

Professional Career Development

Student Name: Florentina Pavalusca

Student ID: 2028438

Module Title: BMSW4005

Lecturer: Rula Alousi

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Job applications for the role play-Task 1

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Sales and Marketing Manager

Circle Health Group ★★☆☆☆ 279 reviews

Enfield

Permanent

You must create an Indeed account before continuing to the company website to apply

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The Kings Oak & Cavell Hospitals in Enfield and The Hendon Hospital in London are part of Circle Health Group, Britain's leading provider of independent healthcare with a nationwide network of hospitals & clinics, performing more complex surgery than any other private healthcare provider in the country.

Circle Health Group are proud to be recognised as one of the UK's 25 best big companies to work for and one of the 10 best companies to work for in the health and social care sector.

We have an opportunity for a Sales and Marketing Manager to join their team of staff in the Marketing department.

This is a Full time role for 37.5 hours a week. The role holder will be required to cover a flexible shift pattern.

Applicants should meet the following criteria:

- Degree educated
- Proven influencing and sales skills
- MS Office particularly Excel, Outlook, PowerPoint and Word
- Excellent communication skills both written and verbal
- Two years minimum multisite sales and marketing management experience
- Healthcare sales and marketing experience desirable but would suit professional services; architects, legal, finance business development experience

Duties of this role include:

- As part of the hospital senior management team, the Sales and Marketing Manager is responsible for driving activity to meet annual sales targets across all payors.
- This includes ensuring that productive stakeholder relations are built and maintained with private and public service commissioners, service referrers and service users in order to maintain sales in line with required activity; ensuring that all customers receive the best possible customer experience during their non-clinical customer journey and that the hospital's service profile remains in line with local market demands.
- In line with the corporate operational plan and hospital's annual business plan work in conjunction with the Executive Director and other members of the senior management team to devise and implement a sales and marketing strategy, which ensures the delivery

Salary & Benefits:

Circle Health Group is committed to offering competitive starting salaries alongside access to a wide range of employee benefits, including:

- Private Medical Insurance
- Private Pension Scheme
- 25 days holiday a year increasing to 30 days
- Enhanced Maternity, Paternity & Adoption Leave
- Employee Referral Scheme
- Learning and development; free courses and industry recognised qualifications
- Friends & Family Hospital Discounts
- NHS Blue Light Discount Card
- Plus much more

HR / Office Manager

[The Good Marketer Group](#)

London • Temporarily remote

£28,000 - £30,000 a year - Apprenticeship

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[Apply on company site](#)



Location – London (Hybrid Working)

Salary – £28,000 – £30,000

Founded in 2017, we're a dedicated Digital Marketing Agency in London and we're looking for a talented HR & Office Manager to join our rapidly growing team.

This is a people-centric role and you will work closely with all members of the team, supporting them in their roles and with HR-related issues.

Your Responsibilities

- Manage all aspects of Human Resources including time-off management, onboarding/offboarding, helping with performance review and employee data management
- Manage the end to end recruitment within the business, from reviewing applications to interviewing candidates
- Office operations: create and update company policies, documentation and processes
- Attending apprenticeship meetings and completing documentation
- Champion our company culture by building a strong relationship with the team and delivering initiatives to drive and monitor engagement
- Manage our events and proactively find new ways to celebrate our team and success
- Manage our legal requirements such as Health & Safety, Covid-19 restrictions, visa requirements

- Develop The Good Marketer's employer brand through our current (and future) digital/social channels
- Manage and maintain an efficient and effective filing system for all staff personnel files.
- Administration of business invoicing, office utility bills and general paperwork
- Ensure the smooth running of the office and that all relevant administration systems are updated and maintained accordingly
- Work with Account Managers to generate reports and data to quantify the performance and skills of their teams.
- Providing monthly staffing reports on hours worked, holidays, and sick days etc to enable payroll to be performed

It's All About You

At The Good Marketer, we place a **BIG** emphasis on our culture. From an opportunity to attend regular training to monthly team events, we want you to feel supported. Not only that but we want you to **LOVE** it too.

You'll be an integral part of the team and we have an extremely supportive culture in place.

Here's what you need to impress us

- Have experience in office management and HR administration.
 - Exceptional administrative and organisation skills.
 - Possess excellent I.T. skills utilising Microsoft Office Suite: Word, Excel, Outlook and PowerPoint.
 - A very high standard of written and spoken English
 - Confident managing own schedule and time management
- Strong knowledge in HR best practices
 - A proactive, can-do attitude
 - Preferred, CIPD qualified
 - Preferred, experience working in Agencies

Alongside a competitive salary and all the regular benefits, we offer;

- The opportunity to have your voice heard and your ideas implemented
- An opportunity to constantly learn and expand your knowledge
- Casual/relaxed dress code
- Hybrid working – both in-office and at-home
- Strong company culture – regular team events, creative calls, lunches and nights out
- Unlimited training budget per annum
- Regular conferences & events
- Gifts for special occasions including birthdays and work anniversaries

- Progression plan
- Flexible working hours
- Apple equipment and any extras to make home working as comfortable as possible
- Private Healthcare cash plan
- 33 days holiday per year

Task 2

Introduction

Roleplay in higher education is a structure of learning. It helps the students to understand any scenario in a better way as it helps them to know about all things from a different perspective (Marchetti, 2021). On the other hand, the planning of career development refers to the list where the students can jot down their long-term and short-term goals. This is a procedure to select career goals, provide a way to those objectives, and finally take the steps that can accomplish their desired goals.

In this report, the author will focus on preparing a report on recruitment and selection. Along with that, a discussion will also be done here in a reflective way providing the reference to Gibbs' reflective cycle. As well, the skills and the knowledge for effective working will also be justified here.

Report on Recruitment and Selection

From the roleplay of the interviewer and the interviewee of the closed actions, I have realised a few things which need to be summarised here. From the first roleplay, I have understood that a person chooses the sales and marketing field to present him or her as a frontline of the organisation who can be easily recognised as the brand image creator of the company. The individual should have an intention to create a strong network in society. The basic perception of the sales and marketing job role is derived from selling the products or services to the consumers, and marketing is a professional approach towards the mass people to purchase the company products or services. This approach should have a distinctive nature to pull the maximum business from the competitive zone. I have also obtained the idea about the qualities required to be a sales and marketing manager such as efficiency in good communication, development of interpersonal relationships and very importantly, the quality of customer handling. A sales and marketing manager needs to be confident in the personal convincing power and ability to apply it in the promotional strategies. Sales and marketing became dependent purely on digital transmission during the situation of the pandemic for promotional purposes. They had to trust the online customer support with limitations to retain the consumers. A conceptualisation of Big data Analysis and use of the same in the sales and marketing field had been perceived by me. The new technique of sales and marketing made me realise to focus on the contemporary technologies for being a successful sales and marketing manager.

In the second roleplay, the selection of the HR manager was chosen. Here I have learned that The HR manager needs to have a dignified quality of creating team effectiveness, team collaboration, participation in conflict resolution, and knowledge of scrutinising the candidates. Therefore, I have started studying in detail about such qualities. The role and responsibilities of the HR manager are vivid in the interview session like recruitment and selection of the candidates, training and development for the employees, sympathetic nature towards the team, arranging CSR for moral motivation and performance appraisals. I found a big technological update in the HR department in the past few years with the implementation of online advertisement of jobs, telephonic and video call interviews of the candidates, Training and Development sessions arranged online through Google meets or Zoom and keeping the employee records using computing and networking technologies. Focusing on the candidate's eligibility, skills and knowledge, honesty, and transparency are very important while choosing a candidate for the organisation. Strategic employee engagement policies have come out in this interview with the hands of applying the appraisal performances and techniques along with different training sessions of the employees for self-growth and other motivational theories. Hence, I have understood that roleplay can be an essential learning technique for personal development towards the choice of career.

The reflective discussion refers to Gibbs' Reflective Cycle

Gibb's model will help in my career development plan through the six stages that include description, and feelings, along with evaluation and analysis, as well as the conclusion and the action plan.

If I ever need to do career development planning for the role of a sales and marketing manager or human resource manager post, I will take the help of Gibb's theory for this. This theory provides a well-organised approach for the practitioners and shows how a person can manage a situation or react to an incident (Ahmed, 2020). Gibb's model also helps people to think systematically and clearly in a learning experience. Gibb's reflection cycle helps to learn what will go well and what can be better along with an action making plan for the weakness of a person.

Description: This step will help me to get the answer to my different questions based on the situation and the description of what is happening while I am building up the development planning.

Feelings: This step will help me to describe my feelings when I will go through the journey and experiences.

Evaluate: In this phase, I will be able to evaluate the whole experience like what went well and what was not so well.

Analysis: In this step, I will get the description of the elements that will help me to move forward or hinder my situation.

Conclusion: In this step, I will be able to analyse several options that will be available to me and I will be able to focus on everything to conclude the matter.

Action Plan: In this step, I will plan according to the conclusion and how will I position myself to handle the situation better the next time for planning the development.

Skills and Knowledge for effective working

In this report, the skills and knowledge will also be discussed that are needed to work effectively for professional success. The skills and the knowledge that is most important for this are communication, problem-solving, time management, leadership, critical thinking, collaboration, and so on.

Communication is always considered the foundation of any effective work to achieve success as a team. It is extremely important to talk honestly and openly with the other member for better performance and results (Misra, 2018). The people who can solve the problem effectively are also able to take on challenges or can solve any issue with their out of box thoughts. Along with it, time management is also essential for career development. Without this skill, one can never become successful. On the other hand, leadership is all about leading a department by spreading resources and knowledge. They also help to promote collaboration and allow others to grow and learn more.

Evaluation of the employee's readiness

The task of a sales and marketing manager is to analyse various information and adapt marketing strategic planning and execute those plans to increase sales and gain profit. This post is very essential for any size of the company as these employees are connected to the sales and marketing department which interacts with the customer. For this post, the required skills are communication, the ability to think strategically, approach any problem with confidence, and leadership skills. To improve the skills of sales and marketing managers, sales training can be arranged, to improve communication skills mock interviews or surveys can also help (Plank et al., 2018.). Working in teams, indulging in different strategic tasks can improve their skills.

The task of human resource managers is to maintain a safe and secure work environment among employees and to take care of the employee's needs and satisfaction. The skills required for this post are communication with the employees, organisation skills, technical

expertise, flexibility, patience towards employees, negotiation skills, passion for the position, commitment and their fulfilment. To improve these skills many types of training are introduced inside the companies and outside the companies (Ribeiro et al., 2020). Interacting with team members, colleagues, and other employees can improve communication. Survey programs, technical skill training, and leadership training can improve skills.

Analysis of strength of employee

The strength of any sales and marketing manager lies in their ability to communicate, this is their main strength which helps to understand the consumer's needs. Strategic thinking, approaching the problem with confidence and solving problems with innovative strategies also is other strengths. Creative and attractive writing skills are also a strength. Knowing advanced technology, working in teams and adjusting to them, staying updated with the world and planning strategies according to it, organising skills, and leadership skills all of these are qualities and strengths of good sales and marketing managers. These skills help them to improve sales, generate more profit and gain goodwill for the company.

The strength of any human resource manager is also connected with the ability to communicate. Good communication skills are very important in this department and for the post (Tien et al., 2020). Along with this, capabilities of quick thinking and decision-making ability is also their strength. Keeping patience with the employees, listening to their problems, accepting complaints and taking action according to the problem is also a very important quality. Written communication skills, leadership skills, sympathetic and approachable behaviour, and attentivity all of these are the strengths of a human resource manager. The managers with these skills help to maintain balance within the company.

Scope of improvement for employee

There are many ways to follow for the employees to improve themselves.

- One of the important factors for employee improvement is time management. It is also very important for any organisation's development. There are many time-management tools an employee can follow to improve their time management skill.
- The organisation is another crucial factor for the employees for their improvement. An organised employee knows what to do and how to do it in proper order to complete the work (Nawangsari and Sutawidjaya, 2019). This skill can help to improve time management skills too.

- Interpersonal communication is another important skill for the employees for their improvement. The employees need to work in groups or teams most of the time. So it is very important to communicate with others effectively.
- Listening skill is another important skill an employee should have for improvement. Communication will be much better if the employees listen effectively to others.

Setting goals for employment

There are many ways to set goals for the employment of Sales and Marketing Manager and Human Resource Manager. It is very important to develop team working skills to work as a Sales and Marketing Manager (Di Gregorio et al., 2019). A Sales and Marketing manager needs to work with the sales team. The sales and marketing manager need to have good communication skill as he or she needs to effectively communicate with the customers. The sales and marketing manager should develop interpersonal skills. They need to communicate with the team members effectively. They also should develop conflict resolving skills as they need to resolve any issue when team conflict will arise.

Communication skill is very crucial for employment as Human Resource Manager. The Human Resource Manager needs to communicate with the employees daily. The communication also should be effective with them. The Human Resource should also have lots of empathy for the employees (Pak et al., 2019). They need to understand their needs and problems daily. They also need to develop more patience with the employees to deal with their problems. Listening skill is another important skill for the Human Resource Manager. They need to listen carefully to all the problems employees are having. They also need to have a problem-solving ability to resolve any issue the employees are having.

Personal Development Plan

To be Developed	Expected Goal	The action I will make	Success Criteria	Application	Deadline
Time Management Skill	Complete all work in a given time	Learn and apply time management tools	Able to complete given job on time	For office works	Within 2 weeks
Communication Skill	Communicate effectively with others	Involve in more social engagement	Able to communicate with others	For better teamwork	Within 3 weeks

Team Management Skill	Effectively manage team	Interact more with the team members	Able to manage team members	To improve team management skill	Within 2 weeks
Listening Skill	To listen effectively to others	Practice my listening skill with my friends	Able to listen to everything carefully	To improve listening skill	Within 1 week

Conclusion

From the above topic, it can be concluded that two interviews are being held among students to enhance their skills, the first interview discusses the various perspectives, qualities, strategies and techniques of recruitment for the post of sales and management manager. The second interview discusses the different qualities, responsibilities, feedback and techniques regarding the recruitment for the human resource post. It follows a report about the recruitment and selection process regarding the interview and discussion about it. Discussion about Gibbs' Reflective Cycle, skill and knowledge required for effective work methods, improving skills of the managers, analysing their strengths, improvement strategies and development plans.

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