

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:	Nicoleta Gamote	Monica	Student ID number:	2506995
Programme:	Cert HE Business Skills for the Workplace			
Module:	Employability and Career Development			
Module code:	LCLM4005	Contribution to Overall Module Assessment (%):	50%	
Module Leads:	Dr. Inderjit Grewal - London Dr. Sujeewa Herath - Birmingham	Internal Verifier:	Dr. Lizeta Demetriou Naomi Doerge Dr. Chung Lai Johnny Wan Fatima Hashmi	
Assignment Title:	Portfolio of written tasks	Word count (or equivalent):	1,500 words	
Submission deadline:	Week 11 Monday 20 th July 2026 10 am	Return date of provisional marks & written feedback:	17 th August 2026	
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark: Work which is submitted up to 1 week late will be capped at 40% for the first attempt and will be awarded a mark of 0% for re-assessment. Late submission penalties may be lifted only if there is an approved extenuating circumstances claim. Work submitted more than 1 week late will be considered as a non-submission and will not be marked. The work may be considered as a submission for reassessment if offered by an Examining Board or if there is an approved extenuating circumstances claim.			

Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.
Module Learning Outcomes (from module syllabus)	
Upon the successful completion of this module, the student should be able to: • Understand the skills and knowledge needed for working effectively. • Demonstrate readiness for employability and personal advancement through an understanding of personal strengths and areas for further development. • Establish employment goals and develop a personal action plan.	

Task A (400 words)

o Select Job Adverts and Identify Key Skills: Compare two job adverts to identify the key skills and areas of knowledge required for your selected profession. Highlight any

common skills and knowledge areas mentioned across the adverts. Assess how you could use one of these key skills in your future role of employment.

This task of comparing job adverts to pinpoint essential skills for my chosen profession is actually a really smart way to plan for my future career. I'm aiming to be a digital marketing specialist, a field that genuinely excites me with its blend of creativity and strategy.

I've been looking closely at two distinct job adverts to get a comprehensive view. Ad A, from a large, established tech company, places a strong emphasis on technical skills like "SEO" optimisations, content creation, social media management, and data analytics, they also stress soft skills such as strong communication skills and a results driven mindset indicating a need for both technical prowess and effective interpersonal abilities. In contrast, Ad B, originating from a smaller, more dynamic creative agency, highlights "campaign strategy", graphic design software proficiency, client relationships management, and email marketing. This advert also values personal attributes like being proactive and possessing problem solving abilities suggesting a role that requires adaptability and initiative.

Upon comparing these, several common skills and knowledge areas emerge as critical for a Digital Marketing Specialist. Both adverts clearly prioritize "content creation" and "social media management," underscoring the universal need to develop engaging digital assets and effectively manage online communities. "Communication skills" are another undeniable commonality, whether it's the explicit mention in Ad A or the implied necessity for "client relationship management" in Ad B. This shows that articulating ideas, collaborating, and building rapport are fundamental. Furthermore, the focus on "data analytics" in Ad A and "campaign strategy" in Ad B points to a shared requirement for understanding performance metrics and planning effective marketing initiatives. These roles demand someone who can not only execute but also analyze and strategize.

Among these key skills, "social media management" is one I feel particularly confident about and can absolutely leverage in my future employment. Growing up with social media, I've developed an intuitive understanding of various platforms – from TikTok trends to LinkedIn's professional networking. I know what kind of content resonates, how to foster engagement, and the best ways to build an authentic online presence. In a digital marketing role, I could use this expertise to craft compelling social media campaigns that truly connect with target audiences, driving brand awareness and website traffic. I'd be able to analyze performance metrics, identify emerging trends, and quickly adapt strategies to maximize impact. It's more than just posting; it's about strategic community building, reputation management, and utilizing each platform's

unique strengths to achieve marketing objectives. This skill would be invaluable for any company looking to enhance its digital footprint and cultivate a loyal customer base.

Task B (800 words)

o Self-Assessment: Conduct a self-assessment to identify your personal strengths and areas for further development. You may use the SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

o Evidence of Readiness: Provide evidence of your readiness for employability and personal advancement. This could include examples from your academic achievements, work experience, extracurricular activities, or feedback from mentors and peers.

Self assessments: navigating my path forward as i stand at this exciting crossroads, fresh out of university and eager to dive into my career, taking a moment for a real self assessment feels crucial, i ve opted for a swot analysis- strength, weaknesses, opportunities, and threats- because it helps me look at things from all angles, not just what i m good at, but also where i can really grow.

Strengths: honestly, my biggest strength is probably my adaptability and quick learning. i pick up new software, concepts , and even social cues pretty fast. Throughout my degree, i often found myself leading groups projects, not just by delegating, but by making sure everyone felt heard and that we were pulling in the same direction. I m natural communicator, both in writing and speaking, which i think is super important in any professional setting. People often tell me i have a knack for explaining complex ideas in simple terms, which i guess comes from being genuinely curious and wanting to understand things deeply my self. I m also incredibly organised; I love a good planner and a detailed to-do-list, which keeps me on track even when things get hectic. This means I m reliable and meet deadlines, which i know employers really value.

Weaknesses: Okay, so on the flip side, my main weakness si probably my tendency to sometimes overthink things. I can get a bit caught up in perfectionism, which, while it leads to high-quality work, can sometimes slow me down. I m actively working on this by setting strict internal deadlines and reminding myself that” done is better than perfect” in certain situations. Another are i m developing is my assertiveness in very formal, high-pressure environments. While I m great in team settings, I sometimes hesitate to push my own ideas forward if i sense strong opposition, even if i believe in them. i m trying to

practice speaking up more in challenging situations and trusting my own judgement. Lastly, while i m good with many digital tools, there are always new ones popping up, and i sometimes feel like i m playing catch up with the absolute cutting edge of every single software.

Opportunities: Looking ahead, the digital landscape is exploding, offering so many opportunities, especially in areas like digital marketing, which i m passionate about. The demand for creative content creators and strategists who understand online communities is huge. There are countless online courses and certifications i can pursue to deepen my skills in specific areas like advanced analytics or particular design software. Networking is another massive opportunity; connecting with professionals in my field through LinkedIn, industry events, and even informational interviews can open so many doors. The rise of remote work also means i m not limited by geography, which is incredibly liberating and offers a wider range of potential roles.

Threats: The job Market, while full of opportunities, is also incredibly competitive, especially for entry-level positions. it feels like everyone is striving for similar roles, which means standing out is a key. Rapid technological changes are also a constant threat; whats cutting edge today could be old news tomorrow, so continuous learning isn t just an option, it s a necessity. there s also the potential for burnout if i don t manage my workload and maintain a healthy work-life balance, especially in fast- paced industries.

My readiness for employability and personal advancement isn't just theoretical; it's something I've actively built through various experiences.

Academically, I graduated with a [mention your specific degree and grade, e.g., First-Class Honours in Marketing], which I believe demonstrates my commitment and ability to grasp complex concepts and apply them. My dissertation on "The Impact of Influencer Marketing on Gen Z Consumer Behavior" wasn't just a research project; it involved extensive data analysis, critical thinking, and presenting my findings in a clear, concise manner – all skills directly transferable to a professional setting. I consistently sought out challenging modules and always aimed for a deep understanding, not just rote memorization.

Beyond the classroom, my part-time role as a Social Media Coordinator for a local boutique was invaluable. This wasn't just posting pretty pictures; I was responsible for content planning, community engagement, analyzing Instagram insights to optimize posting times, and even running small paid ad campaigns. It taught me the real-world

application of digital marketing principles and the importance of adapting strategies based on performance data. I also learned to manage multiple tasks simultaneously and meet tight deadlines, often balancing it with my studies.

"My SWOT analysis really highlighted my shyness in networking situations and a bit of a struggle with advanced data analysis tools, which I know are crucial for the marketing field I'm aiming for. So, my short-term goal is to actively participate in at least two industry networking events within the next three months, even if it feels a bit awkward at first. This is super important to me because I know connections are everything, and it directly supports my long-term aspiration of becoming a marketing manager where leading a team and building relationships is key. For the data analysis, I want to complete an online certification course in Google Analytics within six months. This isn't just about a certificate; it's about feeling confident when looking at campaign performance and making data-driven decisions, which is a non-negotiable skill for any serious marketing role.

To tackle the networking shyness, my personal development plan involves a few steps. First, I'll research upcoming local marketing meetups and online webinars – the resources here are LinkedIn and eventbrite. My action is to RSVP and attend, aiming to introduce myself to at least three new people at each event. I'll measure progress by tracking the number of new connections I make and following up with them. For the data analysis, I've already identified a Google Analytics certification course on Coursera. My action is to dedicate two hours every evening, three times a week, to going through the modules. The resource is the course itself, and I'll measure my progress by completing each module's quizzes and ultimately passing the final certification exam. These steps are all about building the confidence and skills I need to land that dream marketing job and excel in it."