

Professional Career Development

PCD BMSW4005

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Table of Contents

INTRODUCTION.....	3
CURRENT SKILLS.....	3
GAPS IN SKILLS.....	4
SYSTEMATIC APPROACH TO SKILLS ACQUISITION.....	5
RECRUITMENT AND SELECTION (REFLECTION ON THE JOB INTERVIEW).....	6
DESCRIPTION.....	6
FEELINGS.....	7
EVALUATION.....	7
CONCLUSION.....	8
ACTION PLAN.....	8
CONCLUSION AND RECOMMENDATIONS ON CAREER PROGRESSION.....	8
REFERENCE LIST.....	9
APPENDIX.....	10

Introduction

My career goal is to become the manager of a marketing department in a large corporation like Waitrose, M&S, Samsung, Apple etc. Marketing refers to the activities that a company undertakes to promote the buying or selling of their products and services. Marketing includes advertising, selling and delivering products to the customers. Professionals who work in the industry aim to attract as many customers as possible in order to increase the sales revenue of the business (Twin, 2021).

The position that I am currently applying for is an assistant marketing manager with focus on the beauty products that the business offers. If I am hired as an assistant marketing manager, I will have to drive the vision and the ambitions of the company. I will have to use customer insight to drive development of marketing activities and to ensure a good brand marketing strategy. I will also have to collaborate with managers from other department and to lead marketing activities such as shootings.

To be hired for the position, I must have strong understanding of brand marketing across both physical and online touchpoints. I must have good business understanding and knowledge about the fashion and beauty industry. I must also have strong organisation and stakeholder management skills, leadership and communication as well as effective influencing skills and high attention to detail. In addition to this, I must be a team player and have the ability to collaborate with others (targetjobs.co.uk, n.d.).

Current Skills

Although I have never worked in the beauty industry, I am very aware and knowledgeable about the beauty and fashion industry because beauty and fashion are my passion. I am constantly following the fashion trends and using new products that are coming to the market. Being a customer myself, I believe that I will be able to provide a valuable insight about the average customer and their needs and wants.

I also have good marketing skills across physical and online touchpoints because I have had several marketing-related modules during my studies. This means that I have had the

opportunity to learn about the importance of digital marketing, multi-channel marketing and omnichannel. I have also had the opportunity to learn about Key Performance Indicators that have to be monitored to assess the performance of marketing strategies as well as many other marketing tactics and processes that I will apply to my everyday work as an assistant marketing manager.

Naturally, I am a very social person that loves to be surrounded by people. As a result of this, I have managed to develop excellent communication skills. My communication skills are further supplemented by a strong set of soft skills that has always helped me to create healthy relations with family, friends and work colleagues. This also means that I am likely to excel at stakeholder management because my interpersonal skills will help me to form good relations with all stakeholders. Moreover, I am an excellent team player and love to work with others. However, this does not mean that I cannot work independently and that I cannot shine bright as a leader. In fact, I believe that I have excellent leadership qualities because I have referent power. Referent power stems from the personal characteristics of a person and allows him to build a following because he is considered as a role model (Wooll, 2021). This authority comes from the extent to which people admire, respect and like a specific leader. This means that I have strong influential skills because I can influence organisational behaviour.

Gaps in Skills

Skill gaps refer to the disparity between the skills that I have and the skills that my employer expects me to have (Waters, 2023). This mismatching will make it more challenging for me to apply for specific positions. Unfortunately, I lack organisation and time management skills. Organisation and time management skills are fundamental for assistant managers in all departments because they allow them to organise their time, to prioritise goals, to organise the resources of the business, to organise documentation and to ensure that projects are completed before a specific date. For example, as an assistant manager, I will be asked to lead shootings of new marketing campaigns. Therefore, I must be able to organise the whole event and must be able to manage all people that are involved in it to ensure that the work will be completed before the launch of the marketing campaign. This will not only ensure

the success of the marketing campaign, but it will also improve the overall performance of the business.

Systematic Approach to Skills Acquisition

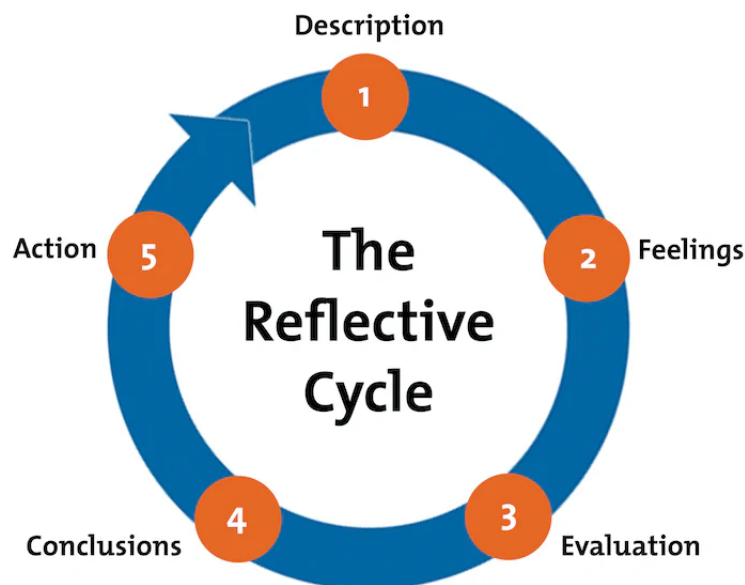
To improve my organisation and time management skills, I will use Kolb's Experiential Learning Cycle. David Kolb created this learning cycle as he believed that new knowledge is provided by new experiences. In this case, I will engage into experiences that will help me to improve my organisation and time management skills. The stages of the cycle are concrete experience, reflective observation, abstract conceptualisation, active experimentation (McLeod, 2023).

1. **Concrete Experience** – to understand the importance of organisation and time management and to learn how to use those skills in my everyday life, I will conduct the same task with two different approaches. The first time, I will approach the tasks the way that I usually approach tasks. However, the second time, I will put emphasis on organisation and time management.
2. **Reflective Observation** – at this stage, I will reflect on the experience of conducting the task two different ways. Immediately, it becomes obvious that by conducting the tasks with focus on organisation and time management, I was able to complete the work quickly and more effective, which highlighted the importance of organisation and time management.
3. **Abstract Conceptualisation** – the organisation that I used was to create a work breakdown structure, which helped me to divide the task into smaller more manageable tasks. In addition to this, I placed them into a gantt chart, which allowed me to monitor the progress of my work and to ensure that each smaller sub-task is completed within its designated timeframe. As a result, I was able to complete the task quicker. While working, I also made sure that my desk was organised and free of distractions.
4. **Active Experimentation** – since the learning experience, I have continued to operate by placing a great emphasis on organisation and time management, which has effectively helped me to develop my skillset.

Recruitment and Selection (Reflection on the Job Interview)

Recruitment is the process of searching for potential candidates and encouraging them to apply for the available position. The goal of the recruitment process is to attract as many candidates as possible. On the other hand, selection refers to the process of selecting the best candidates and offering them a job (Surbhi, 2018).

The interview is an important step in the employee selection process because it enables the employer to determine if the applicant has the right skills for the job (Keith, 2016). As part of an application process to work as an assistant marketing manager at Marks and Spencer's, I was invited to an interview. The interview was a valuable learning experience, and I will use Gibb's Reflective Cycle to conceptualise my learning from the experience (MindTools, 2022).



Description

As part of my Professional Career Development module, I had to apply for a real-life job. The job that I chose to apply for is for the position of an assistant marketing manager at M&S. As part of the recruitment and selection process, I was invited to participate in an interview. The interview was a role play where I was the interviewee, and a colleague of mine was the interviewer. We role played the interview like it was in a business setting and he asked me questions that M&S would have asked if I was invited for an interview at the company.

Feelings

At the beginning of the module, I was feeling confident about the role play because I have had job interviews before, and I presume that I have done well in them because I was subsequently offered the job. My only worry was that I did not match the personal specification completely, which could have been a problem during the selection process. As a result, I was worried that I may be asked questions about it and that I would not know what to answer.

During the interview, I ensured that I was feeling calm and that I have a positive body language in order to leave a good impression on the interviewee. Leaving a lasting impression is key because it allows you to stand out from the other candidates (Azad, 2020). I also ensured that I spoke clearly in order to demonstrate my good communication skills and that I highlighted my strengths.

After the interview, I felt accomplished and quite satisfied with myself because I managed to answer all question in a way that demonstrated my competencies and my suitability for the job. I was also feeling very hopeful that if the interview took place in the real-world that I would have been a serious contender for the position.

Evaluation

Overall, the interview went very well because I was prepared for it and because I knew exactly how to answer different questions in order to highlight my strengths. However, a key factor that allowed me to do well in the interview is that I took the time to prepare at home. I watches several YouTube videos that provided guidance and tips about job interviews, and I also reviewed potential questions that the interviewer could have asked me. In addition to this, I also practiced in front of the mirror in order to build my confidence.

However, I think I should consider further strategies that will enable me to leave a long-lasting impression on interviewers in real-life situations. For example, I can display company knowledge beyond the basics, I can explain how I can be an asset for the team, I

can demonstrate learning but can also show humanity, I may also ask the interviewer about themselves (Expert Panel, 2022).

Conclusion

To conclude, the interview was a valuable experience that helped me to improve my employability skills. By improving my employability skills, I am more likely to be successful at real-life interviews in the future, which, in turn, will enable me to achieve my career goals.

Action Plan

For the future, I will continue to work on my overall skillset in order to increase my chances of being selected for a specific position. For the moment, I will focus on my organisation and time management skills because they were identified as skills that I need to develop further. I will conduct a personal SWOT analysis in 6 months' time in order to assess whether organisation and time management would appear as weaknesses or as strengths.

Conclusion and Recommendations on Career Progression

To conclude, conducting the role play was a valuable experience because it allowed me to experience the interview process that usually takes place when people apply for new jobs. Knowing how to act and how to answer questions is crucially important because the interview is used to assess whether the applicant has the right skills and knowledge for the job. Therefore, by performing well at the interview, I will increase my chances of being selected for the job. Overall, the whole experience improved my employability skills and helped me to understand the importance of continuous professional development in order to ensure that I have the requisite skillset in order to progress my career. As humans we live through continuous learning that allows us to better ourselves in personal and professional aspects. Therefore, in the future, it is important to take every opportunity to continue to improve my skills in order to be able to continue to climb the corporate ladder and to achieve my goal of becoming a senior marketing manager at a large corporation.

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Appendix

Assistant Marketing Manager- Beauty

Location(s)

London

Job ID	Closing Date	Contract	Hours	Contract Type	Salary and Benefits
48580	25/04/2023 19:40	Part time	24	Permanent	Competitive plus benefits

Great marketing ensures we offer an inspirational and effective customer experience, which means we must understand how our customers want to shop our Clothing & Home products and present them in a compelling way - be that through store environment, packaging, POS décor, email marketing, social media, communications and SEO.

It also helps us build great relationships with our trade partners to make sure we build profitable partnerships that increase brand and category growth.

With a huge focus on how we use data to drive sales and improve customer experience - we're super excited for what's to come. As we continue to transform our Clothing & Home business - the sky is the limit and this role is a great opportunity to make a significant contribution to our success!

We are currently looking for a talented Assistant Marketing Manager to join our Beauty team. You will be part of a function that are responsible for driving the vision and ambition of the M&S brand forward. We are looking for someone who is passionate and driven to achieve best in class Marketing activations across Beauty and wider Marketing activations. You will work as part of an enthusiastic and fast paced team, delivering brand perception changing Marketing activity for M&S.

This is a part time role over 3 days

Key accountabilities and measures

- Drive the vision & ambition of the M&S brand forward with your team and those around you for Beauty and XBU activations
- Ensuring customer insight is at the heart of everything we do; understanding our customer motivations and drivers to imbed and deliver against relevant plans
- Drive the development of marketing activity for Business units
- Drive in delivering and coordinating BU marketing activity
- Ensure the brand marketing strategy is being ladder up to through all marketing touchpoints
- Collaborating and managing stakeholders with all relevant wider marketing teams including; Creative & Design, Production, Planning, Copy, VM, Owned & Paid Channels, Dot Com, PR, working as one team to drive the marketing agenda. In addition to wider business stakeholders.
- Lead on marketing shoots including all prep & sample management, being the representative for the brand and product expert when on set
- Lead on PIRs and recommendations for future activity

Key skills

- Experience in a Marketing role, preferably fashion and/or Beauty
- Strong understanding of brand marketing development & delivery – across both physical & online touchpoints and platforms
- Knowledge of the fashion, beauty, retail & marketing landscape, as well as passion to always learn & explore
- Strong organizational skills & stakeholder management
- Leadership & communication
- Effective influencing skills
- High attention to detail
- Performance reporting, analytical understanding & commercial acumen
- Team player, ability to collaborate and work alongside peer group

APPLY FOR ROLE

SAVE ROLE

VIEW ROLE LOCATION

Share role



Similar roles for you

Traffic & Delivery Manager - Design Packaging

London, UK

Permanent



Assistant Events Marketing Manager

London, UK

Permanent



View All of Our Available Opportunities

Key Benefits:

- Flexible working approach, with a balance of being in the office and working from home
- Competitive salary plus bonus
- 29 days holiday (inclusive of bank holidays)
- 20% discount on M&S products
- A range of wellbeing support (including a virtual GP)
- 25% off gym memberships, access to online fitness classes and discounts for complementary health services, such as nutrition and lifestyle coaching

Interested? Apply here!

#LI-LD1 #NotJustAnyJob

M&S is ready to push boundaries to lead the retail industry into a greener, speedier, more inspiring digital era. That's why we're revolutionising how we work and offering our most exciting opportunities yet. There's never been a better time to be part of our team. Marks & Spencer aims to be an inclusive organisation, trusted and admired by our colleagues, customers and suppliers. Join us and make an immediate impact.

We are committed to an active Inclusion, Diversity and Equal Opportunities Policy, which starts with our recruitment and selection process, and we are happy to talk flexible working.

If you consider yourself to require reasonable adjustments to any part of our recruitment process, we invite you to share those requirements with us when completing your application. We will make every effort to ensure your needs are met to provide a fair and transparent process of assessment.

APPLY FOR ROLE

SAVE ROLE

**M&S CONTENT
SELECTED FOR YOU**

Our amazing colleagues span many walks of life - all with some brilliant stories to tell. Here are just some we think you'll want to look at.

VIEW MORE



IMPORT YOUR PROFILE

Upload your CV here - this will prepopulate your application, making your application even easier.

Please sign in to apply
with LinkedIn

Sign in with LinkedIn

RESUME

CONTACT INFORMATION

Please enter your contact information.

First Name *

Teodora

Last Name *

Katsarova

Title *

Ms

Middle Name

Preferred Name

Email Address

ngg12344@gmail.com



Reenter Email Address *

ngg12344@gmail.com

Phone Number *

+44



7848485648

ADDRESS

Please enter your home address.

Country *

United Kingdom ▼

Address Line 1 *

17 Melbourne Road

Address Line 2

City or Town *

London

County

Postcode *

E17 6LR

CRIMINAL CONVICTION STATEMENT

M&S strives to be an inclusive employer and we employ colleagues from a range of backgrounds including those who may have a criminal record. As you'd expect, we do ask anyone who wants to join the M&S team if they have any unspent criminal convictions, and we need you to be honest if this applies to you. This doesn't mean we won't consider your application, but we need to assess the relevance against the nature of the role and whether the conviction(s) mean the role isn't suitable or are so serious that they aren't compatible with the values M&S stands for. And please don't worry, we pride ourselves on using your data responsibly and we'll only disclose the information with the managers involved in the recruitment process after a hiring decision has been made.

Sensitive Personal information

Please provide your date of birth and national identifier eg NI or PPS number

Date of Birth *

3 ▼ | February ▼ | 1988

ADD NATIONAL IDENTIFIER

INCLUSION, DIVERSITY & EQUAL OPPORTUNITIES

M&S aims to be an inclusive organisation, trusted and admired by our colleagues, customers and suppliers. We're proud to have an authentic, inclusive culture. Whoever you are, we want you to feel welcome, accepted, and able to be yourself. We respect and appreciate what makes our colleagues different, and we believe our colleagues ought to reflect the diversity of our local communities. Everyone is welcome; we don't discriminate against our colleagues based on their personal characteristics. This applies to our recruitment practices too; they're free from bias and based solely on work criteria and competencies. We'd love to hear from you – select the answers which best describe how you see yourself. We want people from a variety of backgrounds to work here - we'll only know how we're doing if you share your information with us. We'll only use the information to measure how inclusive our recruitment is. It'll be stored separately and plays no part in our selection or decision making

Ethnicity *

White - Any other White background ▼

Marital Status *

Co-habiting ▼

Religion *

Christianity ▼

.

Gender Identity *

Female ▼

Sexual identity *

Heterosexual/Straight ▼

Citizenship *

Bulgarian ▼

Do you consider yourself to have a disability or health condition? *

No ▼

Veteran *

No ▼

Are you currently serving as a Reservist? *

No

Have you been in employment, education or training in the last four weeks? *

Yes

Do you hold Refugee Status and require M&S' Jobs for Refugees support pack?

No, I don't have Refugee Status

RIGHT TO WORK STATEMENT

Any offer of employment made by Marks and Spencer will be dependent on your right to work in the UK and the submission of the required Right to Work documents at the appropriate stage.

ADD LANGUAGE

APPLICATION QUESTIONS

Please answer the following questions.

Tell us why you are the perfect candidate for this opportunity? *

I have all the skills and experience listed in the job description, and I'm confident that I can make an immediate impact on your company.

What is your current salary? *

£15,000

What are your salary expectations for this role? *

£21,200

What is your current notice period? *

2 weeks

During our assessment process you may be asked to complete online assessments and attend in-person or video interviews. If you feel you require any reasonable adjustments to support you during this process, please let us know. *

No, I don't need support

