quincy MA) |

Dr. Stan Doherty (*mailto:SDoherty@bentley.edu*)

Adjunct Professor, IDCC Bentley University

Member, OASIS DITA Technical Committee (*mailto:stan@modularwriting.com*)

Director, Technical Publicatins, Verivue Inc. (*mailto:SDoherty@verivue.com*)

## Modular Information Theory

This topic provides an overview on the modular information theory component of the IDCC390 Modular Information Theory course.

In technical writing and training circles, modular information development has emerged as a successful, if not predominant, model for organizing, developing, and maintaining information. In academic circles, it has limited or no presence in the curriculum. The academic community does not experience with the same urgency the requirements driving the transition to modular information in the technical business community:

- Greater information reuse across teams, departments, divisions, and companies
- Greater information reuse across disciplines
- More efficient and manageable translation of English source
- Greater consistency and predictability in the base writing

To introduce undergraduates to modular information theory in the first part of the course, I focused on two areas:

- *Linear information development*: strengths and weaknesses in the traditional linear models
- *Industry research*: instructional material and examples from non-academic sources such as professional digests, conference proceedings, public white papers, and so forth

We used the following framework to differentiate information models (unstructured-structured and linear-modular) and to characterize transitions between them.

|  | LINEAR SOURCE ARCHITECTURE | MODULAR SOURCE ARCHITECTURE |
|---|---|---|
| **UNSTRUCTURED INFORMATION** | Word Processor or Desktop Publisher Manuals [Word, FrameMaker, Wikis] | ❷ Manuals or Help Systems [Word, FrameMaker, RoboHelp, MadCap Flare] |
| **STRUCTURED INFORMATION** | ❶ XML or SGML Manuals [DocBook] | ❺ ❹ ❸ Manuals, Help Systems, or Training Systems [DITA] |

**Managing transitions …**
❶ = Linear source (unstructured) to linear source (structured)
❷ = Linear source (unstructured) to modular source (unstructured)
❸ = Modular source (unstructured) to modular source (structured)
❹ = Linear source (structured) to modular source (structured)
❺ = Linear source (unstructured) to modular source (structured)

In retrospect, explaining the basics of modular information theory went well. Explaining why and how it works in non-academic, professional settings was simply too foreign and abstract. It would have been better to focus on how modular information development addresses more familiar academic-style problems in information development and management.

## Linear-to-Modular Deconstruction

This topic provides an overview on the linear-to-modular deconstruction component of the IDCC390 Modular Information Theory course.

Once the class had had some exposure to basic concepts and techniques involved with modular information development, we worked through a series of in-class and out-of-class assignments designed to deconstruct sample linear documents into constituent blocks of information that could be worked into stand-alone topics.

The first assignment addressed chunking basics, inserting possible lines at locations in the linear document that might server as a boundary between sections that might be worked into topics eventually.

1. Print out and read the original linear document.

2. Review the TOC carefully.

3. Annotate each section in the TOC with information about the length and/or complexity of the information contained in that section.

4. Draw lines in the TOC where you believe you can segment the original.

5. Assign a filename to each of those segments.

6. Create a new "chunked" file for each segment that you have identified and named.

7. Copy/paste content from the linear document into the "chunked" documents.

8. Test reassembly of the chunks.

9. Capture the sequence and filenaming structure in a spreadsheet or database.

The second assignment was more ambitious, focusing on the linear, contextual elements inside topics that could be winnowed from the content as it matured into topics.

1. Print out and read the original linear document.

2. Highlight any items that fall into any of the following categories:
   a. Headings that reference solely the structure of the book (Chapter, Appendix, Part)
   b. Transition writing between chapters/sections/subsections of the book
   c. Transition writing between units of content
   d. Narrative examples and/or chit-chat designed to engage reader interest
   e. Writing that summarizes previous content
   f. Writing that provides a preview of upcoming writing
   g. Control sentences that lead in/out of lists, tables, graphics, reference info
   h. Cross-references
   i. Generated lists and/or tables

3. Rough out some boundaries for the information that is *not* highlighted from step #2.

4. Assign a filename and create a file for each of those bounded units.

5. Copy/paste content from the linear document into the "chunked" documents.

6. Revise and reorganize iteratively the individual files for clarity and containment.

7. Create new topics to contain more refined informatin as needed.

8. Capture the sequence and filenaming structure in a spreadsheet or database.

## OASIS DITA

This topic provides an overview on the OASIS DITA component of the IDCC390 Modular Information Theory course.

The second half of the course focused on practical implementation, specifically the OASIS DITA architecture and tool set.

First I touched on the major influences on DITA.
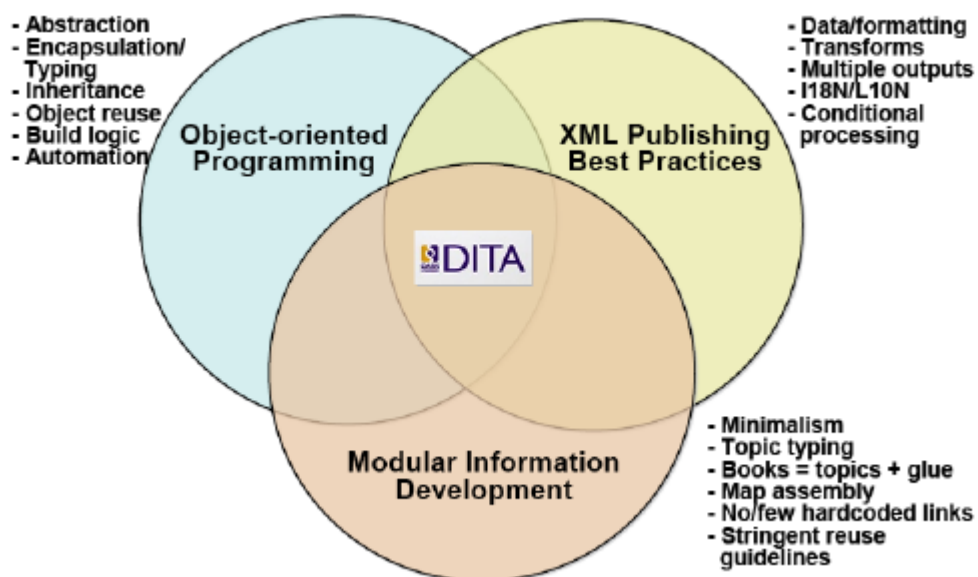
All students successfully installed DITA-OT 1.5 M4 and a DITA-compliant editor (eval versions of XMetaL 5.1 and Oxygen 10). I developed and distributed several sample domains of sample source files.

Then we spent several classes walking through topic types, maps, metadata, filtering, builds, etc.. Here is the summary of DITA competencies that the students were challenged to demonstrate in their final project.

```
=================================================================
           IDCC390: Modular Information Development
                 Basic DITA Authoring Competencies
             Dr. Stan Doherty (Bentley University)
                      December 3, 2008
=================================================================

DITA Open Toolkit
----------------------------------------------------------------
__ Install and configure the latest DITA Open Toolkit on your
   Windows system.
__ Configure the DITA-OT to generate PDF, XHTML, tocjsbis,
   and WordRTF output.

Domains
----------------------------------------------------------------
__ Create a domain directory with all the appropriate DITA
   source and support files:
   > DITA map files (*.ditamap)
   > DITA source topics (*.dita)
   > DITA source libraries (*.dita)
   > ANT files (*.xml)
   > Build scripts (*.bat, *.sh)
   > DITA ditaval files (*.ditaval)
   > Graphics subdirectories
__ Configure these source and support files so they work
   together to generate PDF, tocjsbis, and WordRTF outputs
   from your source topics and map.

Topics
----------------------------------------------------------------
__ Create the most commonly used DITA topic types:
   > Generic (topic)
   > Task (task)
   > Conceptual (concept)
   > Reference (reference)
__ Demonstrate the use of the following common DITA topic
   elements:
   > shortdesc
   > p
   > ul
   > steps
   > image/fig
   > section
   > simple tables
__ Populate each instance of these topic types with appropriate
   structures and elements.
__ Maintain XML validity for all your files.
__ (Stretch goal) Design and build topic groups consisting
   of clusters of related topics: conceptual, tasks, and
   reference.

DITA Maps
----------------------------------------------------------------
__ Create basic DITA map files (*.ditamap)
__ Create topicref links from the map to individual topics.
__ Arrange the topicref links in the map into a usable hierarchy
```

```
    (outline).
__ (Stretch goal) Insert map references (links to subordinate
    maps)
__ (Stretch goal) Insert map headings if needed.




DITA Metadata
------------------------------------------------------------------
__ Insert publishing metadata (as appropriate) into topics.
__ Insert publishing metadata (as appropriate) into maps.
__ Add metadata to topic elements to support filtering and/or
    flagging.
__ (Stretch goal) Add metadata to map topicrefs to support
    filtering and/or flagging of those topics.

Content Reuse Libraries
------------------------------------------------------------------
__ Create a DITA topic designed to contain reusable library
    elements, i.e. <keyword> or <p> instances with specific IDs.
__ In your topics, create DITA conref calls to those library
    elements.

Filtering and Flagging
------------------------------------------------------------------
__ Create a DITA .ditaval file to manage filtering and/or
    flaging in your domain.
__ Specify filtering actions in this .ditaval file.
__ (Stretch goal) Specify flagging actions in this .ditaval file.
__ Integrate the .ditaval file with one or more of your
    ANT scripts.
__ Generate PDF, XHTML, tocjsbis, or WordRTF output that uses
    the filtering and/or flagging actions defined in your
    .ditaval file.

Navigation
------------------------------------------------------------------
__ (Stretch goal) Add <indexterm> elements to specify index entries
    that work with PDF2 output.
__ Insert into one topic one or more xrefs to one or more
    other topics in your domain.
__ Insert into one topic one or more xrefs to external web sites.
```

# Course Evaluation

This topic offers a few summary comments, evaluations, and suggestions.

There isn't much literature about teaching modular information theory or DITA in the undergraduate curriculum. Until there is a forum to collect and share information, these informal evaluations will have to suffice.

### Course highlight ....

No question ... the best part of teaching this course was the opportunity to work with such a fine group of students. The path of least resistance for many students is to learn conventional wisdoms in conventional ways from conventional instructors. This group of young professionals stuck with a course that focused on new wisdoms, new methods, and unconventional methods of instruction. I wish that I could hire all of them.

### Course lowlight ....

We ran out of time *just* when the class was becoming confident with DITA and what they had learned. I can't conclude that the material requires or warrants more than one semester, but it is pretty clear that the big payoff happens shortly *after* the semester winds down. Wow, if we only had a few more weeks together ....

**What worked well ...**

Most elements in the class plan worked well.

- *DITA concepts*: As a coherent body of knowledge, DITA works. We spent quality time with the *DITA 1.1 Architecture Specification*; the students found some of it over their heads, of course, but they understand the basics and were able to employ key DITA concepts and methods when developing their final projects. DITA is *not* beyond the reach of college undergraduates; it is entirely appropriate to move it more formally into the curriculum.
- *DITA Open Toolkit*: The DITA-OT was developed *by* senior technical communication professionals *for* senior technical communications professionals -- not by or for 20-year-old entry-level professionals. The class found the DITA-OT environment -- Java, environment variables, command shells, ant scripts, etc. -- quite foreign at first, but they studied it diligently and became proficient at it. They routinely generated XHTML, tocjsbis, WordRTF, and PDF output from source topics that they authored and managed. I would love to see some simplified, captive version of the Open Toolkit optimized for undergrads, but short of that it is important to recognize that working with the Open Toolkit was beyond no student in the class.
- *MS Word linear-to-modular deconsruction*: Using a tool that was familiar to the students -- MS Word -- worked well in the section of the course focusing on deconstructing linear manuals. The same tool that the students used to build linear docs (term papers, reports) served them equally well when deconstructing those same linear docs. Contrary to popular opinion, most of the basic principles of modular information development are independent of XML or DITA.
- *Course-specific sample DITA domains*: Working in class with a tightly focsued set of DITA source files proved to be more valuable than lectures, slides, or demos. I spent a lot of time developing those sample domains; they were well worth the investment.
- *Visitors*: Toward the end of the class, we were privileged to have Boston-area practitioners of modular writing and DITA join us in class and in local restaurants. When the students heard our visitors espouse many of the same points that I had been teaching them for many weeks, that tended to bolster the overall credibilty of the course. It was especially important for them to hear that these successful writers and architects were equally competent with linear and modular information development -- and could articulate the relative strengths and weaknesses of each architecture dispassionately. There's a significant market for entry-level professionals in converting legacy linear docs to DITA; hearing from hiring managers that becoming proficient in that area opens career opportunities.

**What needed improvement ...**

No first-time course offering is perfect, so there were several notable goofs and failures (mostly on my part in structuring the course).

- *Textbook*: I used slide shows from conferences, specs, and little excerpts from the top 10 books on modular writing. Some of it worked, but there is simply no substitute for a well-written, coherent textbook. I do not recommend attempting to teach this class without one in the future.
- *Student laptop configuration management*: Bentley University has been a pioneer in the area of academic computing since the mid-80s. Every full-time Bentley student receives a decent Windows laptop (IBM or HP). Part-time evening students bring to class whatever they can afford or borrow. We did not have the luxury of running the DITA Open Toolkit on a robust, consistent PC configuration. Bad memory, bad drives, bad CD-ROM drives, dead USB ports, and 95% full disk drives made installing and configuring the Open Toolkit a weekly challenge. The folks running Linux and MacOS seemed to fare better that the Windows folks. We muddled through, but it was a constant distraction.
- *Basic sample DITA domains*: There are no free, available collections of robust DITA sample files. The DITA architecture spec comes closest, but that actually demonstrates relatively few non-obvious DITA features. Other available collections of DITA topics no longer build in the Open Toolkit, so they are functionally irrelevant. We need robust sample files.
- *Eval copies of multiple DITA editors*: When structuring the course, I was not sure how well students would fare with native XML editors. If I asked them to purchase an editor and they hated it, the entire course could go "pear-shaped" quickly. I decided to be conservative and to ask student to use two 30-day eval editors, XMetaL 5.1 and Oxygen 10. At first they appreciated not having to buy yet another piece of software, but eventually many of them purchased Oxygen and considered it a part of their software toolkit. Although it was neat to show them how the same XML DITA topic, whether opened in XMetaL or Oxygen, used the same DTDs, elements, and attributes, it would have been better to get into one editor early on and then learn it more thoroughly.

- *The "Why We Need DITA" pitch*: I was so accustomed to visiting companies in the Boston area to make my "Why we need DITA" pitch, I assumed that it was as relevant to students as to writing professionals. Wrong. The key motivators for modular information and DITA -- reuse, consistency, translation costs, overhead -- are simply foreign and irrelevant to the academic community. Students have never experienced the downside of linear informatin development, so they have no frame of reference for understanding -- at least initially -- why XML and DITA are a big deal. I was pitching them a solution to problems that lived outside their realm of experience.
- *Topic elements*: I was too cavalier in teaching basic topic elements. I gave them a couple of model topics and some lists of common topic elements, but did not spend much time reviewing the most common elements and grouops of elements. My bad.

## What to do differently next time ...

I am not currently scheduled to teach this course again ... bu I would love to take another swing at it . Here's what I'd do differently next time.

- *Textbook*: There have to be 100 available textbooks on college writing in the linear architecture ... and a total of 0 (to my knowledge) addressing the modular achitecture. I know what needs to be in such a textbook and have started writing it in DITA (of course). Hopefully some of the IDCC390 students would be willing to review it as I draft sections.
- *One complete and robust sample DITA domain*: I developed several separate little DITA domains for in-class labs on specific topics in DITA, e.g. topic types, mapping, filtering, conref libraries, metadata, etc.. I distributed these discrete domains because I was concerned about overwhelming the class with one, overloaded domain. This concern was unfounded. Students who might have been confused by a set of sample DITA source files that contained more features than pertained to their immediate asignment were not particularly adventurous about looking at files outside the immediate assignment. What they didn't see . . .. The more technically adept students would have benefited from seeing a more complex set of DITA files with all bells and whistles turned on (if you knew where to look). I will definitely consolidate all the little sample DITA domains into one, carefuly layered domain that we can unwrap week-by-week and layer-by-layer.
- *DITA editor*: We need to start working with real XML modules in a real XML editor earlier in the course, perhaps as early as Week-3. If XMLMind Personal Edition supports DITA more completely, I'll go with that ($0). Otherwise Oxygen Academic Edition is quite affordable ($48).
- *DITA on a stick*: Although we managed to install DITA-OT 1.5 M4 on Windows, Linux, and Mac laptops, we devoted more time to debugging each installation and configuration than I had imagined or planned. If the class were larger than 8-10 people, I would have been doing as much IT support as teaching. I propose bypassing installation altogether next time by running the JDK and DITA-OT off basic USB thumb drives (I would provide them). All that the students would need to do is to set environment variables on their laptops, classroom lab PCs, or dormitory PCs. Setting up a full DITA-OT production environment for the sake of authoring and building a small handful of topics at a time was overkill.
- *Collaborative writing*: I wanted to do more with small groups and collaborative writing by the time we got into DITA ... but we ran out of time. I had the sense that the class was just hitting its stride with DITA and its "group" possibilities when we had to wind down the course.

# Emily Budlong

## What is Needed to Break into the Advertising Field

### Higher Education

A Bachelor Degree is a necessity to get into the Advertising field. A master's degree is the next step in higher education. Earning a Masters degree will increase job opertunities and earning potential. Though the schooling is expensive, It will create a large return on investment in just a few years. Make sure to learn about what future employers offer in terms of reinbursment for graduate classes. Many firms may pay for your credits while you work for them, or provide incentive to get a higher education. Earning beyong a MBA degree is situational based on career choice, it is not required for most advertising-related jobs.In most cases, earning a doctorate degree will not be necesary for the field, espeically not for newcomers to the field. Education requirements will be stated in the job description on the posting of the job. It may also be a good idea to talk about firther education goals to an interviewer to see what the environment for earning further degrees at the firm is like.

Bentley offers a Marketing focus for Bentley MBA students. The description is as follows:

Gain the knowledge and skills that marketing professionals need for a rapidly evolving, data-focused, global business environment. The Master of Science in Marketing Analytics (MSMA) program offers hands-on exposure to advanced marketing technologies, with a firm grounding in the essentials of strategic marketing for an information economy. Developed in consultation with marketing, database, and market research firms, the MSMA develops the fundamental skills required of successful marketing professionals.

### How to Write a Resume

A resume is a key element to the application process. The steps to creating a resume are as follows:r

1. For first time resume writers, use websites such as www.PongoResume.com or www.resume-resource.com will give step by step instuctions and even have templates to be edited with your information.
2. Keep contact info simple. Employers don't need more than address, phone number and email to contact you.
3. Write an statement of your job interests. When applying for entry level jobs it is best to not be too specific, but instead to encompass all of your interests.
4. List all prior work experiences and what you have gain from them. Including specialized experience towards the job you are applying and all of your responsibilties at the previous job.
5. List Education and accomplishments, awards and honors.
6. Have other critique your document and proofread beforeproducing a final draft.

### How to Research the Advertising Field

Researching the Field of Advertising is best done online. The Field is wide easily accessible online on such website as CareeBuilder.com,jobemployment.com and monster.com. Below is a sample page of what Monster.com looks like. It allows you to search by area and by occupations and/or keywords such as Advertising. A search of these fields brings up what kind of jobs are available, where exactly they are located, when they were posted and links to websites where more information about the job is available. Make sure to take note of the requirements that are posted with each job. Some will require skills or education requirements that have not have been met yet and searching will be simpler if you can eliminate those posting right away. When jobs are found that may be a career options, it is best to have a resume ready to upload onto the website. Once you have your resume uploaded to websites such as these, recruiters from the companies with job posting can view your resume and contact you if they are interested.

1. Log on to Monster.com, or a related search engine.
2. Fill in appropiate information such as the indusry and area fields. See the example below.
3. Monster offers lots of options in terms of narrowing down searches so mach sure to fill in every box that is useful.

**4.** Review the search findings.
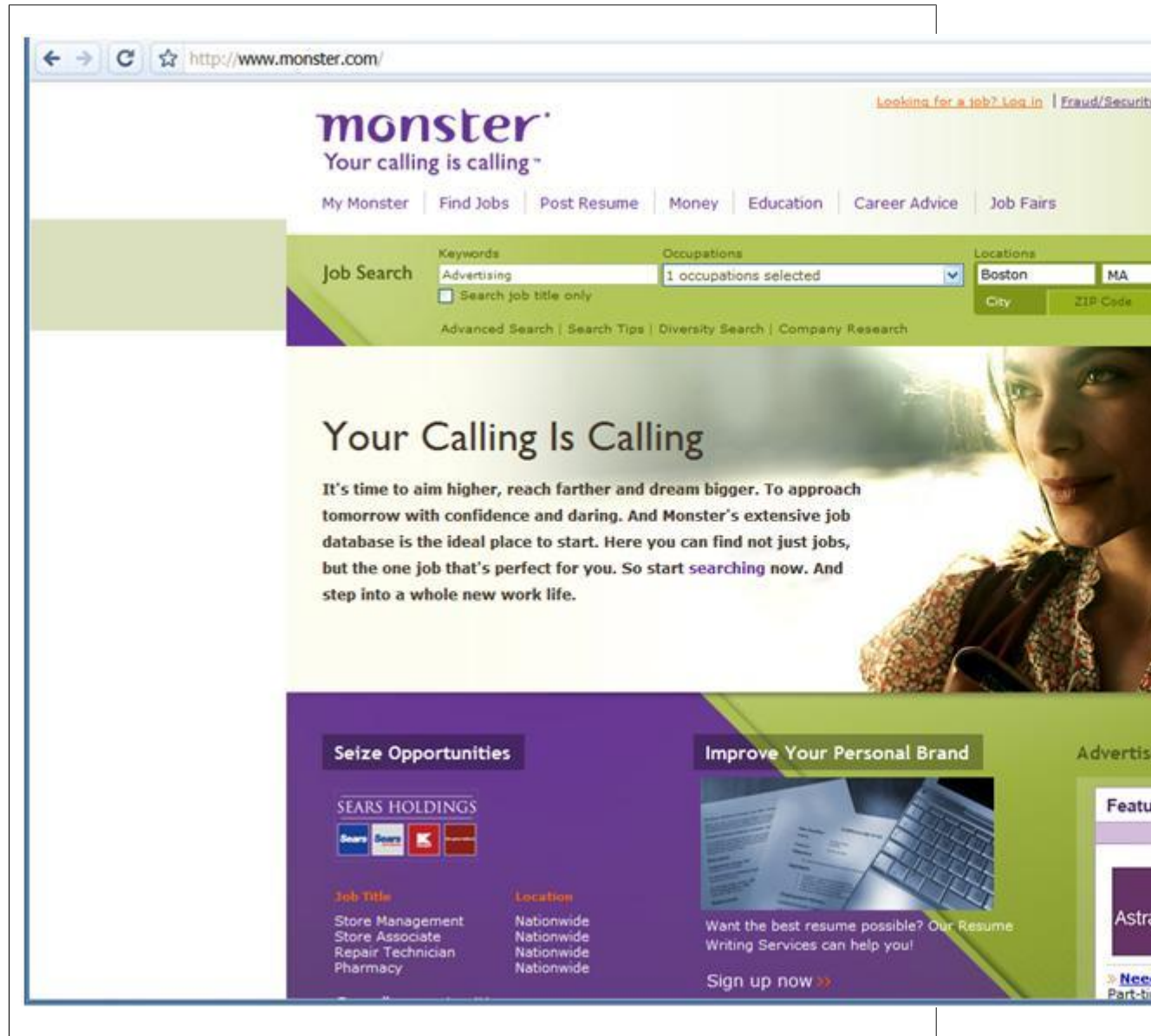


## The Advatages of a Career in Advertising

### Earnings Potential

Earnings for the advertising/marketing/sales field.

*object* . Median annual earnings in the industries employing the largest numbers of marketing managers were: Computer systems design and related services $119,540 Management of companies and enterprises 103,070 Management, scientific, and technical consulting services 100,200 Architectural, engineering, and related services 92,480 Depository credit intermediation 91,420.  = *trueorfalse*

websites such as http://www.bls.gov/oco/ocos020.htm project high earnings potential for Careers in Advertising in the next few years.

"College graduates with related experience, a high level of creativity, strong communication skills, and computer skills should have the best job opportunities. High earnings, substantial travel, and long hours, including evenings and

weekends, are common. Because of the importance and high visibility of their jobs, these managers often are prime candidates for advancement to the highest ranks." In addition, see the link below for earning potential for the future of the industry.

*Projections.xml#referenceId*

**Projections**
The earnings projections for management positions in the field are promising for the future.The chart names a career, list the employment of 2006 to 2016.

| | |
|---|---|
| Sales Managers | 318,000 to 351,000 |
| Marketing Managers | 167,000 to 192,000 |
| Advertising , Public Relations Managers | 583,000 to 651,000 |

## What is the Advertising Field like in Boston?

What's the Market like?

Most businesses in Boston needs to advertise in some way which makes breaking into the field promising. Whether is 20 cent pens with logos on it to multi-thousand dollar commercials, advertisement is a needed everywhere. The field, however, is not easy to break into due to the need to experience to do the jobs. Internships in the advertising field are vital to starting a career in the advertising field because they are relatively easy to get while still earning a degree or right after graduating, they require low skill but offer lots of experience that will be needed in order to find a job in the future. The same tools used to find jobs, such as monster.com.

*How To Research the Field*

10 Largest Advertising Agencies in Massachusetts 1. Arnold Worldwide 2. Hill, Holliday, Connors, Cosmopulos Inc. 3. Mullen 4. Allied Advertising Agency 5. MMB 6. Modernista 7. Allen & Gerritsen Inc. 8. Gearon Hoffman Inc. 9. Connelly Partners 10. PreVision Marketing LLC

# Preparing For Your Career at Bentley

## How to Effectively Use Your Time at Bentley

Bentley offers endless opportunities to get internships and network whenever possible while still in school.

1.  Get an Internship.The the most effective means for obtaining a full-time job is getting experience. Job shadowing, fall, spring or summer internships (whether paid or un-paid), externships, part-time work during the school year, and even volunteering your services are all excellent ways to garner necessary experience.. Bentley's eRecruiting email's go out at least once a month and have multiple options for advertising and especially in marketing.

2.  Visit bentley.eRecruiting.com to obtain a complete listing of excellent opportunities for Marketing/Management/ IDCC majors. eRecruiting updates daily so check back often. Please note, eRecruiting is one way to search for a job, not the only way. Please see a career advisor to craft a job search strategy customized to your needs. Last year, well over 1,500 companies visited our campus or posted positions through this easy, on-line, recruiting system. There is no better, more efficient means for identifying opportunities. However, some of the industries listed require students to be especially proactive about seeking potential opportunities on their own.

3.  See a career advisor in the Career Services Office in Lacava. Your tuition money pay for all the recources Bentley has, so use them. They will help you craft a job search strategy customized to your needs.

4.  Attend a Career Fair. Bentley hosts both a fall and spring career fair which is a great place to meet with employers. In addition to Bentley's career fairs, many organizations host their own career fairs specialized to their area of interest. These include the American Marketing Association Career Fair, the Publicity Club of New England Career Fair and the Boston Interactive Marketing Career Fair. These events will be promoted at Bentley. Also, our office continually brings alumni and professionals to campus through our Career Spotlight Series and alumni/student networking events for students to learn more and meet people in their area of interest.

5. Create a portfolio. You need something to showcase your talents and illustrate your experience. Portfolios can include writing samples as well as marketing materials you've designed for an internship, class project, or organization for which you are affliated. Be creative.

## Perspective Majors

Possible majors that would be useful.

The path leading to a choice of major should begin with the classes that would be most useful towards career goals. A Major Concentration in Advertising, Markerting, Management or Communications would all be useful towards a career in advertising. Bentley's "Careers In" booklet oulines the job opperunties by major.

| Major | Value | Description |
|---|---|---|
| Advertising | There are four main areas in advertising which include account management, media planning, creative services, and new business development. Typical entry level positions in the advertising industry include but are not limited to account coordinator, assistant account executive, assistant media planner and junior copy writer. | Advertising typically involves the development or the overseeing of materials and activities aimed at persuading customers to purchase a product. Generally this is done through vehicles like the Internet, billboards, magazines, TV, etc. For example, Adidas hires an advertising firm to create a banner which will direct consumers to its website. |
| Marketing | | |
| | Marketing, generally speaking, is the intermediary between product development and sales | |
| | | It serves a critical role in every company and in every industry. Areas in marketing include market research, product development, promotions, brand management, direct marketing and e-marketing. Typical entry level positions include but are not limited to marketing coordinator, assistant or associate. |
| Sales | | |
| Majors in Sales focus on profit maximization and the best ways for companies to earn revenue. | | |
| | | there is great variety in what people sell and how they sell it. Yet, no matter what your title may be (sales rep, telemarketer, account executive, agent) the end goal tends to remain the same: |

| Major | Value | Description |
|---|---|---|
|  |  | provide customers/clients with goods and services, thereby earning money for the company |

<span style="color:red">Content-Reference to:</span>
<span style="color:blue">*Class Selection*</span>

## Picking Classes Toward a Major

Bentley University

1.  Marketing Major requirements
    MK 322 Marketing Research and MK 400 Marketing Management
2.  Marketing Elective requirements
    4 Marketing (MK) electives 2 MK-related electives, you should see your advisor when choosing these courses.
3.  Advertising/Marketing Electives
    Includes AC, FI, IDCC, IPM, MG, MK, and OM courses not otherwise required and any LA course numbered 200 or higher. Computer Information Systems courses: CS 340, 359, 360, 401, 402, 421, 440, 450, 460, AND 476. Economics courses: EC 211, 224, 225, 231, 232, 245, 270, 271, 311, 314, 315, 346, 361, 371, and 381.
4.  Check on Prereqs. GB 301 is a prerequisite for the major. MK majors should plan on completing GB 301 in the fall semester of their junior year.

## Learning to Network and Interview Effectivly

*Networking while at Bentley is key.* Lots of important people roam this campus everyday. Get to know as many people as possible. Also take every chance you have to practive interviewing. The skill will become useful immediately.

1.  Networking is a vital skill when it comes to the job search. In fact, it is imperative as over 80% of positions are never posted. Most jobs are circulated via word-of-mouth or "connections". Consider your friends, classmates, upperclassmen, family, friends of the family, faculty, administration and so on. Also, The Center for Career Services hosts a large number of networking opportunities throughout the year so get invovled.You can also check our Alumni Profiles listed on the Career Services website
2.  Get on FalconNet. Lots of emails go out reminding the student body to join the Bentley networking website. Your Bentley peers can be vital connections when job serching.
3.  Conduct informational interviews. A great way to learn more about an industry or a position is to talk to people doing the job. Get out from behind your computer and meet people in your field of interest. This is where your network will come in handy. For more information see a career advisor in Lacava.

## Useful Skills

Skill that are useful in Advertising: Communication skills would be a useful skill to learning while still in school Public speaking will be a necessary skill when entering the advertising field. Also, pracitcing this skill when ever possible will help, especially in the interview process. Have examples in your resume about when you have used you good communication skills. Do practice interviews to reduce slipping up on words or getting easily flustered.If you have already graduated from schooling, there are many other ways to sharpen skill still. For example there are websites that offer tips and ways to practice. http://www.annesharp.com/CommSkills.html has many good tips right on the homepage.

# Julie Czerepak

## What is a buyer

This topic gives a description of what a buyer is.

A buyer is a person who selects the merchadise that is sold in a store. Buyers study trends and choose the merchadise to be sold in store. Buyers make decisions about color, size, and price and chooses the amount to buy within a given budget. Professional buyers work with retail sales people to get feedback on how choices they have made responded to the market.
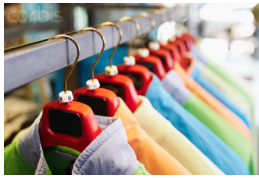


## Description of Career Progression and Advancement

You can't just become a buyer overnight. It takes many years of working from the bottom up to reach buyer status. This topic describes the career progression path.

Advancement is usually from trainee, to Assistant Buyer, to Buyer. Promotion from trainee to Buyer may take as little as two years, or as many as ten or more years. Depending upon ability and available openings, the career path, particularly in department stores, could have intermediary steps such as salesclerk, head of stock, or department manager.

## Key Attributes and Skills a Buyer Must Have

This topic describes the key attributes that potential buyers must possess.

**A person must possess the following skills if they want to become a successful buyer:**

- An eye for design
- Resourcefulness
- Trend Awareness
- An outgoing, positive personality
- Must be able to work under pressure
- Fluency in a foreign language

If this sounds like you, then a career as a buyer may be possible! Click here *Working Conditions for a Buyer* on page 19 to learn more about the buying profession

## Career Entrance Requirements

Not anyone can become a buyer, there are specific qualities that company's look for in applicants. This topic covers those qualifications.

Large retail stores like department stores prefer to hire applicants who are familiar with the merchandise they sell. They also like to hire people that have had experience with retailing practices. Some retailers promote existing employees to Assistant Buyer positions. Oftentimes retailers recruit and train college graduates and newcomers into the industry.

Buyers must constantly be aware of customer needs and desires in order to maintain their effectiveness. It is important to stay on top of new trends, so buyers attend fashion shows and conferences, meet with manufacturers and read industry periodicals.

A buyer needs to be self-confident, aggressive, firm and a good negotiator. Decision making and planning skills are important for a buyer becuase they need to be able to make quick decisions and also be willing to take risks because it can be hard to predict a market.

Buyers need to know the industry so well tha they can anticipate consumer preferences and ensure that desired goods are in stock when they are needed. Marketing skills and the ability to identify products that will sell are also very important. Buyers need to have leadership ability and good communication skills. Communication skills are so important because buyers spend a large portion of their time dealing with manufacturers' representatives and store executives.

Lasty, a buyer needs to have great physical stamina and emotional stability to keep up with the fast-paced and competitive nature of the fashion industry.

## Job Stages

This topic describes the different job stages in a buying career.

You cannot become a buyer over night. It takes a lot of experience, time and hard work to work your way up to buyer status in a company. The transition from trainee to buyer can take anywhere from 2 to 10 years depending on the company's environment. Depending upon ability and available openings, the career path, particularly in department stores, could have intermediary steps such as salesclerk, head of stock, or department manager.

1. Intermediary steps

   This includes getting a a fashion internship or working in a retail environment before pursuing a buying career.

2. Trainee

   Oftentimes before you can be come an assistant buyer retail stores offer extensive training programs for potential buyers so they can get to know the ins and outs of the business before starting a buying career.

3. Assistant Buyer

   Assistant buyers help buyers with the routine aspects of retailing. They may supervise sales personnel, keep records, verify orders and shipments, purchase order, make deliveries and plan markdowns. Assistant Buyers are responsible for analyzing competitors price adn researching current industry trends.

4. Buyer

   Buyers decide what items andhow many to buy from wholesale distributors to sell in his or her department for the store. Buyers determine the financial goals by forecasting, tracking sales of key items, and responding to sales and inventory for a specific area. Buyers are responsible for teh range of clothing or accessories sold in their department and have to match the products with the customer demographic. Retail buyers work under merchandise managers and they decide together how much money they can spend on the merchandise.

5. Merchandise Manager

   Merchandise Managers determines how much extra the store will charge for an item beyond what the buyer has paid. It is this extra cost that produces the company's profits.

After you become a buyer, there are several promotions that you can receive. Promotion for Buyers is usually from a small department to a large department, or to buying for several departments, or to purchasing a greater volume of merchandise. In most stores, successful Buyers are likely to be in line for the job of merchandising or store manager.

## Working Conditions for a Buyer

This topic describes the working conditions for a buyer.

Buyers must be free to travel and sometimes relocate. Travel is necessary to visit branch stores and domestic and sometimes foreign market areas. Buying trips can be physically and mentally demanding. Buyers work closely with managers, salespersons, salesclerks, and advertising and systems personnel. Buyers must watch general economic conditions to anticipate consumer buying patterns. In addition, they must keep abreast of style and manufacturing trends, read fashion and trade magazines, follow ads in newspapers and other media, and check retail competitors' sales activities.

Buyers generally work more than forty hours a week and most buyers work some evenings, especially during busy seasons (Holidays). If you love to travel this job is perfect for you becuase buyers spend about one-third of their working time on buying trips to major cities in countries including the United States, Italy, France and China. Sometimes assistant buyers get to accompany them so you could start traveling early on in your career. The work, even though it is very demanding, can be stimulating and glamorous.

The salary for a buyer will varies from company to company and the number of departments you are responsible for. An entry level assistant buyer can expect to earn betwee $30,000 and $40,000. Buyers can expect to earn $50,000 - over $100,000 depending on years of experience.

## Read up on the Industry

It is important to read up on the industry to gain as much insight and knowledge as possible. You can read up about the fashion industry online, in magazines and in newspapers.

It is important to be up to date wtih all aspects of the fashion industry if you want to become a buyer. You must stay up to date on all trends and be able to predict future trends for the upcoming seasons.

*Your local library or or local bookstore will have plenty of resources for you to choose from and there are plenty of online resources that you can use.*

1. **Read up on trade magazines in print and online.**
    - Women's Wear Daily - *http://www.wwd.com*
    - California Apparel News - *http://www.apparelnews.net*
    - Vogue - *http://www.vogue.com*
2. **There are many books on Fashion that you should read. These include:**
    - 20th Century Fashion
    - Encyclopedia of Clothing and Fashion
    - The End of Fashion: How Marketing Changed the Clothing Business Forever
    - Career Opportunities in the Fashion Industry
3. **A few more books written by fashionable people to check out:**

- That Extra Half Inch by Victoria Beckham
- Style by Kate Spade

# What education do you need to become a buyer

To increase your chances of becoming a buyer, and to make yourself a more competitive applicant, it is important to have a degree from an accredited University.



Nowadays a degree is an important factor in becoming a retail buyer. If you want to evenutally advance futher in to a retail management career, you should continue your education after you receive your bachelor's degree and pursue a master's degree if you want to eventually become a merchandise manager.

To what kind of educational path you should pursue to become a retail buyer see the Choosing A College Major Section.

## Choosing a College Major

To become a retail buyer, you do not necessarily need to have a fashion merchandising degree. Any business degree can work if you have the passion and drive to become one. Courses in retail management, fashion merchandising, business, marketing and communications are all helpful to get you started and acquinated with your future career.

- Marketing
- Business Communication
- Finance
- Retail Management

# Employment Outlook

You don't need to be worried about future employment if you establish yourself as a buyer. Since the 90's there has been a substantial growth rate in jobs, and this rate continues to grow.

The following information is from the California Projections of Employment published by the Labor Market Information Division.

These figures represent the broad occupational group Wholesale and Retail Buyers, excluding farm products, which includes Buyers (retail).

Projected Growth, 1990 to 2005 26%

Estimated openings due to separations by 2005 6,040

*http://www.labormarketinfo.edd.ca.gov/*

## How to find jobs in the retail buying industry

This topic describes the most common ways to go about finding jobs in the retail buying industry.

To search for jobs in the retail buying industry you can use a general job search engine like Monster.com or go directly to a stores website and search its career listings.

1. Go to www.Monster.com
2. Type in buyer as the keyword and select Merchandise Planning and Buying under the Sales/Retail/ Buying Development Category. If you have a desired location enter that in too like in the screenshot



below:

3. If you have a specific company that you want to appy for a job at, go to its web site and in the footer of the web site (see below) there often is a career link that you can click on to be directed to a page about job openings at the



company.

# What to do at the interview

One of the most important parts in securing a job is nailing the interview. If a company is interested enough to call you in for an interview, you need to be ready to blow them away.

- Research the company before hand. This is so imporant, you want to go into the interview with enough knowledge to answer questions and to make it known that you are interested in the job
- Dress up. It's always better to look too dressed up rather than underdressed.
- Have a solid handshake.
- Be on time. Even better, show up 15 minutes early.
- Ask questions. At the end of the interview, the interviewer will ask if you have any questions, don't just say nothing. Refer to the "What questions to ask at an interview" topic to get ideas.*List of questions to ask at the interview.* on page 23
- Be prepared to answer questions. See the "List of what interviewers might ask you" topic for questions to prepare for.*List of questions and interviewer might ask you* on page 23

## List of questions to ask at the interview.

At the end of an interview it is important to ask questions. This topic gives some example questions that you can ask.

- What do you like the best about your job?
- Where did you work before here?
- Where did you go to college and what did you study?
- What got you interested in a buying career?

## List of questions and interviewer might ask you

Be prepared to answer questions going into an interview. This topic has a list of potential interview questions that you may get asked.

- Tell me about yourself:
- Why do you want to become a buyer?
- Do you shop at our stores? If so whatt do you like about them and what could be improved.
- Tell me about your previous work experience
- Do you have any questions for me? Alwayts say yes and have some questions prepared. See the "What questions to ask at an interview" topic for a list of questions to ask.

# The Perfect Resume

The first step in getting a job is having a well-polished resume. It is important to craft your resume so it is a reflection of you and it should encourage the employer to want to learn more about you by contacting you for an interview.

In order to create a killer resume follow these important steps:
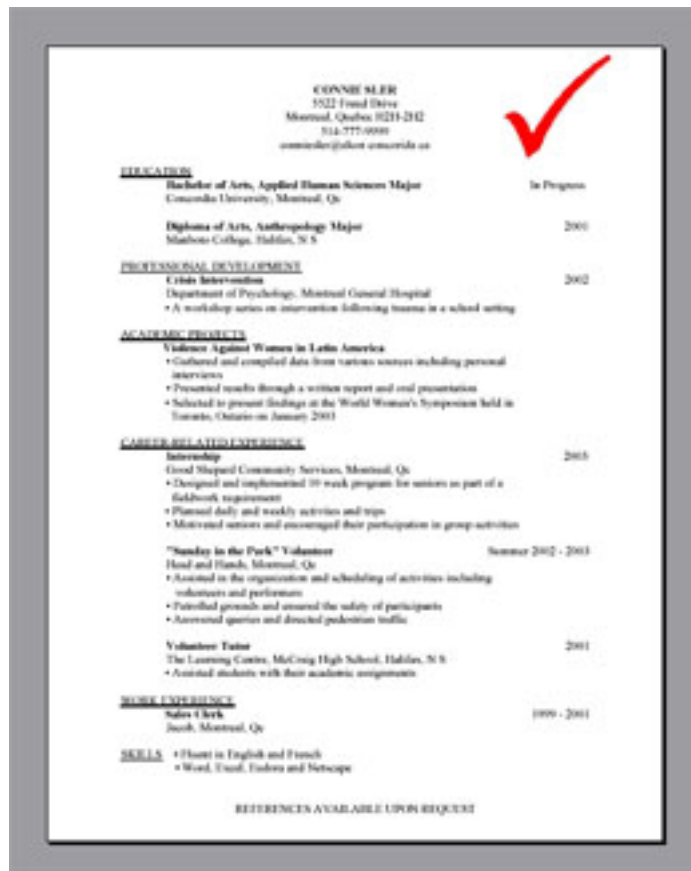


1. **Figure out experiences and skills to emphasize**. The three things that you should emphasize the most are work experience, education and skills. Don't be modest, you want to show off your abilities to your future employer so they know they won't have to spend precious time training you to do simple tasks.

2. **Limit your resume to one page.** The people in HR don't want to spend hours looking over resumes, so keep it down to one page that they can scan quickly. This doesn't mean leave out important information, design your resume in a way to display essential information. Try to avoid long blocks of text and paragraphs, since they will take more time to read. Don't go into too much detail, you want your resume to make HR want to meet with you for an interview to go into further details.

3. **Pay close attention aesthetics.** Along with keeping your resume down to one page, it is important that it looks organized and put together. They layout needs to be appealing and easy to follow so HR can read over it with a quick scan. Use a readable font with size 11 or 12, don't make it size 8 because you want to fit more on to one page. Also, don't use paper dosed with perfume or bright colored paper like Elle Woods used in Legally Blonde, in real life this won't help you get noticed.

4. **PROOF READ!** This is one of the most important parts of resume building. Make sure you proof read multiple times to catch any errors. If an employer sees that you have errors in your resume, they will toss it out because you weren't careful. They're looking for employees that won't make silly mistakes.

5. **Make sure it's professional** Like mentioned before, don't use brightly colored paper or add erroneous elements to your resume, keep it simple, black and white. When listing your email address, make sure you address is professional sounding and nothing like sexygirl44@hotmail.com. This will not impress anyone.

6. Click here to see a list of action words to use in your resume. *List of Key Resume Action Words* on page 24

## List of Key Resume Action Words

Choose action words to use in your resume to make it compelling and intersting.

Below is a list of words to use in a resume.

- designed

- implemented
- conducted
- created
- organized
- reorganized
- conceptualized

# Mark Jensen

## Introduction

This is an introduction to this entry about how to get a job as a social media consultant.

This guide is made for students that want to get a job as a social media consultant. As the guide will show you, there are many paths to take in obtaining the knowledge you will need to be able to guie businesses on how to use the internet today. The guide is divided into three parts; which studies and courses that are great choices for a future social media consultant, how to get hands-on experience from social media and lastly how to apply for a job in the industry.

Good luck on the search!



## About Danish employers

If you search for a job in Denmark it is very important to know a little about the culture before settling for the dream job abroad.

Danes have been named the "happiest people in the world" several times in the last few years, despite having one of the highest tax percentages in the world (about 50% of the income is taxes).

Denmark has also been named one of the least corrupt and peaceful countries in the world, and combined with a welfare system second to none, it is not hard to understand why many Danes feel content.

This applies very much to the work ethics of many Danes; that becuase they have a high level of security, the incentives of working harder and longer is not present. Most Danes, compared to Americans at least, lack the fundamental entrepreneural skills and wants that makes the US thrive. Another reason for this difference is that there is a high level of income equality and it is very hard to start a business and earn a lot of money compared to the American way.

With all of this being said, Denmark is a fantastic country to work in. The morale is high, the unemployment is low and the salaries are fairly high compared to the general salaries of comparable countries. Furthermore, as a result of an educational system that is free for everyone, the educational level is very high and Danes enjoy to educate themselves even after they have been on the job market for many years.

# List of relevant employers

Find companies that you would like to work for as they either understands how to use the Internet (and maybe even consults about it), or should learn how to use it.

1. **Denmark**
   If you are in Denmark, talk to companies like Wemind, SocialSquare and LEGO about what they consult companies about or do themselves.
2. **USA**
   In the US, companies like Dell, Comcast, Best Buy and Microsoft knows how to use social media to get their point across. Especially if they are keen on using new services like Twitter, they may be relevant, as it shows that they follow where their customers are going.
3. **People**
   In Denmark, people like Jacob Boetter, Henriette Weber, Trine-Maria Kristensen and Bjarne Tveskov can guide you in finding out which companies. In the US, you would talk to the people you follow on Twitter, but be aware that they might not have the time to answer all of your questions.

# How to write a good resume

In order for you to present yourself properly to prospective employers, you will need a good resume.

1. **Read the job ad**
   If you just start writing without preparing for what you should write about, you will end up with a bunch of irrelevant text.
2. **Read the job ad again**
   Just to be sure you understood what the job ad was about, read it again. And the again.
3. **Start brainstorming**
   Start thinking about what you want to write about in your job ad.
4. **Start outlining**
   Start categorizing your thoughts so you know in which order you will write your resume.
5. **Start writing**
   Write all of the text, and make it a bit too long as well.
6. **Read the job ad again**
   Read it once more so you are completely sure that what you have written fits the skills proposed in the jobopslag.
7. **Cut text out**
   Cout out the text that does not say anything. Make it sharper.
8. **Get somebody else to read it**
   If you get somebody else to read it, you will get valuable input and ideas for how to strengthen your resume and make it sharper.
9. **Rewrite the resume**
   Rewrite it all, but within the structure you have outlined and copy the sentences that worked out fine in your first draft.
10. Get somebody else to read it again.

Hopefully, at this point you will be ready to send off your resume - otherwise, you can repeat step 8 and 9 until it is satisfactory.

# How to prepare for a job interview in Denmark

This is a checklist on what to do before going to an interview with a Danish employer.

1. Learn about the Danish culture
   By learning a bit about the Danish culture it is possible to foresee some of the issues that might occur when applying for a job in Denmark.
2. Set a specific date and time for the interview
   If you set a specific date and time for the interview, you will know how much time you have got to prepare yourself for the interview.
3. Do research on the company
   Often you will experience that you will be asked about why you chose the company for which you applied. Be ready to answer a couple of questions.
4. Do research on the job
   You will experience that the interviewer will ask you about why you chose this specific job. Be prepared to answer comprehensively on exactly why you find the job exciting and challenging.
5. Arrive on time for the interview
   This might seem obvious, but Danes are very keen on arriving on time, although they have a bad habit of not doing it themselves.
6. Shake hand with the interviewer
   As opposed to meeting for the first time in Japan, you do not need to hand over your business card right away. Just shake hands.
7. Keep eye contact when spoken to and looked at
   Many Americans find eye contact unnerving when held for a long period of time, but it is only a sign of interest from the Danes if they keep eye contact.
8. When asked about something to drink, accept
   Many Danes find it rude to not accept coffee, tea or water when asked at the interview. You do not have to drink it, but be positive and accept when asked.
9. Be relaxed, but professional during the interview
   It is okay to be nervous and say so during the interview (especially when applying for internships and junior positions), but relax and take deep breaths before answering questions. It is merely a conversation.
10. After the interview
    When the interview is over, the interviewer usually gets up and show you to the exit where you shake hands before leaving.
11. Wait
    Nothing left to do, but wait for the interviewer to call you and give you an answer on whether or not you have been hired in the company. Do not make repeat calls about when you will hear more, but if a timeframe was set and it is overdue, it is not impolite to call and hear if they have reached a decision.

# List of successful Social Media Cases

This is a few of the many cases that exist with companies' use of social media to their own advantage by engaging their customers in the brand experience.

- Zappos.com and their extensive use of Twitter, Facebook Beacon and blogs to position themselves to their customers
- Dell's tranformation for Dell Hell to leaders in use of social media
- How Best Buy uses twitter as a promotion-channel for great offers
- How Facebook was used by LEGO to build their brand and engage users in games
- How Google Alerts can be used in monitoring your brand on blogs and websites

All of the cases above show what companies can do with the social media to engage their customers in the companies' activities and hopefully get more loyal customers.

# How to sign up for Twitter

Sign up for the social network Twitter so you know what it is all about and how to use it. Twitter is the place to follow influential social media experts such as Robert Scoble, Hugh MacLeod, Dave Winer and many others.

1.  Go to Twitter.com
    On the front page of Twitter, find the link "Join the conversation"
2.  Press "Join the conversation"
    By pressing the link, you will be taken directly to the signup screen.
3.  Find a username
    By choosing a unique, but easily recognizable username, you can become a valuable addition to the community.
4.  Find a password
    You will need to enter a unique password that is very hard to figure out, but still easy to remember for you.
5.  Write your email address
    By giving Twitter your email address you will be able to receive updates form your Twitter friends, as well as receive your information if you forget the username or password.
6.  Complete the Captcha
    The Captcha is installed to make sure that everybody who signs up for Twitter is actually human, and not just a machine.
7.  Complete the registration
    Click on "I accept. Complete my registration" to sign up and get started with Twitter.

# List of web services to use

These services can be used with great results in tracking trenting topics, points of interest and for having fun online

*   Google reader for RSS-feeds
*   Flickr for photos
*   Twitter for microblogging
*   Delicious for bookmarks
*   Facebook for keeping up with family and friends
*   LinkedIn to place an online CV and keep up with business contacts
*   Spotify DJ for streaming music to the office
*   YouTube for sharing videos of you dancing in the office

All of these services give you the option of profiling yourself as a person of interest and thus it is easier for you to be recognised by the companies that hire you as a social media consultant. They can see for themselves that you actually understand what these services facilitate and how to use them properly.

# List of smart people to follow online

If you follow online you will soon get to know a lot more about where to look for valuable blog posts and exciting theories.

1.  Find smart people on Twitter
    A couple of smart people to follow is Hugh MacLeod (gapingvoid), Dave Winer (davewiner), John Hodgman (hodgman), Paul Stamatiou (stammy), Ryan Block (ryanblock). They all talk a lot about how to market yourself and your products online, plus the occasional posts about politics, new and exiting technology and life in general.
2.  Find out who they talk to on Twitter
    If you figure out who these people talk to (by adding at @-sign in front of a name), you will start to expand your network and follow even more smart people. This way you extend your network beyond the immediatly interesting people that thousands of people follow to the ones that are the real gems.

3. Follow the links posted by people on Twitter
   Most people put links on Twitter when they find great blog posts and articles, so you can figure out which blogs are popular and adds value online. Maybe you can even subscribe to these blogs in Google Reader so you can track them for interesting posts afterwards.
4. Search for what people talk about
   If you go to search.twitter.com you can find out what is "hot" right now on Twitter. The words people talk about the most will show up on this page, and you can follow the conversation as it unfolds in real-time. This was especially helpful when the political debates unfolded during the election in the US in November 2008.

## List of relevant studies to attend

This is a list of studies that can be interesting to attend at a college in order for the job applicant to understand the underlying principles of the social web.

- Computer Science
- Information Management
- Economics and Computer Science
- Communications
- Anthropology
- Ethnographics
- Sociology
- Psychology

All of these studies can be the foundation for your work as a social media consultant. The approach is different from study to study, but by focusing on either the technical or sociological aspects, you will be able to understand the underlying principles of a social network.

The line of study that has the highest recommendation is the Information Management. Especially at Copenhagen Business School since they focus extensively on cognitive principles of Human-Computer Interaction, and thus will equip their students with proper knowledge about social networks.

## List of relevant courses to take

This is a list of relevant courses that anyone with an interest in social media in general can participate in.

- Web Design
- Project Management
- Innovation
- Information Architecture
- Information Management
- Information Systems
- Accounting
- Organization Theory
- Systems Development
- Communication

## Table of relevant literature to find

This is a short list of relevant literature when trying to understand the social dynamics of the internet.

| Property Type | Property Value | Property Description |
|---|---|---|
| Blog post | http://www.zengestrom.com/blog/2005/04/why_some_social.html | A blog post by Jyri Engestrom about Social Objects. |

| Property Type | Property Value | Property Description |
|---|---|---|
| Blog post | http://www.gapingvoid.com/Moveable_Type/archives/004709.html | Hugh MacLeod has gathered all of his blog posts about Social Objects and how they are the backbone of social networks. |
| Book | The Cluetrain Manifesto | Written in 1999 by Chris Locke, Doc Searls and David Weinberger, this book gave marketers a wake-up call about what to expect from the internet when it became more social. |
| Book | Here Comes Everybody | Clay Shirky's book about Web 2.0 and how we should all engage in creating content that will be full of value for others. |
| Book | Cult of The Amateur | Andrew Keen on how Web 2.0 makes us dumber since all content is created by amateurs rather than professionals. |

## List of conferences to attend

These conferences can be the ideal place to network before and after you have scored big and gotten yourself a job in the industry.

- Reboot, Copenhagen, Denmark
- IDEA Conference, New York, US
- Information Architecture Summit, Miami, US
- Euro Information Architecture Summit, Copenhagen, Denmark
- Intelligent Human-Computer Interaction, Allahabad, India

All of these conferences have something different to offer. Reboot in Copenhagen is the definite place to informally explore the ideas behind the social internet that you will see realized within the next few years, while a place like Information Architecture Summit is a bit more professional. Both have their own value and can be highly recommended as a place to network with the people that could be both potential places to work with or work for. So keep an eye out and start networking.

# Dan Keeler

## Jobs in the IDCC field



Communication has always been important in business, but now more than ever before. According to the U.S. Bureau of Labor Statistics, employment in business communication is expected to grow nearly 25 percent between 1998 and 2008.

The IDCC program at Bentley University focuses on three main areas of study:

- Information design
- Public relations
- Web Design

IDCC majors can choose where they would like to concentrate.

According to U.S. News & World Report, information design, also called technical communication, is one of the top 20 professions to consider in the coming decade. Employers' demand for people who can write clearly about technical subjects exceeds the supply of qualified candidates. Demand is especially strong in the high-tech, telecommunications, medical technology, and e-commerce industries.

PR professionals are called upon for their writing and speaking skills, ability to persuade and network, to strategize and, above all, to be flexible and creative in how to adapt a message within an ever-changing communications landscape. They manage corporate reputations across a range of audiences and publicize products and events via a variety of non-euphonious media. They can work in agencies or in a company's in-house communications office.

Web design teams are made up of writers, graphic artists, computer programmers, HTML experts, database designers, information architects, usability designers, quality controllers, network specialists and system administrators. Working closely together, web design team members develop satisfying and effective user experiences in both static and dynamic virtual environments.



**Note:** All of the information above was obtained directly from the Bentley website at : *http://www.bentley.edu/idcc/career_options.cfm*

A list of local companies can be found at : *Local companies* on page 32

## Local companies

This topic provides reference information about local companies.

The table below provides the names of a few local companies, their addresses, and contact information.

**Table 1: Local Companies**

| Company | IBM | IBM | Verivue | Sybase |
|---|---|---|---|---|
| Website | *http://www.ibm.com/us/* | *http://www.ibm.com/us/* | *http://www.verivue.com/* | *http://www.sybase.com/* |
| Location | Boston | Boston | Westford | Concord |
| Phone Number | (617) 421-9604 | (617) 421-9604 | (978) 589-1188 | (978) 287-1590 |
| Contact | John P. Hunt | Robert D. Anderson | Stanley J. Doherty Phd | Beth Thoenen |
| Position | Senior Software Engineer | IBM Authoring Tools Chief Architect | Director, Technical Publications | Staff Info. Dev |
| Email | john_hunt@us.ibm.com | robander@us.ibm.com | sdoherty@verivue.com | beth.thoenen@sybase.com |

**Company mission and goals**

It is very important to understand the mission and goals of the company you would like to work for. During an interview, the interviewer will likely ask you questions about the company assuming that you have done some research. It shows ambition and that you are interested in the company more than just as a job to pay the bills.

Mission

A company's mission statement is a constant reminder to its employees of why the company exists and what the founders envisioned when they put their fame and fortune at risk to breathe life into their dreams. Woe to the company that loses sight of its Mission Statement for it has taken the first step on the slippery slope to failure.



Goals

A company's goals are more than just increasing production and revenue while decreasing costs. The goals of a company reach further. Some may have set up initiatives to help the neighborhoods that they do business in. Trying to give back to society especially during times of recession. Others may have goals concerning the environment and working toward a greener and more efficient production line. Every company has goals and it is in your best interest to know and understand them for several reasons.

- Not knowing the company's goals is going to look bad during the interviewing process and may in fact cost you the job.
- The company's goals and your goals may or may not be heading in the same direction. If you disagree with the goals of the company are you really going to want a job there?
- It is good practice, will make you a more educated person, and give you an advantage.

## Notes on preparing for an interview

This topic provides reference information about preparing for an interview.

- Research the company's history.
- Understand the position that you are applying for and a salary range that you would accept.
- Choose clothing that is appropriate to the position you are interested in.

- Prepare the paperwork that you will be bringing with you.

   **Note:** It is good practice to prepare an abridged as well as an in depth version of your resume

- Rehearse the responses to the questions that you expect to be asked.
- Allow plenty of time to get to the interview.

   **Note:** Assume every main road will be detoured for construction that day and you will need extra time to get there.

### Notes on preparing a resume

This topic provides reference information about preparing a resume.

Assistance in preparing and reviewing your resume is available on the Bentley website at: *https://bentleygrad.optimalresume.com/*

- Use only one or two fonts and avoid underlined, boldfaced, and italic text.
- Write in the active voice
- Provide your contact information at the top of your resume.

**Note:** Include home address, phone number, and email address.

- Write an objective statement to clearly communicate what kind of job you are interested in.
- List relevant experience in chronological order.

**Note:** Include company names, job titles, periods of employment, responsibilities, and accomplishments.

- Outline your education

**Note:** Include honors, awards, and accomplishments.

- Proofread your document.

**Note:** Have it proofread by other competent people.

**Note:** This is extremely important!

- Maintain a one page resume.
- Compliment your resume with a cover letter.

**Note:** There are resources available to help you prepare a cover letter.

## Considering a job offer

It is important to properly handle a job offer. Whether you have decided to accept or reject the job offer, you should respond promptly and respectfully.



### Reference for considering a job offer

This topic provides reference information about considering job offers.

You have received a job offer either in person or otherwise. You should consider it very carefully before making a decision. Here is a list of questions you may want to look over before you make a final decision.

- Have I Been Offered a Fair Salary? Is It Comparable to What Other People in the Same Position Are Making?
- Have I Met My Potential Boss? Does He Or She Seem Like Someone With Whom I Can Have a Good Working Relationship?
- What Do I Know About My Potential Co-Workers?
- Will I Be Comfortable in This Office Environment?
- Is The Corporate Culture In Line With My Own Values, Attitudes, And Goals?
- Can I Handle the Commute to This Job?

**Note:** Or at $4/gallon, can I afford the commute?

- Will the workload have an impact on the time I have available to spend with family and friends?
- Would accepting this job be a step in the right direction in terms of where I see myself in five or ten years?

### How to properly accept a job offer

This procedure is meaningful in the following context:

- Informing the employer that you have decided to accept the job offer.

1. The proper response would be "Thank you, and I look forward to working with you."
2. You will need too negotiate a start date, whether it be immediately or the amount of notice you will need to provide to your present employer.
3. A formal acceptance letter is not always necessary, but may be appropriate for contract offers and out-of-town jobs.
   If you do write a letter accepting the job offer it is best to keep it brief.

### How to properly reject a job offer

When you have decided to reject a job offer, you should let the the employer know in writing that you have chosen to decline the offer. Again, the letter should be polite, prompt, and to the point. You don't want to burn bridges and this employer may have a better offer for you down the road.

This procedure is meaningful in the following context:

- Informing the employer that you have decided to reject the job offer.

1. Write a letter that includes your appreciation for their time and offer, your rejection of the offer.
2. Include your contact information in the letter.
   They should already have it, but just to make sure. You never know where the next job opening will be.
3. Proofread it several times and have someone else who is qualified to proofread it also. Even though you are declining the job the job, you want to make sure all your correspondence is professional.
   Spelling and grammatical errors are easy to fix and a sign of laziness. Don't be known as the guy who cannot spell.
4. Address it to the person who offerred you the job.

# Information Design & Corporate Communication at Bentley University

Major Courses

All IDCC majors must take speech, professional communication and web design courses, and communication theory to build their verbal skills before choosing electives in applied communication theory and supporting subject areas. This curriculum, structured to allow maximum flexibility to suit individual interests and goals while ensuring a solid base of knowledge in business and the liberal arts, has become a model for similar programs offered in schools through the country.

Top students can enhance their academic experience with a three-credit honors internship with a Boston-area firm. Student interns generally work 15 hours per week for a semester in an area related to their studies.

To fulfill the IDCC major requirements, students take eight courses - or seven courses plus an internship. All IDCC majors are required to take:

COM 210 Effective Speaking IDCC 370 Web Design I: Information Design Principles and Practice

Students then elect three courses in a chosen IDCC concentration: information design, public relations or web design. These courses include, but are not limited to:

Information Design:

- IDCC 230 Fundamentals of Content Development
- IDCC 240 Fundamentals of Visual Communication
- IDCC 330 Advanced Content Development

Public Relations:

- IDCC 250 Public Relations Theory and Practice
- IDCC 255 Public Relations Writing
- IDCC 355 Strategies in International Corporate Communication
- IDCC 350 Journalism for the Web
- IDCC 360 Public Relations and Information Technology

Web Design:

- IDCC 370 Web Design I: Information Design Principles and Practices
- IDCC 380 Web Design II: Information Architecture and Site Management

Other IDCC course offerings include:

- IDCC 320 Managerial Communication
- IDCC 390 Selected Topics in Information Design and Corporate Communication
- COM 320 Intercultural Communication
- COM 321 Mass Communication
- COM 322 Theories of Persuasion
- COM 323 Small-Group Communication
- COM 324 Design as Communication
- COM 325 Introduction to Linguistics

Minors

The benefits of a minor in IDCC are twofold. It prepares students for a hybrid career that requires expertise in both a business or technical discipline as well as a mastery of communication skills. The minor also grooms graduates for ongoing career advancement because advancing requires not only technical expertise, but also the ability to effectively communicate that expertise in a variety of media.

A minor in IDCC requires four courses. Two are required Arts and Sciences courses: Effective Speaking and a 300-level communication elective. The other two are business-related courses, again broken down by concentration into either information design, public relations or web design.

Information contained in this topic comes directly from the Bentley website at: *http://www.bentley.edu/idcc/ program.cfm*

## IDCC Major

Short reference description.

The Information Design and Corporate Communication major prepares students for careers in the increasingly competitive communications industry. Graduates have moved into positions in the public and private sector in public relations, technical writing and editing, journalism, managerial communication, marketing communication, content development, and Web design. Students may choose to focus on one of three major course concentrations: information design, public relations, or Web design.

More information is available on the Bentley website at :*http://www.bentley.edu/academic-services/day/Majors/ idcc.cfm*

The IDCC major at Bentley University consists of:

**Table 2: 16 General Education Requirements**

| | |
|---|---|
| IT 101 | Information Technology |
| Exp 1__ | Expository Writing 1 |
| EXP 2__ | Expository Writing 2 |
| LIT ___ | Literature |
| MA ___ | Mathematical Science 1 |
| MA ___ | Mathematical Science 2 |
| NS ___ | Natural Science |
| MA/NS | MA/NS elective |
| GO ___ | Government |
| HI ___ | History |

| | |
|---|---|
| PH 101 | Philosophy |
| BS | Behavioral Science |
| HU/SS | HU/SS elective |
| EC 111 | Principles of Microeconomics |
| EC 112 | Principles of Macroeconomics |
| SEM | First Year Seminar |

**Table 3: 9 Business Core Requirements**

| | |
|---|---|
| GB 101 | World of Business |
| GB 102 | Human Behavior in Organizations |
| GB 103 | Legal Env. of Business |
| GB 201 | Fin. Reporting & Analysis |
| GB 202 | AC. info for Dec. Making |
| GB 203 | Info. support systems for Bus. |
| GB 210 | Business Statistics |
| GB 301 | Integrated Business Functions |
| GB 401 | Strategic Management |

**Table 4: 8 IDCC Major Requirements**

| | |
|---|---|
| COM 210 | Effective Speaking |
| COM 298,299 or 300 level | Communications |
| IDCC 230,255, 330, or 350 | IDCC |
| IDCC 370 | Web Design |
| IDCC | elective |
| IDCC | elective |
| IDCC or related | elective |
| IDCC or related | elective |

**Table 5: Electives**

| | |
|---|---|
| Business Related Electives | 2 courses |
| Arts & Sciences Electives | 5 courses |
| Unrestricted Electives | 2 courses |

## IDCC Minor

This topic provides reference information about the IDCC Minor offerred at Bentley University.

Choosing a minor is a very important decision to make once you have decided on a major. There are always electives that must be filled in order to satisfy the major requirements. Why not choose a minor and meet the elective requirements in a secondary, specific area of study. The minor is intended to focus on a subject complimentary to the major. For example, a minor in IDCC would compliment just about any major very nicely. The ability to work with information and communicate will increase your potential and make you a more valuable to the company regardless of what your chose to major in.

More information is available on the Bentley website at: *http://www.bentley.edu/academic-services/day/ majorsminors.cfm#minors*

**Table 6: IDCC Minor Prerequisites and requirements**

| IDCC Minor | |
| --- | --- |
| Pre-requisite | Course |
| EXP 101 | Expository Writing 1 |
| Requirements | |
| COM 210 | Effective Speaking |
| 2 IDCC electives | see coordinator |
| 1 IDCC or related | see coordinator |

**Table 7: Information Design Corporate Communication**

| | | | |
| --- | --- | --- | --- |
| Chair: | William Buchholz | LAC 265 | 781-891-2216 |
| Internships: | Terrance Skelton | LAC 265 | 781-891-3482 |
| Minors: | William Buchholz | LAC 265 | 781-891-2216 |

# Networking

This procedure is meaningful in the following context(s):

- increasing the number of contacts and resources you have

1. Understand the basics of job searching.
2. Consider what types of jobs you are interested in.
3. Research the comnpanies and industries associated with the types of jobs you are interested in.
4. Develop a strong resume.
   There are many resources available to aid you in preparing a resume.
5. Organize your network in a way that allows you to keep track of names, phone numbers, email addresses, companies, and any other information you will be storing for your contacts.
6. Communicate with the contacts in your network by phone or email.
7. Attend informational interviews to learn more about an industry and to meet people in that field.
8. Keep in contact with your network.

## Reference for sending professional emails

This topic provides reference information about sending professional emails.

- Use please and thank you and address people as Mr., Mrs., Ms, Miss or Dr. unless they say it is alright to address them by their first name.
- Watch your tone.
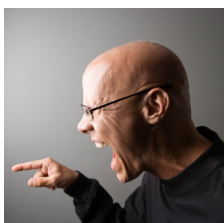


- Be careful not to sound curt or demanding.

- Be concise but include all necessary information.
- Avoid emoticons, abbreviations, and slang.



- Use a professional email address.

  **Note:** Avoid cute or suggestive email addresses.

- Spell check your email.



- Do not send attachments without first asking permission.
- Fill in the "TO" section once you're sure everything is the way you want it.

  **Note:** This will keep you from accidentally sending incomplete messages.
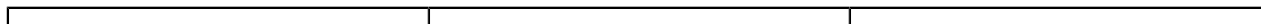
## Reference for exchanging business cards

This topic provides information about exchanging business cards.

In the Asian culture, they believe that exchanging business cards is extension of introducing yourself on paper. This has influenced the world in how we give, receive, and use business cards. The Asian style of business card excanges is now considered international business protocol.

When presenting your card to someone else;

- Always present your card in pristine condition.
- Always present yourcard with your right hand or with both hands.

  **Note:** Presenting your card with both hands is considered the highest form of respect.

  **Note:** It is inappropriate to pass out your business cards like you were the dealer in a card game.

- Never hand someone your card with your left hand.

  **Note:** This is considered a total insult in Muslim other countries.

- Always face the person to whom you are giving your business card.

When receiving a business card from someone else;

- Always receive a business card with your right hand or with both hands.

  **Note:** The same way you would present it.

- Take some time to look at the card.

**Note:** This will help you to remember the person in the future.

- Ask the person a question or make a nice comment about their card.

**Note:** This will further insure that you remember the person later on.

- Never write or make notes on the face of the card, especially while still in front of the person.

**Note:** The Japanese believe writing on the face of the card is just like writing on the person's face. Make any notes on a seperate pad of paper.

- Never put a card away immediately after receiving it.
- Never at any point put someone's business card in a wallet in your back pocket and proceed to sit on it.

**Note:** This is seen as sitting on the person's face.

When storing business cards;

- Always store cards in a seperate carrying case.

**Note:** Rubber bands and paper clips can dent and cause damage to the cards.

- Keep the case in a pocket on the upper half of the body.

**Note:** Never in a back pocket where you might end up sitting on them.

- Never ask a person for another business card because you have lost the first one.

**Note:** This is seen as you having lost their face.

- File all business cards into your networking database as soon as possible.

## How to shake hands

Shaking hands is a very common way of introducing yourself. It is a simple procedure that we can do without even thinkking about it. However, like anything else, there is a proper to shake someone's hand. It is part of your first impression and nonverbal communication, so you want to be sure you are communicating the right things.

Here's an example I found on you tube of how you would not want to shake hands: *http://www.youtube.com/watch? v=cfwTUSkhwkE*

This procedure is meaningful in the following context

- Shaking hands in America

**Note:** Protocol for shaking hands in other countries may vary.

1. Extend your hand first to shake hands as a gesture of wanting to bond with the other person.
2. When you shake hands, make the flesh of your hand that is between your thumb and your index finger meet the flesh of the same with the other person.
   There should not be a gap between the hand flesh.
3. As you grasp the other person's hand, give it a good grip. Use the same pressure that the other person is using, but it is okay to go a "bit" more firm with your grip.
4. Never squeeze the other person's hand too hard, since this can make the other person not like you at first impression. If you sqeeze too hard, they may think that you are too agressive or hostile towards her/him, since it

feels as if you are trying to break their hand! Again, try to use the same type of grip that they have, but never offer a "fishy" grip.

If someone gives you a "fishy" handshake, i.e., one that is really soft and limp, or if they just offer a few fingers for you to shake, then respect this. By the time that you have grabbed the other person's hand, you probably already have grasped two more fingers than they wanted you to do. Therefore, don't force the other party to shake hands the way that you think they should.

5. Make eye contact, smile, and talk with the person as you shake hands.

Making good eye contact is very important. If you are looking at anything but the other person while shaking their hand they will be receiving a nonverbal message that you do not want to send.

# Elizabeth Rude

## What is Technical Writing?

This topic overviews the technical writing field, from the types of jobs within the field, the variations in final products to the basic skills necessary in the field.

**Technical Writing at A Glance**

The former president of the STC (Society for Technical Communications) Saul Carliner describes technical writing comparing it to a career in writing, saying "Although the finished product is something you wrote, there's a lot of collaboration [in technical writing]. You're interviewing people. You're coordinating. Twenty to 30 percent of your time is writing." As Carliner described, technical writing is a more collaborative form of writing than a writing career such as journalism or editing. Writing teams of technical writers can be anywhere from 2 people to 200 people, all working on the same final product; and technical writers can expect to do anything from writing and editing technical manuals, to producing online tutorials or creating Web-based training materials. An interesting aspect of technical writing is that it offers a chance to create final products for consumer or professionals such as scientists, engineers, plant executives, line workers, and production managers .

So if you're considering changing into the technical writing field, it is is important to know the skills that are needed and outputs that are created by technical writers. This will allow you to see if technical writing is the field for you and ensure that you are knowledgeable about the field before making the necessary changes to move into the technical writing profession.



It is common for Technical Writers to specialize in a specific industry such as agriculture, health care, pharmaceuticals, telecommunications, computers, or manufacturing. Within this industry, they may then specialize even further such as a Technical Writer in the computer industry focusing additionally on software documentation, tutorials, or user manuals.

When it comes to the job title in the technical writing field, Technical Writer is the most commonly used job title, though other titles used include Medical Writer, Communications Specialist, Policy and Procedure Writer, Proposal Writer, Publications Specialist, Science Writer, Documentation Specialist, Health Writer, Information Developer, Technical Editor, Web Editor, and Information Designer. Some titles indicate the particular industry in which the occupation is found.

**An Overview of Skills**

Technical Writers take specialized information and rework it rewrite it within strict accuracy and format requirements; in doing so technical writing requires skills in such things as writing, organization and the ability to concentrate for long periods of time. Technical Writers use the following skills, knowledge, and abilities to accomplish their tasks each day:

• Writing - Communicating effectively with others in writing as indicated by the needs of the audience.

- Active Listening - Listening to what other people are saying and asking questions as appropriate.
- Speaking - Talking to others to effectively convey information.
- Information Gathering - Knowing how to find information and identifying essential information.
- Information Organization - Finding ways to structure or classify multiple pieces of information.
- Synthesis/Reorganization - Reorganizing information to get a better approach to problems or tasks.
- Active Learning - Working with new material or information to grasp its implications.
- Product Inspection - Inspecting and evaluating the quality of products.
- English Language - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

**Final Products in the Field**

Technical Writers create product instructions, reference and maintenance manuals, articles, project proposals, training materials, technical reports, catalogs, brochures, online documentation and help systems, Web pages, multimedia presentations, parts lists, assembly instructions, and sales promotion materials.

Technical Writers perform the following tasks:

- Analyze the needs of the target audience.
- Study data and conduct in-depth interviews with subject matter experts to understand the product or procedure.
- Index and cross-reference documents such as bulletins and manuals.
- Produce or arrange for illustrations, charts, and photographs to be included in publications.
- Edit, standardize, or revise material prepared by other writers or personnel.
- Prepare layout of material for publication.
- Prepare rough drafts of the publication for review with the project staff and/or customers.
- Create and edit Web pages for the Internet, intranets, and extranets.

Information from "Labor Market Information", http://www.calmis.cahwnet.gov/file/occguide/TECHWRTR.HTM

# Job Advancement Options

This topic discusses the advancement options in the Technical Writing field, while offering more information about the employment of writers and editors in the United States, as well.

## Employment

In 2006, writers and editors (including technical writers) held about 306,000 jobs in the United States. More than one-third of these jobs were self-employed writers and authors, 122,000 of those jobs were for editors, and technical writers contributed to about 49,000 jobs of those jobs. Thus, in 2006 technical writers made up about 16% of all jobs in the United States related to writing and editing. However, this number is projected to grow in future years as the demand for technical writers is expected to increase.

Employment of writers and editors in the US span across many industry sectors, as the need for technical writers and editors is rather widespread. About a third of jobs for salaried writers and editors were in the information sector, which includes newspaper, periodical, book, and directory publishers; radio and television broadcasting; software publishers; motion picture and sound-recording industries; Internet service providers, Web search portals and data-processing services; and Internet publishing and broadcasting.

### Advancement Options: Small Firms

With smaller firms, it is not unusual for writers to jump write into writing assignments and take on responsibility faster than in larger firms. This can be seen as one of the upsides of a career in writing or editing, because recent hires can begin to write and edit right from the start when they choose to work for smaller firms. This is not true for all positions, but it is a major plus for this line of work when your passion is writing, editing, or even both.

There are, of course, some down side to working for smaller firms. There may not be many full-time and well-paying positions available, so there is little room for advancement. Though you are able to have more responsibility right from the get go, you might eventually want a job in this field that pays more and allows room for you to advance in the organization. In this respect, the advancement options in the field are limited because the smaller firm simply can not afford to pay you more or to employ you full time. They also might not even have the necessary work load to validate a full-time employee, so you may struggle to gain additional hours than what you originally started with. However, with fewer employees the possibility to be promoted faster is more likely than in larger, more structured organizations; though, as previously discussed, advancements tend to be less likely. In the long run, smaller firms tend to be a riskier bet than larger firms because advancement is less likely. It all depends on what one is looking for in a job: stability and advancement opportunities or the chance to jump right into writing/editing and possibly advance faster in the firm.

### Advancement Options: Freelance

Some people to begin freelance writing because it may offer steadier work in the end, though it is not always a guarantee with the work coming from many different firms in random intervals. This does not seem to be a very plausible options for technical writers, though, who tend to work in teams to achieve their final writing product. Advancements for freelance writers would be such things as being offered high profile tasks, more money for their writing, and more offers as companies become more familiar with your writing and work efforts such that they actually seek you out for a particular assignment. Experience, credibility, and reliability often lead to long-term freelance relationships with the same publications and to contacts with editors who will seek you out for particular assignments.

### Advancement Options: Larger Firms

What is true in the smaller firms is not the same for larger companies, which have more structure and steadier positions to be filled. Not surprisingly, recent hires may not begin to write or edit right away because there are other, simpler tasks they can begin at such as fact checking or researching. In larger firms, you can look at advancement as more predictable as newbies are eventually given writing or editing assignments versus simply fact checking or researching. Working for larger firms as a technical writer is the safer bet when you are looking for predictable advancement opportunities and a more stable career path. This seems to be true for many professions, that stability and better pay will be found when one works for larger organizations.

## Career Outlook

This topic overviews the career outlook in for Technical Writing positions, along with the closely relating fields involving writing and editing.

### Job Outlook

While considering to move into the technical writing field, you should take into consideration the career outlook, employment projections, and earnings for technical writers compared to salaried writers and salaried editoers.

***Employment change.*** Employment of writers and editors is expected to grow 10 percent, or about as fast as the average for all occupations, from 2006 to 2016. Employment of salaried writers and editors is expected to increase as demand grows for web-based publications. Technical writing, blogging, and other writing for interactive media that provide readers with nearly real-time information will provide opportunities for writers. Print magazines and other periodicals increasingly are developing market niches, appealing to readers with special interests, and making Internet-only content available on their websites. Businesses and organizations are developing newsletters and websites, and more companies are publishing materials directly for the Internet. Online publications and services are growing in number and sophistication, spurring the demand for writers and editors, especially those with Web experience. Professional, scientific, and technical services firms, including advertising and public relations agencies, also are growing and should be another source of new jobs.

***Most Promising Job prospects.*** Opportunities should be best for technical writers and those with training in a specialized field. Demand for technical writers and writers with expertise in areas such as law, medicine, or

economics is expected to increase because of the continuing expansion of scientific and technical information and the need to communicate it to others. Legal, scientific, and technological developments and discoveries generate demand for people to interpret technical information for a more general audience. Rapid growth and change in the high-technology and electronics industries result in a greater need for people to write users' guides, instruction manuals, and training materials. This work requires people who not only are technically skilled as writers, but also are familiar with the subject area.

In addition to job openings created by employment growth, some openings will arise as experienced workers retire, transfer to other occupations, or leave the labor force. Replacement needs are relatively high in this occupation because many freelancers leave because they cannot earn enough money.

Information from Bureau of Labor Statistic's "Occupational Outlook Handbook, 2008-09"



## Projections Data Table

The "Occupational Outlook Handbook" from the Bureau of Labor Statistics shows that the demand for Technical Writers is expected to increase more than that of the demand for writer and editors, editors, or for writers and authors. The projections are seen in the following data projections table:

*Projection for Employment in 2010*

| Occupational Title | Employment, 2006 | Projected Employment, 2010 | % Change |
|---|---|---|---|
| Writers and Editors | 306,000 | 336,000 | 10% |
| Editors | 122,000 | 124,000 | 2% |
| Technical Writers | 49,000 | 59,000 | 20% |
| Writers and Authors | 135,000 | 153,000 | 13% |

## Earnings in 2006
Technical Writers

Median annual earnings for salaried technical writers were $58,050 in May 2006. The middle 50 percent earned between $45,130 and $73,750. The lowest 10 percent earned less than $35,520, and the highest 10 percent earned more than $91,720. Median annual earnings in computer systems design and related services were $59,830.

According to the Society for Technical Communication, the median annual salary for entry level technical writers was $40,400 in 2005. The median annual salary for mid-level non-supervisory technical writers was $52,140, and for senior non-supervisory technical writers, $69,000.

Salaried Writers

Median annual earnings for salaried writers and authors were $48,640 in May 2006. The middle 50 percent earned between $34,850 and $67,820. The lowest 10 percent earned less than $25,430, and the highest 10 percent earned

more than $97,700. Median annual earnings were $50,650 in advertising and related services and $40,880 in newspaper, periodical, book, and directory publishers.

Salaried Editors

Median annual earnings for salaried editors were $46,990 in May 2006. The middle 50 percent earned between $35,250 and $64,140. The lowest 10 percent earned less than $27,340, and the highest 10 percent earned more than $87,400. Median annual earnings of those working for newspaper, periodical, book, and directory publishers were $45,970.





**Note:** This information was taken directly from "Technical Writing- Career Outlook for Technical Writers to 2010"

http://www.klariti.com/business-writing/Career-Outlook-Technical-Writer.shtml and from "The Occupational Outlook Handbook, 2008-09 Edition", http://www.bls.gov/oco/ocos089.htm#emply

# How to Get The Job

This topic lists the main steps involved in getting a job in the Technical Writing field, listing ways in which you can prepare for and apply to technical jobs with a higher likelihood of success.

Getting a job in a technical writing position is very similar to what you have experienced with job search in the past. It is important to understand what technical writing positions entail before you begin to tailor your experience to get a job in the technical writing field. After understanding the field, you can then be prepared to begin to network in the technical community,

1. Join the Society for Technical Communications (STC), a professional organization for technical communicators, through .
   By joining the STC, one can network using the site, give out their resume, and view openings for technical writing



   positions in their local STC chapter.
2. Search for jobs online.
   By searching for jobs online, you access the most up-to-date job listings while getting your resume out there in an efficient manner.
3. Work to improve your grammar.

Writing with good grammar can help to make your career as a technical writer successful. Books that may help you to improve your grammar include: *The Elements of Style*, *Fowler's Modern English Usage*, *The Complete Plain Words*, and *Lynch's Guide to Grammar and Style*.

4. Know that all your writing experience counts.

   By including or mentioning all of your writing experience when applying or interviewing for a job, you can help increase the chance of getting the job. Whether you wrote something and were paid to do it or not, it is important to understand that all the experience you have had with writing is worth mentioning. The more you write, the better you will get at it!

5. Gain experience using web tools, help tools, publishing programs, and graphics programs.

   Employers are looking for people who have skills and experience in web design, writing, help authoring tools, and graphics programs. By gaining experience in these areas early on it will make your job search experience much more successful.

6. Create a sample book of your work, which shows your ability to use technical tools such as Word, Framemaker, Photoshop, Dreamweaver, and Robohelp.

   Consider also including in your sample book some procedures, which will often be necessary when working in a technical writing position. Use this sample book as a way to show off your learned writing talents, both in your writing and in how you display your material.

After these six steps you are well on your way to increasing your chances of getting a technical writing position. Remember that you can learn from applying and searching for jobs, as well. If you notice that a lot of jobs are looking for specific experience you can then try to gain similar experience. Good luck and keep up the effort!

## Needed Experience: Web Tools

This topic discusses the experience needed with web tools to prepare for a career in Technical Writing.

### Web Design

To increase your chances of getting a job in the technical writing field, there are a couple of programs that you should be familiar with, but you need to know much more than just a program. The foremost thing you need to understand is Hyper Text Markup Language or HTML. HTML comes in many flavors at the moment, but a thorough understanding of HTML 3 is good enough for most positions. If you really want a Webmaster job, you'll need to know Active X, CGI, DHTML, HTML 4, Perl, Java Script, and more. Whatever you decide, study layout and design first. The Web is an interesting, fast-paced adventure, but good design principles still hold true.

### Adobe ColdFusion

With Adobe ColdFusion you can create better internet applications quickly and easily. Adobe ColdFusion 8 software solves the day-to-day challenges of Internet application development, allowing you to be extremely productive as you create and deliver engaging online applications. And because it fits into any IT environment, you can use ColdFusion 8 for everything from small departmental applications to highly scalable, reliable implementations of your most important business applications.

### Adobe DreamWeaver

With Adobe DreamWeaver you can build world-class websites and applications with one of the industry's leading web authoring tools. Adobe Dreamweaver CS4 software is ideal for web designers, web developers, and visual designers.

### Bare Bone BBEdit

BBEdit is the leading professional HTML and text editor for the Macintosh. Specifically crafted in response to the needs of Web authors and software developers, this award-winning product provides an abundance of high-performance features for editing, searching, and manipulation of text.

### Additional Resources for Web Authoring

• Learn the most up-to-date HTML standards at .

- The "ultimate HTML resource" at .
- Java and CGI Scripts at .
- Web authoring references at .

## Needed Experience: Publishing Programs

This topic discusses the experience needed in publishing to prepare for a career in Technical Writing.

Though technical writers write online help systems, design web sites, and deliver multimedia training-- publishing programs are the basic tools of the industry. There are few jobs for people who do not have an expert understanding of at least one or more of these programs. Expert knowledge means that you understand how to use features that most people aren't even aware of borders, conditional text, conversion filters, document management features, frames, formats, graphics, indexing, macros, tables, styles, etc.

If you don't own a major publishing program, buy one, or find some way to work with one volunteer anywhere just to get some practice. I am not endorsing any particular product or products; these are just the programs I see consistently in job ads. The links go to the companies' product page. To buy something direct, email or call the companies.

### FrameMaker

Adobe FrameMaker is the most requested tool in this industry. Adobe FrameMaker is a powerful authoring and publishing solution for technical communicators. To learn more about the most recent release of Adobe, Adobe FrameMaker 8, visit , where you can find product information including features, upgrade details, customer stories, reviews and awards, product FAQ, and system requirements.
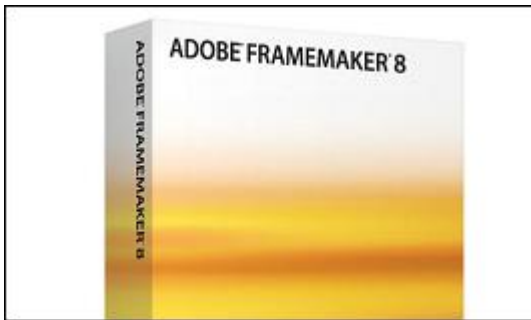


### Microsoft Word

Office Word 2007 is a powerful authoring program that gives you the ability to create and share documents by combining a comprehensive set of writing tools with the easy-to-use Microsoft Office Fluent user interface. Office Word 2007 helps information workers create professional-looking content more quickly than ever before. With a host of new tools, you can quickly construct documents from predefined parts and styles, as well as compose and publish blogs directly from within Word.

To learn more about the product, visit Microsoft's site at , where you can read the top ten reasons to try Microsoft Word, where you can try a free 60-day trial of word or even try the product online.



### ArborText

ArborText is a top-end XML/SGML authoring program that is rather expensive. ArborText's site describes the product as the following. "Arbortext is a content publishing system that streamlines and automates your information publishing process and eliminates costly inefficiencies. Leveraging XML authoring, technical illustration creation,

content and process management, and dynamic enterprise publishing capabilities of Arbortext, you can improve your publishing processes and help your organization gain significant competitive advantage and lasting differentiation. "

To learn more about the product, visit , where you can read about the benefits of using ArborText, dynamic publishing, enterprise content and process management, and product information.

### Adobe PageMaker

Adobe PageMaker enables business, education, and small- and home-office professionals to create high-quality publications such as brochures and newsletters. With PageMaker you can create a wide variety of publications, from simple one-page flyers to complex reports. You can build your own publications from scratch, or take advantage of hundreds of pre-designed templates that can be modified to suit your needs.



## Needed Experience: Help Tools

This topic discusses the experience needed with help tools to prepare for a career in Technical Writing.

### Help Authoring Tools

You need to learn at least one Help authoring program if you plan on documenting software. Academic software is available, but you will probably have to ask your bookstore to order it order it directly from the companies. You can also download demos and use them for thirty days. You will probably need every bit of the thirty days, so install one when you have some time. Microsoft has stated that HTML Help will be the standard, so it would be good to download one of the HTML demos to see how they work.

Try to create one self-contained Help doc for your portfolio. One of the things employers want to see is that you know how to compile complex documents into a usable format. This doesn't mean you need to compile a complete Help system, just ensure that the document is completely functional within the limited scope of your project. There are three major Help packages available. Experience in any one of these help tools will get you started.

### Adobe RoboHelp

Adobe® RoboHelp® 7 software empowers technical communicators, help authors, and web developers to build, manage, and publish content for help systems and standalone knowledge bases. To learn more about RoboHelp, visit , where you can read up on the product's newest features, FAQ's, system requirements, upgrade details, and reviews and awards.
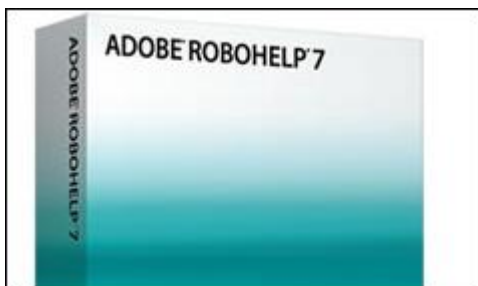


### ComponentOne Doc-to-Help

ComponentOne Doc-To-Help 2009 has everything you need to author, edit, and publish documentation, policy manuals, and user manuals your readers will love. It allows you to create content once using your favorite editor (e.g., Microsoft Word, Adobe Dreamweaver). With Doc-To-Help you can enjoy the convenience of visual project management features such as a topics organizer, related topics editor, and drag-and-drop linking; and save time with automatic Table of Contents, Index, and Glossary generation. This product also allows you to generate a

combination of outputs with just one-click (online Help, Web content, and press-ready manuals) – without changing or reformatting content.

Doc-To-Help's unique combination of editing, single sourcing, and publishing technology translates to significant time savings and the highest level of quality. Since Doc-To-Help is the complete documentation solution, your need for additional tools has been eliminated. To learn more about the product, visit .
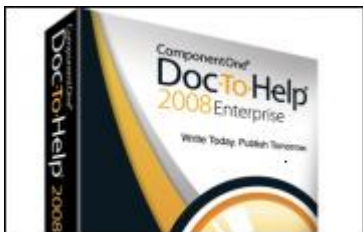


### HyperText Studio

HyperText Studio's HTML Help Authoring tool provides a visual way to create your web sites, help files and other documentation. This Help Edition includes everything you need to create amazing help files in either WinHelp (.hlp) or HTML Help (.chm) formats!

To learn more about HyperText Studio, visit , where you can access product information including key features, new features, system requirements, and edition comparisons.



By learning how to use one or more of these help tools, you can increase your chances of getting a job in the technical writing field.

## Needed Experience: Graphics

This topic discusses the experience needed with graphics to prepare for a career in Technical Writing

### Graphics Programs

Tech writers are not expected to be professional graphic artists, but they are expected to understand basic graphics. If you plan on documenting any type of software, you need to know how to do screen captures and edit them for use in a manual or Help screen. Read up and gain experience in Illustrator, Corel Draw, Adobe Photoshop, and Corel PaintShop Pro.

### Illustrator

Adobe Illustrator CS4 is a comprehensive vector graphics program, with new transparency in gradients and multiple art boards that invite you to explore more efficient ways to design, and is the latest version of Adobe Illustrator on the market.

To learn more about Adobe Illustrator visit , where you can learn more about the latest version's new features, read product FAQ's, update details, and system requirements.
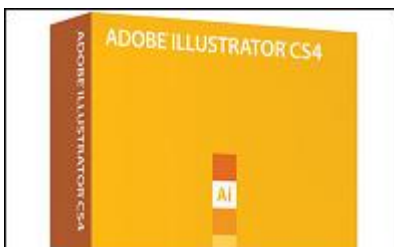
### Corel Draw

CorelDRAW Graphics Suite X4 delivers all the essential tools for today's busy designer. Create powerful designs using intuitive vector illustration and page layout tools. Retouch and enhance photos with professional photo-editing software. And easily convert bitmap images to editable and scalable vector files. Whatever your project, CorelDRAW Graphics Suite X4 will streamline your work flow and inspire you with new creative possibilities.

To learn more about the latest version of Corel Draw, visit , where you can read up on Corel Draw's newest features, FAQ's, reviews, system requirements, and where you can access a free trial of CorelDRAW Graphics Suite X4.

### AdobePhotoshop

Adobe Photoshop CS4, one of the newest releases of Adobe Photoshop, offers more intuitive access to its unrivaled power for greater editing freedom and significant productivity enhancements so you can composite images and achieve amazing results more efficiently. This software allows you to navigate to any area of an image with new, ultra-smooth zooming and panning. You can also maintain clarity as you zoom to individual pixels and easily edit at the highest magnification with the new Pixel Grid; and use the revolutionary new Rotate View tool to smoothly turn your canvas for distortion-free viewing at any angle

To learn more about Adobe Photoshop CS4, visit , where you can access information on the product's newest features, upgrade details, system requirements, and read the product FAQ's.

### Corel Paint Shop Pro

Corel Paint Shop Pro Photo X2 Ultimate, the newest release of Corel Paint Shop Pro, combines ease of use with full professional power. With this software you can fix brightness, color and photo imperfections like red eye in a few clicks, or use precision photo-editing controls to create photos you'll be proud to share.

To learn more about PaintShop pro, visit , where you can learn more about the product, its newest features, view the art gallery, read reviews, read up on the system requirements, and sign up for a free trial.

By learning more about these products and trying their free trials, you can gain more experience that will aid in your search for a job in the technical writing field and increase your chances of getting hired.

## Searching and Applying for Jobs

This topic overviews the essential aspects of applying and searching for jobs, including networking, job search engines, resumes, and cover letters.

Once you have gained the necessary experience to be hired as a technical writer, it is time to begin your job search and apply for technical writing positions. Job searching consists of networking, using job search engines to apply for jobs, creating your resume, and writing cover letters. To successfully search and apply for a technical writing job, it is important to be comfortable with all of these aspects of job search.

**Networking**

"And, yes, network. Don't limit your contacts to people in the field. When you need a job, tell your banker and your mail carrier and your neighbors and the guy who walks his dog in front of your house. Word of mouth is worth a lot in this field."

*- David Castro, http://www.cloudnet.com/~pdunham/protcadvice.html*

Networking is the art of meeting new people, building up alliances, and increasing the number of people you are acquainted with. You can expand the people you know easily by asking people you already know to introduce you to others. Networking is said to be the number one way people get a new job, and thus is an essential part of searching and applying for technical writing positions. Statistics from the Federal Bureau of Labor indicate that 70 percent of all jobs are found through networking (personal contacts); while a mere 15 percent are through a search firm, and 10-12 percent through want ads. More people are hired by being in the right place at the right time than for any other single reason. Networking is clearly a powerful tool for job searching that should not be overlooked.

**Job Search Engines**

Job search engines are an excellent resource for searching and applying for technical writings. Although not all job search engines are designed primarily for technical writers, job search engines do allow you to input keywords and other job specifications such as location, company, and pay to tailor your specific search to positions you may be interested in.



**Resume**

Resumes tell an employer a great deal about you. Where you have been, where you are and where you are headed. However, the story must be told quickly and clearly. You only have a few moments to convince the employer that your resume deserves further attention before it's trashed. The purpose of the resume is to get the interview. After reading it, employers should want to get to know you better. Your resume is your friend, if properly prepared. If not, it could be just the thing that loses your opportunity. Use it to your advantage.



An effective and well-written resume will ensure that you will catch a hiring manager's attention, get an interview for the prospective position, and increase your chances of getting hired. This means making sure your resume effectively lists your achievements and qualifications for the position, while being both polished and professional. Looking into the types of resumes expected of technical writers as well as putting in the effort to make your resume perfect will be well worth your time. By putting the extra effort into writing your resume, you can create a resume that will work for you instead of against, a resume that will give you a head-start against the competition.

**Cover Letters**

Cover letters are often sent along with resumes when applying for jobs. Though they are not always required, they can be very effective in shortening the time you spend searching for a job. Cover letters give you an excellent chance

of personalizing your resume to the specific job you are applying for. They are a way of showing your interest in the position as well as your qualifications that make you well-prepared for the position. Cover letters have the power to get an employer interested in your resume, which they might not have looked at otherwise. Take time to create a cover letter that sells your best points related to the job you are applying for. An excellent cover letter can make an average resume great by sparking an employers interest in you as a possible candidate for the position.



"I get a lot of resumes (via email) with no cover letter. The resumes I do get with a nice cover letter allow me to focus in more on how the candidate is a fit for the opening I have. Never underestimate the usefulness of a well-written cover letter. A cover letter is a great introduction to you as a potential employee. Think of it this way: if you can't take the time to write a well thought out cover letter, why would we think you will take the time to do a good job if we hire you?"

*- Laura Schneider, http://jobsearchtech.about.com/*

**Beginning Your Job Search**

After becoming familiar with these aspects of searching and applying for jobs, you will be ready to begin your job search. Above all else, be patient and keep at the job search process. Job search is not an easy thing to do for many people, and it can be frustrating if things do not always go your way. But if you work to learn more about the position you are applying for, everything else will be much easier. Writing a cover letter can show your strong interest in a position, and a well-written resume can go a long way in getting you interviews for the positions you have an interest in. Finally, if you let your friends and family know you are searching for a job, they might let you know when an employer they know is searching for a new employee. Job search is not an easy process, but when you know where to put your effort, job search can be a shorter and less stressful process.

## How to Write the Perfect Resume

This topic covers the steps needed to turn your resume into one that stands out against all other resumes in the Technical Writing field.

Resumes tell an employer a great deal about you. Where you have been, where you are and where you are headed. However, the story must be told quickly and clearly. You only have a few moments to convince the employer that your resume deserves further attention before it's trashed. The purpose of the resume is to get the interview. After reading it, employers should want to get to know you better. Your resume is your friend, if properly prepared. If not, it could be just the thing that loses your opportunity. Use it to your advantage.

These steps will help you to strengthen your resume, to aid in your search for a job in the technical writing field.

1. Add a Technical Summary or Technical Expertise section to your resume.
   a) Consider subcategories for this section such as the following: technical certifications, hardware, operating systems, networking/protocols, office productivity, programming/languages, Web applications and database applications.

**Example:**

This additional section will make it easier for the hiring manager to read your resume, so that they don't have to go fishing for information.

2. Make sure to highlight some of your skills that are less technical and more personable when mentioning your skills in your career summary section.
    a) Choose those skills that show that you are likeable and well-suited to a collaborative environment.



This fulfills a requirement many hiring managers look for, that you have interpersonal communication skills, the ability to work collaboratively and the commitment to achieving bigger, corporate goals beyond your technical expertise.

3. Be succinct and results focused when writing your resume.
   By keeping your resume "short and sweet", leaving enough detail to capture what you have accomplished with room to elaborate, you have then found the perfect middle ground in writing your resume. Oftentimes technical resume writers make their resume too detailed or not specific enough; this is how you avoid those pitfalls.

4. For each position you have held, show what you were responsible for how your performance benefited the company.
    a) When possible, make sure that the accomplishments you list are measurable by including actual performance figures.
    b) Give specific examples of how past initiatives led to positive outcomes such as enhanced efficiency, faster time-to-market, and monetary savings.
    c) When possible, mention challenges you faced and how you overcame those challenges.
    d) Focus on your most impressive accomplishments and projects.



Once this is accomplished you will have a strong career history within your resume.

5. Finally, make sure to include all necessary keywords in your resume that are specific to the job you are applying for as well as your experience.
    a) If you are unsure of these keywords, look at job postings to determine the credentials and skills that are commonly looked for in people applying for similar positions. Specific programs and applications are often keywords in resumes for technical positions.

The result of your hard work will be a much improved resume ready to beat out the competition.

## How to Search for Jobs: CareerBuilder.com

This topic goes through advanced job searching at CareerBuilder.com.

The user must have access to a computer with internet access, a completed resume (if they are looking to apply for positions), and a basic understanding of the types of jobs they are interested in looking for.

These are step-by-step instructions on how to look for a technical writing position at CareerBuilder.com, using their advanced search options.

**1.** Open up a web browser, such as Mozilla Firefox or Internet Explorer.



**2.** Type into the search bar, http://www.careerbuilder.com.Then hit enter.



**3.** On the home page, click on the Advanced Search tab near the top left of your screen.



**4.** Under the "Keywords" heading, type "technical writer" into the box.



**5.** Under the "Location" heading, type in your zip code: i.e. 02452.

**6.** Under the "Employment Type" heading, check all applicable boxes.



**7.** Under the "Your Degree" heading, select your degree of education in the drop down menu.



**8.** Click the orange "Find Jobs >:" button to initialize your search.



After clicking Find Jobs, "Search Results" like the ones below will appear that you can browse through. All search results are chosen based on the search criteria you typed in.

**9.** Finally, to learn more about a position while browsing, simply click on its job title (which appears in orange).

A new window will load, which contains more information about the position.



After going through these steps you should be much more comfortable using job search engines like CareerBuilder.com. By using and reusing these simple steps you have access to information about available positions in your field of interest as well as in your area.

## How to E-mail a Prospective Employer

E-mail is an excellent communication tool you can use during your job search after finding contact information for prospective employers. Use the following steps to guide you in e-mailing a prospective employer.

**1.** Make your e-mail's subject line compelling. This will get your prospective employer's attention and a quick response.

**2.** Use an abbreviated, but conventional, business letter format, including the following. Date, address, name, job title and salutation.

- 

**3.** In the first sentence, make sure to mention how you heard about the job opening.

4. Make your inquiry or statement brief and concise; this is appropriate when e-mailing a prospective employer.
5. Check over your email's attitude, spelling, grammar; be prepared to meet any possible deadlines that result from the e-mail.
6. Close the e-mail with your contact information, as well as specifying the best and fastest way you can be reached.
7. Remember that while email can feel impersonal, there is a human being reading it on the other end. Keep the tone friendly and professional.
8. Send a brief reminder e-mail if you hear no word for two weeks. Employers are inundated with resumes after an initial posting and might be more receptive once things calm down.
9. Carbon copy yourself on all e-mails to keep an active correspondence file.

## Job Listings: All Jobs

This topic references web boards that list available jobs, as well as a brief summary of the web board site.

| Job Site Name | Web Address | Site Description |
|---|---|---|
| YAHOO! Hot Jobs | | This site allows you to post your resume online and browse for jobs by location, category, keywords or even by company. It offers many other resources including career tools, information on interviewing, and career articles. |
| JobCentral.com | | Through this site you can create an account and post your resume, search for international jobs, access career resources, and search for jobs by state, metro area, industry, and member company. They also offer additional links for areas of interest including disability, diversity, veterans, seniors, students, and youth careers. |
| CollegeRecruiter | | Through this site you can enter a job title, keywords or company name as well as your city, state, and zip code to view job listings. This site focuses on internships for college students as well as jobs for recent college grads. |
| CareerBuilder | | Through this site you can search for job listings by keywords, location, and job category. This site also offers the ability to start your own account, post your resume online, look through job recommendations, look at job alerts and through advice and resources. |

| Job Site Name | Web Address | Site Description |
|---|---|---|
| Monster.com | | Through this site you can search for job listings by keyword, job title only, occupation, and location. This site also offers the ability to post your resume online, find local job fairs, and get more information on career advice, education and money. You can also research a company directly from the site. |
| Job.com | | Through this site you can search for jobs by category, location, minimum desired salary, job posting date, and keywords. This site also offers the ability for you to post your resume online, browse through career tools, and access career centers. |
| Career.com | | Through this site you can search for jobs by keyword and discipline or look specifically for internship listings. Unlike other sites, you do not have to login to search for jobs. You can also post your resume online, and access site resources such as college resources, relocation services, salary information, and career advice. |
| TrueCareers.com | | Through this site you can search for jobs by location, category or keywords. This site also allows you to post your resume, access career resources, and to read industry news. |
| Indeed.com | | This site allows you to search for jobs by job title, keywords or company name and location. The site also offers information on job trends, salaries and has forums and blogs available for discussion |
| Net-Temps.com | | This site allows you to search for jobs by skills, job title and location as well as post your resume and access career tools including career advice and |

| Job Site Name | Web Address | Site Description |
|---|---|---|
| | | search assistant. This site also offers specialized job search for jobs in Canada and college jobs, and full-time versus temp job searching. |

## Job Listings: Technical Writing

This topic references web boards with job listings specifically for Technical Writers, the web address, and a brief description of the site.

| Job Site Name | Web Address | Site Description |
|---|---|---|
| Dice: The Career Hub for Tech Insiders | | Through this site you can search for tech job listings by skill, job title, keywords, state, metro area, and zip code. This site also offers discussion boards, the ability to post your resume online, and career news and advice. |
| WITI | | WITI or Women in Technology International focuses on helping women get jobs in technical careers as well as offering a chance to network and post your resume online. |
| The Write Jobs | | This site is "a specialty job board and career resource for journalism, media, publishing and writing professionals." Through the site you can search for jobs, and access career advice and career resources. |
| Technical Standards | | Through this site you can search for technical writing jobs in California, searching by metro area by keywords and positions type. |
| Employment Crossing: Information Technology Crossing | | This site allows you to search through over 100,000 information technology jobs including those for technical writers by keyword, location, years of experience required, date posted, and miles away from a certain zip code. |

# Nicole Spellman

## Changing Careers

There can be nothing scarrier than leaving a job that you have been in for years and beginnging a new one, but luckily for you, there are seven rules involved in changing careers.

Rules:

1. Talking to people in that career

   a. Make sure that you speak with people that are currently working in the field that you are interested in before you spend all your time trying to enter it. There is a possibility that you may not like what they have to offer. The grass is always greener on the other side; do the proper research before jumping into anything

2. Dont change everything

   a. Changing careers is a bold move, and if you are unhappy in your current one, it is a necessary move, by make sure you don't change who you are. Always hold onto the things that are important to. If you change everything about yourself for a job, you can guarantee you will not be happy for long in your new career.

3. What do you want

   a. When changing careers, you need to be aware of what you want rather than what is hiring the most in the current job market. In economies that aren't doing well, you'll find it much harder to score certain jobs, but don't let that deter you from what you really want. To have a successful career change, you need to wait until you can get what you really want. If you focus soley on getting out of your current career, you will find yourself looking for a new career sooner rather than later.

4. Careers that use the best "you"

   a. During your lifetime, you have developed specific skills that are useful in many different fields. Make a list of all of the skills you have aquired throughout your life. Don't limit this list to the skills you have only used in your work. Skills come in all forms in our lives so make sure that your list includes everything that you can offer. When you have finished this list, use it to focus on a career that will be the best for you.

5. Take your time

   a. Don't rush your career change. Think about all of the time that you have invested in your current career. Realize that taking your time picking a new career is extreemly important. If it feels it is taking too much of your time finding a new job and you want to settle for what ever comes along, understand that finding the perfect job for you takes time. The time that you invest in finding the right job is essential because you are ensuring that you won't have to invest this time again once you find the right one.

6. It's okay to make mistakes

   a. Learning from your mistakes is one of the most important lessons you can take out of job hunting. Know that each mistake that you make is one that you will never make again as long as you learn from it. It's ok to make mistakes because if you never make them, you can never learn from them and avoid making them a second time.

7. Fun

   a. Have fun! A new career is something that you want to enjoy so try to make the process finding that new career something that you can also enjoy. No one said changing careers was easy but it doesn't have to be miserable. Trust that if you try you will succeed, so enjoy the ride!

## Work That Works For You

It is important to understand there are certain rules to follow when chosing a new career. If you have decided to take on the task of searching for a new career make sure the jobs you are looking for are ones that you really want to do. There is no point in going through all of the work it takes to find a job in a different career if you will be redoing this same hunt in just a few years. Take time to research the field you are interested in once you make a choice - talk to people that work in that field and do some research on the internet and databases.

To make the transition into a new career a bit easier, make sure that you keep some consistancy in your life. Searching for a new career can be extreemly difficult so make sure that there is something in your life that won't change for a while as you take on this task. Everyone needs an escape and keeping some consistancy in your life allows for your new adventure to be something that you won't fear.

A Career in Public Relations gives you a lot of options:

1. Consumer Public Relations - Finding "news" within an organization and writing press releases
2. Corporate Communications - Writing corporate news releases
3. International Public Relations - Strategic planning/recomendations based on international news
4. Issues Management - Being reactive or proactive about a crisis facing an organization
5. Celebrity Public Relations - A public relations consultant to a celebrity
6. Litigation Public Relations - Legal public relations consulting
7. Crisis Management - Public relations consulting about an impending crisis on an organization
8. Events Management - Planning/organizing events for an organization

## How the Job Market Affects Your Hunt

Lets face it! The current economy sucks. The unemployment rate is at its lowest in years. So where does that put you as you hunt for a job in your desired career field? That is a good question, and one that people around the globe are constantly asking themselves. It is important to understand that markets flucuate but there are always more jobs out there than you realize.

Many people that need a job have just stopped looking. They think there aren't any jobs to be found in this economy, so that reason alone can give you hope. The job that those people aren't taking is waiting for you. This process of actually hunting for a job only begins once you have figured out what it really is that you want to do. Public Relations is a field that will always be in demand.

Public Relations professionals deal with crisis communication - planning and speaking on behalf of an organization during a crisis period. If this is the type of Public Relations you are looking to get into, just watch the news every once in a while. There is always a scandal somewhere and there is always someone behind and organization dealing with it.

Event planning is also an important part of Public Relations. New organizations and old ones alike are doing all they can to stay afloat in this economy. It is a PR consultants job to find news on behalf of an organziation and make the public aware of it. Events are constantly happing across the globe, whether it is to promote a product, launch a new hotel, or just to have a part, and there is always a professional needed to help plan and organize the event properly.

It is important to understand that you are not alone in this economy. Jobs still need to be filled and people still need to look for them. There are many more jobs out there than we realize and it is important to use the Five Best Ways to Look for a Job, and to understand the Five Worst Ways to Look for a Job.

## Resume

This is an example of the proper resume to score a job in Public Relations

[Your Name]

[Street Address]

[City, ST ZIP Code]

[phone]

[e-mail]

**Career Focus**

Writer/Editor responsibilities with a magazine, PR firm, book publisher, or newspaper.

**Experience Summary**

Experienced in writing feature articles, short stories, biographies, essays, editorial pieces, press releases, research reports, and creative print/radio ad copy. Well versed in copyediting, transcription/editing of interviews, and proofreading, most recently as assistant editor for a business periodical. Strong technical command of the English language; familiarity with virtually all writing styles; serious commitment to excellence in the printed and published word. Competent researcher, interviewer, and reporter.

**Education**

M.A., Journalism - News Editorial Option, Elm University, Los Angeles 1992 B.A., English, Elm University, Los Angeles 1989

**Professional Experience**

Assistant Editor – Lucerne Publishing, San Francisco, CA Edit, rewrite, and proofread all articles for California's leading business periodical, a bi-weekly publication targeting executives and entrepreneurs. Work with guest writers (many of whom have no formal training in writing) to organize and refine articles. Assist with copywriting and advertising layout. 6/93 - Present Writer, Newsroom - MSFT Radio, San Ramon, CA Wrote newscasts as intern with #1 rated station and 5th most listened to station in the U.S. Developed contacts with city officials, congressmen, and business leaders. Monitored newswire for national ground-breaking stories and developed local angles. Accompanied reporters on assignments. Fielded calls from listeners on news line. operated equipment (reel-to-reel tape, switchboard). 9/92 - 6/93 Editorial Staff – Litware, Inc., Los Angeles, CA Completed editorial internship with international publication. Exposure included various aspects of publication. Developed contacts with record companies and PR firms. Worked with magazine during its transition from black and white to full color. 4/92 - 8/92 Reporter – Proseware, Inc., Long Beach, CA Authored several front page articles and covered a variety of writing assignments. Additionally assisted with editorial functions including final editing. 2/92 - 5/92

**Computer Skills**

WordPerfect Microsoft Word PageMaker Ventura Publisher IBM and Macintosh Systems

Writing Samples and References Available

# The Five Best Ways to Look for a Job

The following task has the best five necessary steps to follow to find a job

1. **Asking for Job-Leads**
   One of the simplest ways to find out if someone is hiring is to ask! Find family, friends, and people you met networking and ask if they know of anyone hiring. Public Relations is everywhere so by simply asking someone if they know of any job openings gives you one up on those that don't ask. Finding a firm that has a job opening is the first step. Once you are at your interview, ask a bit more about the different departments; who knows, there may be a job in the Public Relations department just waiting for you.

2. **Knock on a Door**

It has been proven that simply knocking on the door of a firm that you are interested in working for has up to a 47% success rate. What is the worst that can happen? They aren't hiring, but there is always the best possible senerio - they say yes and hire you! Showing your eagerness to work for a particular firm shows qualities about you that are important to any employer - persistance and motiviation!

3. **Ask By Yourself**
   Just picking up a phone book or finding an organization that you are interested in on the internet and calling that particular firm is an extreemly successful way of finding a job. During that phone call, ask if they are hiring your specific position and let them know that you can do your job well. Be ready to set up an interview and be prepared to prove your talets.

4. **Join a "Job-Club"**
   Researching jobs on your own is a successful way of finding your desired position but having help, or joining a "job-club" - a group of people in your same position and researching jobs together. You may be successful individually but imagine the success you can have when you have help. Everyone in your job-club will be in a similiar position as you so they will all be motivated to find a new job. Public Relations has many focuses so try and join a group that is looking for a job in PR, but maybe looking at a different focus.

5. **Doing a Life Changing Job-Hunt**
   No matter how much work you put into finding a new career, you can only succeed if you do a little research on yourself first. It is important to be aware of what you want. What skills do you have to preform your desired job? What work do you have to prove your talents? Is this really a field you want to enter? Make sure you know what you want to do before you dive into the hunt. All of your efforts won't make a difference if you aren't sure you want to be there.

Using all of these techniquest alone will be successful, but using these techniques together can prove to be unstopable.

For more information, see: More on Public Relations Job Hunting

## The Five Worst Ways to Look for a Job

The following task describes the five steps to avoid while looking for a job

1. **Using The Internet**
   Unless you are seeking an IT related job, the internet alone has proven to be a very unsuccessful way of looking for a job. Today's society seems to run on the internet, but there is something to be said for interpersonal communication. You may be able to post your resume on the internet but calling and asking an organization if they are hiring and personally mailing them your resume can be much more successful.

2. **Mailing Out Resumes to Employers at Random**
   Without prior contact to a prospective employer, mailing them your resume directly has proven to be very unsuccessful. If you think about it, would you accept a resume that came in the mail from someone you don't know. Better yet, would you even open mail that came from someone you have never heard of reguarding a subject you have never spoken to them about? Probably not, and neither will a prospective employer.

3. **Answering Adds in Professional or Trade Journals**
   Generally, an add in a trade journal is looking for one person to fill one position. These odds are stacked against all that apply for the position. It is important to use more than one methos when researching a job because if you use only one method, especially one that has you answering an add that thousands of other people are answering, you are bound to fail.

4. **Answering Local Newspaper Adds**
   This method has a slightly better success rate than answering an add in a professional or trade journal, but not much. The only difference in this method is the add is directed locally. You are in a smaller pool of people competing for one specific job. Before you rely on this method, be aware that everyone that reads that same newspaper has just as good a chance of being the employee that add is looking for as you do.

5. **Going to Private Employment Agencies or Search Firms**
   This form of job hunting can be unsuccessful because there are so many factors involved. Different salaries are being saught with each position. A firm often contacts employment agencies with a job opening and it is the employment agencies job to find a prospective employee that will do the job for the smallest salary. Depending on the desperation of those seeking employment, the salary you need to live on may be much higher than others competing for the same position.

It is always important to use the best methods possible, but if the five methods just listed are all you can do, use them together rather than one at a time.

For more information see: More on Public Relations Job Hunting

## Networking

Networking is one of the most important elements of Public Relations. PR is all about finding news. It is important to put yourself out there and become know by different organizations. The ability to networks ensures work for a Public Relations professional.

Many PR professional are members of a consulting firm. This means the work for a Public Relations Firm that gets employed by different organizations. It is very important for member of the PR firm to bring in new client. Not only will this benefit you as a member of a PR firm. but networking could even provide oportunties to become self employed and have a list of clients waiting to hire you.

The following are different ways to network:

* Business Functions
* Local Parties
* Hosting Benefits
* Researching Local Organizations

To network properly, make sure that you have business cards on you at all times. Everyone you meet is a potential client so take every opportunity to network and make a good first impression.

## Interviewing

How to make the most out of your interview

There are many ways to interview unsuccessfully but we are here to help. To ensure a successful interview with your dream employer, you must follow a set of specific steps.

1. Be Prepared. You must research the organization before you have your interview. Walking into an interview with an organization that you knoe nothing about it doomed to fail. It is important to visit the organizations web site (if they have one) and find out what they are all about. When your setting up the interview, ask if they can send you any information about themselves; it shows your interest in really knowing the organization, rather than just going through the motions. This extra step can make or break a potential interview.

2. Set up a specific interview time. It is recomended that you request only 20 minutes. It is important to come across organized but this also allows the interviewer to have an idea how to focus their time with you.

3. Your interviewer is as nervous about meeting you as you are them. Remeber that this employer will be hiring you and a 20 minute interview is all the time they may have to make an educated decision. Ensure that you use your time properly by proving to them that you are the right investment.

4. Ask as many questions during the interview that you are asked. By asking questions you are showing your interest in the organization. When you show your prosepective employer that you want to know more about them, they in turn are interested in knowing more about you. Taking this step seriously can help tremendously in scoring the job. Just make sure that you don't spend too much or too little time talking

5. Let the employer know that you want to become part of improving the organization. You want your potential employer to feel that you will be an asset to the company. Your ability to improve the organization is something that an employer needs to hear. Make them feel they need you more than you need them.

6. Bring evidence of everything you are selling yourself as. Your prospective employer will be watching the way you approach the interview and believe that is they way you will approach your job. Coming prepared with proof that you can do the job is extreemly important. It helps the interviewer foresee the employee you will be if they hire you.

Making sure that you follow all of these interviewing steps will greatly increase the odds of you getting your dream job. There are always better ways to interview but following all of the previous steps will help you become a better interviewer, and that is the first part of being an organizations employee.

For these steps and more, refer to "More on Public Relations Job Hunting"

## Salary-What You're Worth

When should you inquire about salary? It is important to understand that salary is an inevitable part of the job process. It is important to first research the field that you want to be involved in before you dream up your salary. There are many different variable to think about when trying to estimate the appropriate salary for you.

Once you have a grip on the type of job you really want to do, learn the different ways to find out the salaries offered in that field. Just because you would like to make hundreds of thousands of dollars doesn't mean you can get it. There are many Websites that give figures on current salaries in different fields. It is important to understand what the norm pay is, because the next step in your job process is to negotiate the salary that will soon be offered to you.

Negotiate! Negotiate! Negotiate! That term may scare you when it comes to negotiating for your salary with a prospective employer, but understand that they are expecting it. Just think, you may be showing an important personal quality when you question your employer!

The median annual earnings for salaried Public Relations $34,550 in 1998
Salary taken from http://www.collegegrad.com/entrylevel/entrylevelpublicrelationsjob.shtml

## More on Public Relations Job Hunting

The following are resources that you can use to help you in your job hunt. .

*What Color is Your Parachute 2007*

*http://www.collegegrad.com/entrylevel/entrylevelpublicrelationsjob.shtml*

*IDCC 250 Simon Moore Public Relations Theory and Practice*



The Five Best Ways to Look for a Job

1. Ask for Job Leads
2. Knock on a Door
3. Ask by Yourself
4. Join a Job Club
5. Do a Life Changing Job Hunt

---
The Five Five Worst Ways to Look for a Job

---

1. Using the Internet
2. Mailing Out Resumes to Employers at Random
3. Answering Adds in Professional or Trade Journals
4. Answering Local News Paper Adds
5. Going to Private Employement Agencies or Search Firms

# Sandra Shaw

## About Web Content Management

Overview of web content management.



If you have a passion for web strategy, you may be a great Director of Web Content Management.

If you have a passion for web design and development you may be a great Web Content Manager.

If you have a passion for web 2.0 technologies, such as wikis, blogs, forums, and social networks, you may be a great Web Manager.

**Table 8: Web Manager Skill Set**

| Need to have | Good to have | Advantageous to have |
| --- | --- | --- |
| Proficiency with CSS, Rich Media, & Graphic Design | Developer Experience | Passion |
| Excellent writing skills | Detail Oriented | Strategic vision |
| Strong Project Management Skills | Well-organized | Analytic Skills |
| Excellent Communication Skills | Great Interpersonal Skills | Self-direction and motivation |

## About Self-Assessment

Self-Assessment of your personality, passions, motivators, as well as your demotivators.

Employers are moving away from a resume driven style of interviewing to a behavioral format. Navigating these interviewers successfully requires you know yourself inside and out.

To begin a self-assessment you must do some soul-searching... who are you? Many employers go beyond the formal job requirements - they want to know **who you are**... your values, leadership style, and motivators.

What is your personality? A well known tool is the Myers-Briggs Type Indicator, *http://www.myersbriggs.org/* which helps you to discover your personality type, as well as understand other personality traits/types, which will enable you to leverage your strengths and recognize your opportunities.

Another great tool for introspection is yoga with meditation. Yoga Journal is a great resource for getting started *http:// www.yogajournal.com/practice/* . Practicing yoga and meditation helps to develop an inward focus and filter outside influences. As your practice deepens, and your self-relationship grows, you will be able to better articulate what makes you tick. And know thyself is a cardinal rule when seeking employment opportunities.

Self-assessment and soul searching helped you identify your passions and determine which employment path would be most rewarding.

## How-to Assess Your Skills

Identify your personal and functional skills. Identify Skill Gaps and Enhance Skills.



So how do you closed the gap on any skills that are required to help you perform optimally in your job? You need to be resourceful.

1. Check out websites like Monster.com or MindTools.com, which offer training courses and self-development advice and techniques.

   *http://lynda.com/*has an excellent online training library for website design and development.

2. Hire a job/life coach to provide guidance and direction and help define goals and steps to reach them.

   *http://www.stcoach.com/*

3. Enroll in a course to develop technical skills required by your job.

4. Identify your personal skills: take an inventory of your attributes and characteristics that contribute to your work and career success.

   Identifying your personal skills will enable you to speak confidently of the ways that you utilize and demonstrate them to contribute to your success. Some examples may be committed, conscientious, detail-oriented, and resourceful.

5. Identify your functional skills: take inventory of how you relate to people, data, things and ideas in which you are most proficient.

   Identifying your functional skills will prepare you to effectively present them to prospective employers. Some examples may be analyze, direct, facilitate, and influence.

6. Take skill assessment exercises helped you to identify your strengths and weaknesses.

## About Writing Your Resume

Writing the perfect resume - your face to potential employers.

**Resume Overview**



Your resume tells **your** story. It is a summary of your career history, marketable skills, and strengths, and most importantly your first impression to potential employers. The key is to be specific about who you are and what you have accomplished so that you will be able to capture the interest and attention of recruiters and potential employers. So spending the time to write, proofread, and rewrite, will be for your benefit.

The main components/sections of a resume are:

• Contact Information
• Summary of Qualifications/Profile
• Techical/Special Skills
• Experience/Employment History
• Education and Training
• Professional Associations/Activities

**Resume Pointers**

• Visual Effect

  • Good use of white space
  • Use bullet statements sparingly

• Length

  • Maximum of 2 pages
  • Do not write an autobiography, the resume is a tool

• Writing Style

  • Use strong action verbs
  • Write your resume in the third person; do not use "I"

• Paper and Printing

  • Use good quality white, gray or ivory bond paper

• Other Pointers

  • Be completely honest
  • Do not include a picture
  • Do not state personal information such as race, marital status, sex, or country of origin.

Most importantly, always **proofread, proofread, proofread** your resume to check spelling, appropriate grammar, no missing words, and no typing mistakes. And ask someone else to review.

## What to Write and How-to Present Key Components of Your Resume



There are several key components that must be included in your resume - but what do you write and how should it be presented? Follow the outlined steps below:

1. **Component 1: Contact information.** Include your contact information at the top of your resume; use your home contact and personal email information.
   For example,

First Name MI. Last Name
Street Address
City, State, Zip Code
Home and Cell Phone Numbers
Home email address

2. **Component 2: Summary of Qualifications/Profile.** Write a brief profile/summary and include soft skills like communication skills, leadership abilities, and teamwork.

3. **Component 3: Techical/Special Skills.** List all areas of expertise - this component is mandatory if applying for an Information Technology position.

4. **Component 4: Experience/Employment History.** Write a blurb in descending chronological order about the responsibilities and scope of the job followed by accomplishments in bullets. Be sure to quantify and qualify where possible.

5. **Component 5: Education and Training.** List Degree, date, major, and honors, along with the name of the school, city and state. Include any on the job training in descending chronological order.

6. **Component 6: Professional Associations/Activities.** Include a brief description of the activity performed, honors received, and length of time performed. List professional associations you belong to; professional associations are important to add because they show you are serious about your career.

## Tools for Writing Your Resume

Do not despair, there are myriads of tools and resources to help you write the perfect resume.

### Websites

Monster.com - Resume Writing Services *http://resources.monster.com/resume-writing-services/?msource=NAV_POSTRESUME*

CareerBuilder.com - Expert Advice on Resumes and Cover Letters *http://www.careerbuilder.ca/CA/JobSeeker/CareerAdvice/Articles.aspx*

Google.com - visit and search for "write your resume"... 125,000-plus results
will display including resume templates, resume writers, and resume writing tips!

**Your Network**

Friends to proofread your resume!

School Advisor to provide guidance for writing your resume.

Employer Human Resource department to provide tips and tricks for writing your resume (of course, they will only provide assistance for internal job postings!).

# About Networking



The power of networks is that they provide resources and connections at your fingertips. Therefore they help you to be more productive thus enabling you to achieve your goals. People networks, know as social networks, provide opportunities to connect with coworkers, classmates, peers in other companies, and business partners. Social Networks also help you to reunite with old friends, former colleagues, and former classmates.

But what does that mean? Basically, networking provides job opportunities, business opportunities, and enables you to create and foster business and personal relationships... the power of networking comes when you are able to leverage your networks networks - think of how truly connected we all are or can be!

If you have an account with a social networking website such as LinkedIn, you can create and manage your network on-line.

A great introduction to Social Networking is this video entitled "Social Networking in Plain English". *http://www.youtube.com/watch?v=6a_KF7TYKVc*
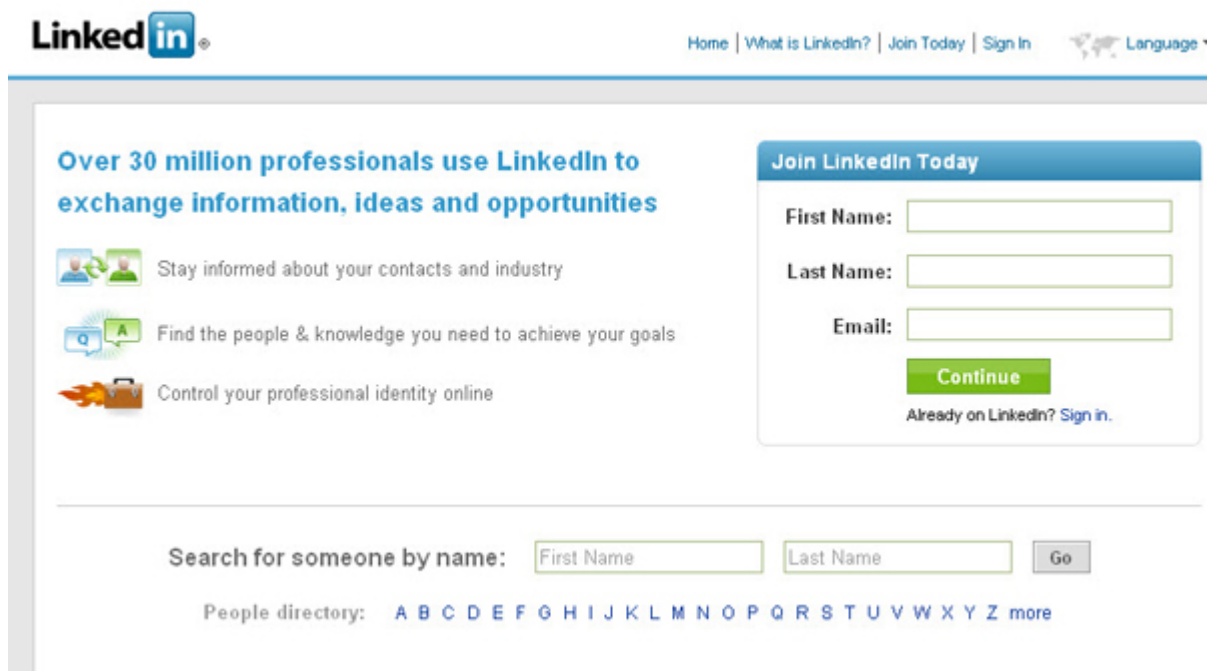
Another great video is entitled "LinkedIn in Plain English": *http://www.youtube.com/v/IzT3JVUGUzM%26amp;amp;hl=en%26amp;amp;fs=1*

## How-to Join A Social Networking Website

Joining a Social Network, such as *http://www.linkedin.com/* , is very easy. For a quick how-to, follow the steps below.

1. Watch a quick video to learn "How to create an account profile on LinkedIn"

   *http://www.youtube.com/watch?v=0szWlfStSjY*

2. Create an account on LinkedIn. First, open your web browser and type in the url: http://www.linkedin.com/ You will see the view below.
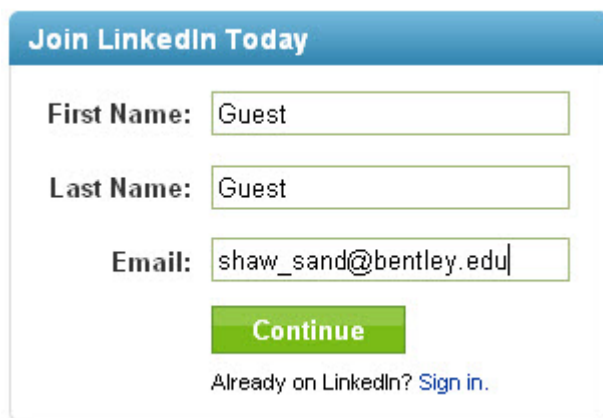
3. Create your account; fill in your First Name, Last Name, and email address, then select the **Continue** button, as displayed below.



4. Sign up by completing the LinkedIn form that appears, as displayed below.

## To join LinkedIn, sign up below... it's free!

ℹ **We think you may already have a LinkedIn account**
If so, please **sign in**.

| | |
|---|---|
| * First Name: | Guest |
| * Last Name: | Guest |
| * Email: | shaw_sand@bentley.edu |
| | 🔒 We don't spam |
| * Password: | ●●●●●●●● |
| | 6 or more characters |
| * Country: | United States ▼ |
| * Postal Code: | **Please enter a postal code.** |
| | 02465 |
| | Only your region will be public, not your postal code |

| | |
|---|---|
| I am currently: | A student ▼ |
| * Industry: | Information Technology and Se ▼ |
| | Choose the industry that best describes your primary expertise |
| * Education: | United States ▼ |
| | Massachusetts ▼ |
| | Bentley College ▼ |
| | Can't find your school? Select "Other..." and enter your school name |
| * Dates Attended: | 2000 ▼ to 2010 ▼ |
| | Current students: enter your expected graduation year |

**Join LinkedIn**

### LinkedIn helps you...

**Re-connect**

**Connect** and **stay in touch** with colleagues, classmates, & clients.

**Power your career**

Discover **inside connections** when you're looking for a job or new business opportunity.

**Get Answers**

Your network is full of industry experts willing to **share advice**. Have a question? Just ask.

**5.** Select the check boxes next to the items that you wish to utilize with your LinkedIn account as displayed below.

6. Confirm your email address by going to your email in box and replying to the email you receive from LinkedIn, as displayed below.

**Outlook Web Access**

Inbox
Junk E-mail
Calendar
Contacts
Tasks
Folders
Public Folders
Options
Log Off

Reply  Reply to all  Forward      X      Close    Help

From:  messages-noreply@bounce.linkedin.com on behalf of LinkedIn Email Confirmation    Sent:  Mon 12/15/2008 4:04 PM

To:  Shaw, Sandra

Cc:

Subject:  Please confirm your email address

Attachments:

View As Web Page

# LinkedIn

Click here to confirm your email address.

If the above link does not work, you can paste the following address into your browser:

https://www.linkedin.com/e/cnf/qWnZ4DWH4wJtG5-5B3UeDJ9BEae2SZZbs-/

You will be asked to log into your account to confirm this email address. Be sure to log in with your current primary email address.

We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.

If you have more than one email address, you can choose one to be your **primary email address**. This is the address you will log in with, and the address to which we will deliver all email messages regarding invitations and requests, and other system mail.

Thank you for using LinkedIn!

---

**Linked** in ®    People | ▾    Jobs | ▾    Answers | ▾    Companies | ▾      Account & Settings | Help | Sign Out

Explore People Search: Harvard - Vice President at Google - Bill Gates      Search People ▾ [                    ] Search

Home
Groups  ⊞
Profile  ⊞
Contacts  ⊞
Inbox  ⊞
Applications

**Add Connections**

## Confirm Your Email Address

Confirm the email address **shaw_sand@bentley.edu**.

After clicking the button below you will be asked to sign in to your account to confirm this new email address. Please use your existing **primary email address**, to sign in.

**Confirm**

**7.** Edit your profile - follow the "profile completion tips": add position, picture, summary, specialties, and ask for recommendations.



**8.** Select Contacts on the left navigation, then "**Start building your network**".

- Home
- Groups ⊕
- Profile ⊕
- Contacts ⊕
- Inbox ⊕
- Applications

**Add Connections**

**Guest**
Guest

Student at Bentley College
What are you working on?

Your profile is **15%** complete [ Edit ]

# Contacts

Connections | Imported Contacts | Network Statistics

Add Connecti

## Connections

☐ Show contacts with new connections ▸ Advanced Options

Showing 0 of 0 connections. 0 outstanding sent invitations

### Start building your network.
Discover which friends and colleagues are already LinkedIn.

A
B
C
D
E
F
G
H
I
J
K
L
M

## Social Networking Websites

A listing of some popular social networking websites.

*http://www.linkedin.com/*

*http://www.facebook.com/*

*http://www.myspace.com/*

*http://www.friendster.com/*

*http://twitter.com/*

*http://flickr.com/*
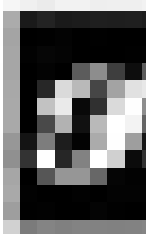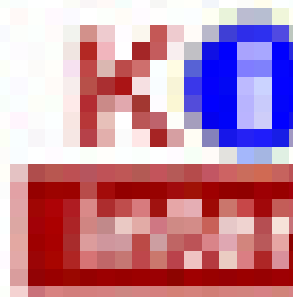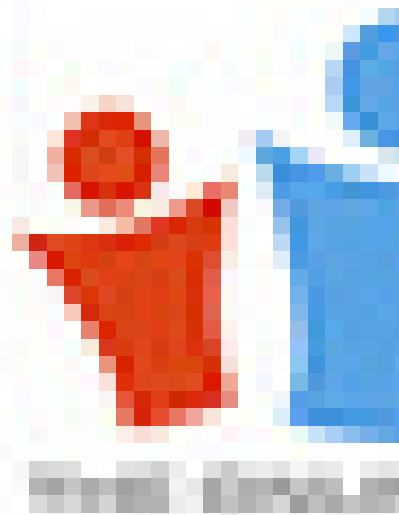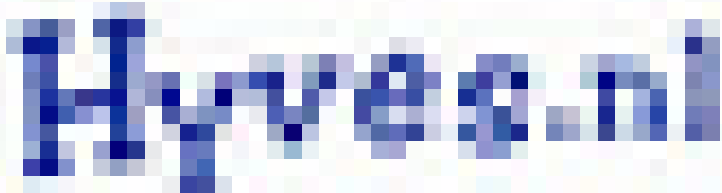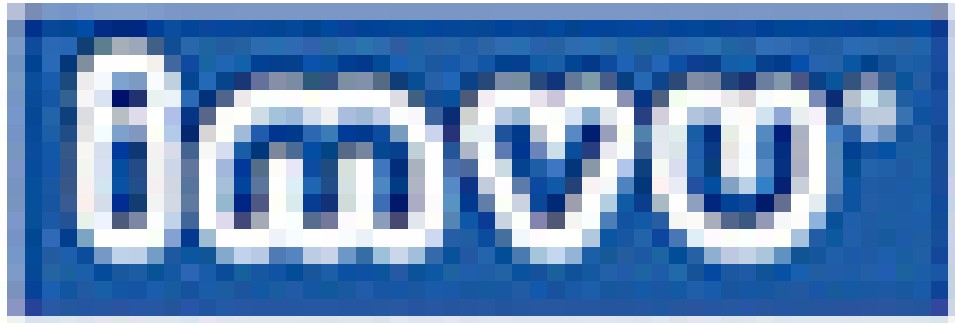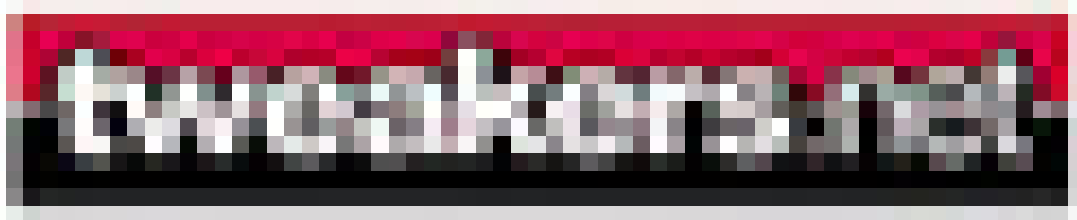
## How-to Search for Web Content Management Jobs



Whether searching for a Web Content Management Job or another, the basics of searching for a job are the same. Simply access the some of the easy to use websites listed below.

1. Utilize your network! Both online and in person.
2. Sign up for accounts with job search websites like Monster: *http://jobsearch.monster.com/* and CareerBuilder: *http://www.careerbuilder.ca/CA/JobSeeker/CareerAdvice/Articles.aspx*.



3. Visit potential employer websites career sections.
4. Visit Boston.com's jobs section: *http://www.boston.com/jobs/?p1=GN_Jobs* and their Job Blog: *http://www.boston.com/jobs/blog/*

### How-to Apply for Web Content Management Jobs

Apply for a job on the potential employer's website. For this example, we will search Sun Life Financial.

1. Visit the company website career section. *http://www.sunlife-usa.com/careers/*
2. Search for jobs. *https://sunlifefinancial.taleo.net/careersection/10360/jobsearch.ftl*
3. Select a job *https://sunlifefinancial.taleo.net/careersection/10360/jobdetail.ftl* And then select Apply Online.

**Digital Director - MAR00755**

Based in Wellesley, MA and reporting to the head of communications for Sun Life Financ
position is responsible for creating, managing and executing b2b web marketing strategie
with potential for extension, focused initially on supporting extranet sites for the Individual

4. Login to the website.

5. Upload your cover sheet.
6. Upload your resume.
7. Submit the application.

## About Interviewing for Web Content Manager Jobs



Prior to interviewing for a job, prepare by doing your research. Learn as much as you can about potential employers via their website and industry news.

When interviewing for a job, be sure to be polished - well groomed - and well rested. It is imperative that you create a strong first impression.

Be prepared with a no longer than five minute statement about yourself including:

- **the big picture** - similar to the profile section of your resume. Including, number of years of experience, areas of expertise, designations.
- **the details** - your work history beginning with the most recent job and what you did in your role.
- **unique things** - things that you feel make you stand out and set you apart from other candidates, such as making effective presentations.

# My Experience as a Web Content Manager

For the past five years, I've been managing our Company Intranet and Extranets. The main components of my role are designing and developing content with HTML and CSS, graphic design, developing website user guides, and training users on the Intranet Editor and Extranet Content Management system. I also create Rich Media content for our websites, such as screencasts/movies using tools such Captivate, and Flash.

Another aspect of my role is to utilize a Web Analytic tool, WebTrends, to assess the web activity and trends.

Technology is ever changing and advancing so being proactive and current with education and training, as well as industry best practices, is essential. Being proactive has also enabled me to anticipate customer needs and look for ways to innovate - such as improving processes, time to market, and ways to reduce cost.

Being open and ready for opportunity has allowed me to expand my role with Web 2.0 technologies such as wikis, forums, blogs, rss, and podcasting. And now, Modular Development with DITA!

## References Cited for My Web Content Management Project

Be Resource-FULL.



*http://www.monster.com/*

Monster is a website that excels as a resource for job search and fairs, career advice, resume writing, financial tips, education and skill training.

*http://www.careerbuilder.com/*

CareerBuilder is another website that excels as a resource for job search and fairs, career advice, resume writing, financial tips, education and skills training.

*http://www.linkedin.com/*

*http://www.linkedintelligence.com/*

LinkedIn is a social networking website, used for professional networking. Registered users build a list of connections with persons they know and trust to build their professional network. They can then use their network and their connections networks to find jobs, people and business opportunities. In addition, employers can list jobs and search for potential candidates and job seekers can review the profile of hiring managers and discover which of their existing contacts can introduce them. cite: *http://en.wikipedia.org/wiki/Linkedin/*

*http://www.mindtools.com/*

Mind Tools is a website resource that provides *"Essential skills for an excellent career"*. They have a plethora of information on the following topics:

• leadership skills
• problem solving
• decision making
• project management
• practical creativity
• time management
• stress management
• information skills
• communication skills, and
• memory improvement

In addition, Mind Tools, provides online career, management and leadership training.