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CAREERS  
SERVICE

# Career Essentials Series: Promoting your Distance Learning to Employers

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University of London Careers Service

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# Quick introductions

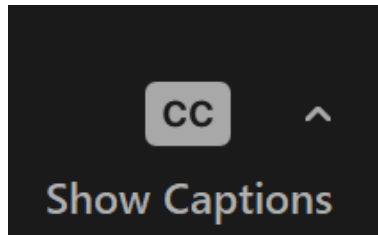
## Dr Edwin Marr

- Careers consultant with 5+ years' experience working in Higher Education in roles including as a lecturer, academic skills advisor, and careers advisor
- PhD in English Literature with a thesis exploring literature of the 1860s and 70s
- Published researcher in Victorian literature and paramedic science
- Experienced in 1:1 careers coaching to undergraduates, postgraduates, PhD students and early career researchers
- CV/resume reviews, practice interviews, professional development and career management webinars, employability programmes

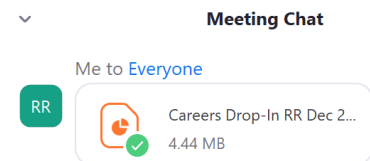
## Our accessible and inclusive learning environment

Our support is here for you whatever subject you are studying, whichever stage you are at in your career and wherever you are in the world.

Together we will be supportive, collaborative and respectful, in sessions it may help you to:



Enable closed captions.



Download a copy of the slides from the chat box.



Use the 'reactions' to signal to the presenter to speed up, slow down or speak louder.



## Why webinars?

- Complement distance learning aspect of your studies
- Provide a chance to discover fresh content with an experienced facilitator
- Allow you to share your ideas, thoughts and experiences with each other in a global classroom
- Give opportunities to engage with relevant activities and time for questions at the end
- Productive, supportive and dynamic online learning space

## Mixed cohort in this global classroom

Your qualifications will offer you a range of relevant professional skills, particular knowledge sets, enhanced competencies and attributes

This webinar will be helpful to you, whatever you are studying, wherever you maybe based and whatever your career stage: Career Starter, Career Developer or Career Changer

Please type your name, what you are studying, and where you are based today in the chatbox



## What this series of webinars will offer you

- ✓ Enhanced understanding of the **core aspects of recruitment processes**
- ✓ Help you to appreciate how to market your **skills and experience** more effectively, regardless of your sector or location
- ✓ Improve your confidence in how to **successfully apply and secure future job opportunities**, wherever you are based
- ✓ Equally individual firms, industries and locations may have **specific application procedures** so check for your particular context

# Poll: How do you feel *now?*

On a scale of 1 (low) – 4 (high)...

How **confident** are you in **your ability to promote the benefits of your distance learning to employers?**

## To emphasise or not to emphasise?

At this point in time, do you think you would:

A) Emphasise your distance learning degree on your CV/Application?

B) Play down your distance learning degree, putting something generic like 'University of London'?

Use the chat box to share which of these options you would favour, currently.

# What we will cover today

- 01 How do you explain your distance learning qualification to future recruiters and employers?
- 02 How can you enhance your online qualification with relevant work experience?
- 03 How might you explain your range of skills to future employers?

**We will focus in today's session about how to market your distance degree. But if you do decide to play it quiet, then do consider the following:**

- You need to be honest if directly asked how and where you gained your degree.
- By not emphasising the Distance nature of your degree, you could miss out on highlighting some valuable transferrable skills that your distance degree gives you.

# ACTIVITY

As a student who is not 'campus-based' what might you be missing?



**Use the chat box to share your thoughts**

# Potential differences



- Face to face interaction
- On campus networking opportunities
- Extra-curricular activities
- Part-time work whilst studying
- Possible relocation to campus
- **Why might employers be interested in all this?**

# So emphasise the skills you DO have

**Face to face interaction** – Emphasise interpersonal activities to showcase communication skills

**On-campus networking** – Emphasise your online and face to face networking activities

**Extracurricular activities** – Emphasise what you do outside of your work/study to develop yourself

**Part-time work** – emphasise your level of work experience and build on it

**Possible relocation** – emphasise examples of your flexibility and organisational skills



# ACTIVITY

As a **flexible or distance learning** student what **particular skills** can you specifically emphasise to employers?

**Use the chat box to share your thoughts**



# Distance/flexible learning shows LOTS of skills



- **Flexibility** – Managing study alongside work and family life
- **Organisational skills** – Co-ordinating study deadlines, plus work pressures
- **Time management** – Scheduling your time and resources effectively
- **Self-management** – Using your initiative to motivate yourself to study in absence of direct classmates
- **Resilience** – Effectively dealing with challenges of studying remotely

# Ten Core Employability Skills




**Adaptability & Resilience**



**Collaboration**



**Communication**



**Complex problem-solving**



**Creativity & innovation**



**Decision making**



**Digital Skills**



**Emotional Intelligence**



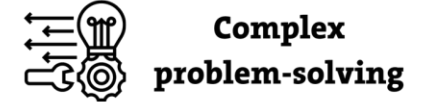
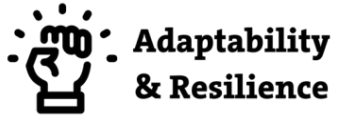
**Leadership**



**Persuasion & Negotiation**

Identified from a range of sources, including the World Economic Forum (2020) Future of Jobs Report, Skills for the Future (2019) and additional research conducted by the Research Unit of The Careers Group, University of London.

# Key skills required across global labour markets



- **Operations Associate – USA** – Resilience and the ability to react to situations in-the-moment
- **Country Finance Officer – Chad** – Ability to undertake serious responsibilities and to manage stress efficiently
- **Treasury Analyst – Bahrain** – Liaise with banks on day-to-day operational issues
- **Customer Service Analyst – Brazil** – Excellent Interpersonal Relationship and Willingness to learn to collaborate on new projects
- **University Project Staff – Austria** – High level of written and oral expression
- **Customer Manager – South Africa** – Excellent written and verbal Business English communication ability and skills
- **IT Delivery – India** – Excellent problem solving, analytical and debugging skills
- **E-Com Specialist – South Korea** – Strong problem-solving skills with an innovative mindset; always looking for new ways to enhance the status quo and maximise sales

# Key skills required across global labour markets



- **Education Specialist – Burundi** – Innovation and knowledge management
- **Copywriter and Content Writer – Pakistan** – Writing clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters, social media); Developing creative ideas and concepts for content
- **Technical Advisor for Vocational Training – Nigeria** – Assists in keeping track of processes and actions required
- **Compliance Specialist – Singapore** – Ability to work independently, determine priorities and meet deadlines
- **Tech Sales Engineer – Sweden** – Basic knowledge of databases, Javascript, ERP, accounting and payroll systems
- **Planning and Real Time Analyst – Egypt** – Demonstrating technical ability and experience with MS Office and MS Excel
- **Administrative Assistant – UK** – Resolve simple queries, using judgement to determine when to pass the caller on to a member of the clinical team
- **Office Manager – Sweden** – Thoughtful, thorough and conscientious

A key strength you have to offer is.....



# Digital Skills

# Key skills required across global labour markets



## Leadership



## Persuasion & Negotiation

- **Health Technologist – Brazil** – Provide training, conduct meetings, committees and working groups, contributing to the dissemination of health policy and work safety, encouraging the culture of safe behaviour
- **Social Editor – USA** – You are a leader when you need to be and can manage a team
- **Sales Manager – India** – Influencing skills: Identify, builds and uses a wide network of contacts with people at all levels, internally and externally. Achieves a good result through a well-planned approach.
- **Executive Manager, Business Development – Australia** – Proven experience in negotiating complex deals to drive win-win partnerships



# ACTIVITY



Why do you think employers are going to be interested in your digital literacy skills?

**Use the chat box to share your thoughts**

# Why digital literacy matters to employers

- Digital literacy skills required across all sectors
- Remote working (e.g. remote meetings, virtual teams) increasing feature of work especially since Covid.
- Increasing use of technology to manage work flows and deliver product and services
- Growth of Artificial Intelligence and 4IR (fourth industrial revolution) these skills will be key
- Your mode of study demonstrate your understanding and engagement with these factors
- Digital literacy equips you to handle the fast-changing digitally disrupted market environments

# Your skills in demand

- Digital skills are absolutely **essential**
- True before Covid, even *more* so now
- You are already **Digital Learners**
- You are ahead of ‘**remote working**’ curve due to experience of remote studying
- You all have experience of **connecting, engaging and generating content** in ‘global virtual classroom’ – **highly transferable experience**



# ACTIVITY

How important to employers is the **reputation** of the academic institution, in terms of distance/flexible learning, in your opinion?



**Use the chat box to share your thoughts**

# Reputation matters



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- Reputation is very important
- Online qualifications provided by range of institutions
- Not all online qualifications or institutions have good reputations
- However, UoL is the OLDEST provider of distance learning education in the world
- Course content same across all modes of learning
- Showcase the quality and history of your chosen institution

# Be Prepared



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- Think how you will answer any questions around your online degree.
- Imagine that a hiring manager asks you whether your online degree is worth the same as a 'face-to-face' degree. What would you say? How would you answer?
- You might want to give some facts, that online degrees are rigorously accredited, and receive academic direction from 'brick and mortar' institutions so the content is the same.
- You might want to do some research to give you some facts you can use to 'arm' yourself.

# CV: 'Education' section – make your DL qualification work hard for you!

**BSc Computer Science, University of London**

**Jan 2020 –**

**present**

**(with academic direction from Goldsmiths, University of London)**

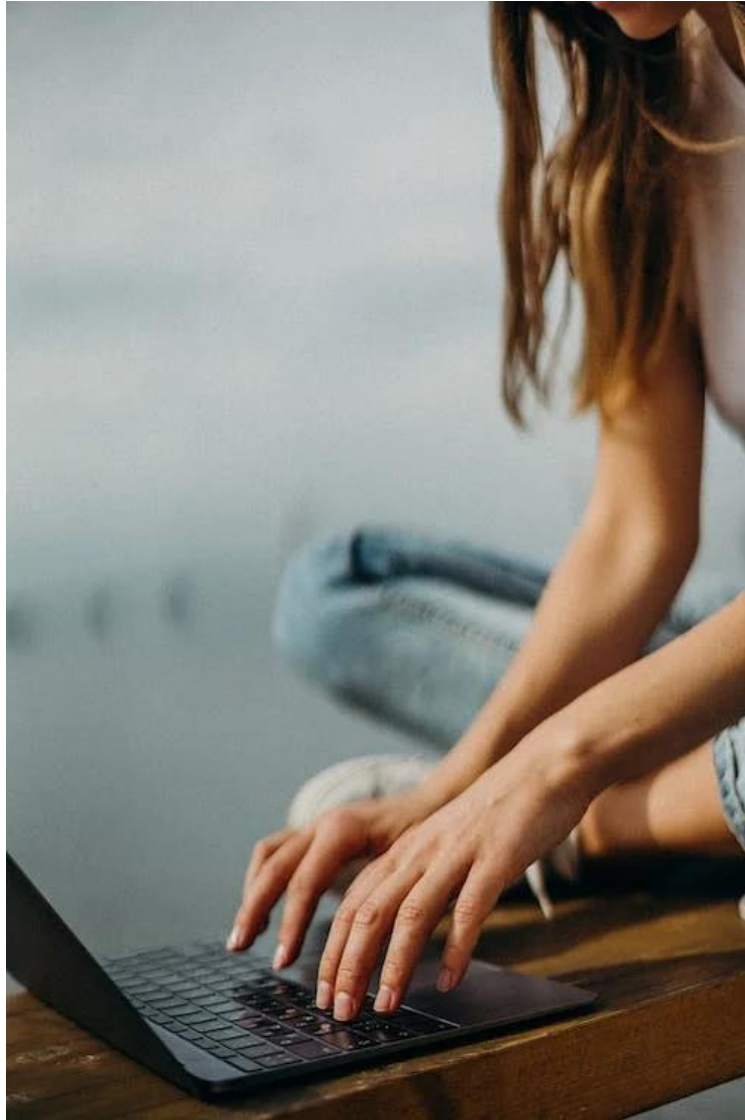
*Course modules include:* Human Computer Interface, Graphics Programming, Interaction Design

- *Specialist project:* Development of User Experience project to improve functionality of organisation intranet

*Skills Developed*

- Programming Skills - Developed proficiency in HTML5, C#, C++
- Time Management Skills - Managed time effectively to regularly meet multiple assessment deadlines whilst also working full-time

# ACTIVITY



- Imagine an employer asked you **why** you had chosen to study a distance/flexible learning course.
- **What would you say?**

**Use the chat box to share your thoughts**

# Present your choice as an **ACTIVE** choice

- Flexible learning suited your current situation
- Reputation of UoL very high
- Content of the course was highly suitable to your needs
- Wanted to enhance digital skills through your studies
- Gave you access to a global network of UoL Alumni
- Enables you to continue to enhance your skills whilst working alongside your studies
- In other words, it was an **active** not a **default** (or the only) choice

## In summary

- Address any 'gaps' you feel you may have by not studying on campus
- Understand the specific skill development that flexible/distance/online learning offers
- Emphasise your digital literacy skills and why that is so relevant
- Reiterate reputation of UoL courses
- Be proud of your active choice to learn in this way
- Remember too, that your distance degree might help to make you more memorable to a hiring manager

# Poll: How do you feel *now?*

On a scale of 1 (low) – 4 (high)...

How **confident** are you in **your ability to promote the benefits of your distance learning to employers?**



## What next for you?

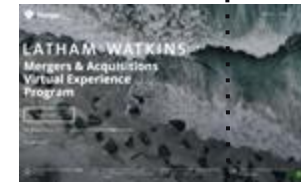
Name one **specific thing** you will do as a result of this webinar that will help you **to promote your distance learning qualification to employers?**

# Enrich your experience with virtual internships



Career discovery

Projects based on real life work



Increased skills & confidence

## Virtual Job Simulations

to give every learner the means to advance their career, while helping companies hire the best & most diverse talent.

Better employability outcomes

[theforage.com](https://theforage.com)



# Professional Impact, Profile & Success Micro-Module

Topic 1 The Persuasive Professional	Topic 2 The Strategic Professional	Topic 3 The Entrepreneurial Professional	Topic 4 The Market Aware Professional
Negotiating Effectively	Strategic Thinking	Entrepreneurial Thinking	Commercial Awareness
Utilizing Emotional Intelligence	Time Management	Project Management	Customer Focus
Influencing Others	Managing up and down	Working in a Start-Up	Career Flexibility and Adaptability
Adding Value to Teamwork	Building Your Professional Resilience	Working for Yourself	Thriving in the 2020s Economic Market
REFLECTIVE QUIZ	REFLECTIVE QUIZ	REFLECTIVE QUIZ	REFLECTIVE QUIZ

Access through the student portal

# Sample content

The [Market Aware Professional](#) micro-module content, including:

- Global Future Trends in the Legal, IT and Finance Sector
- Remote working in the Legal, Finance and Management Consultancy sectors
- Reflections from industry leaders on how work will change in the 2020s

Professional Impact, Profile & Success Micro-Module

Dashboard / My courses / Careers / PPS\_Micro\_Module / The Market Aware Professional

Completion Progress

Career: Develop an analysis of major international markets using PEST analysis with brief annotations  
Not completed

← The Entrepreneurial Professional

➤ The Market Aware Professional

Video Introduction to the Market Aware Professional

Transcript for Market Aware Professional Video Introduction

SECTION A: COMMERCIAL AWARENESS

Introduction to Commercial Awareness

KEY LEARNING 1: Demonstrate understanding of how the money works

- Demonstrate understanding of how the money works

KEY LEARNING 2: Demonstrate understanding of the broader market context

- Demonstrate understanding of the broader market context

KEY LEARNING 3: Demonstrate understanding of the transformative impact of technology

- Demonstrate understanding of the transformative impact of technology

APPLYING COMMERCIAL AWARENESS TO DIFFERENT STAGES OF YOUR CAREER DEVELOPMENT

**Access through the Student Portal**

You can enrich your profile with extra bite-sized learning

udemy

in LEARNING

UDACITY

coursera

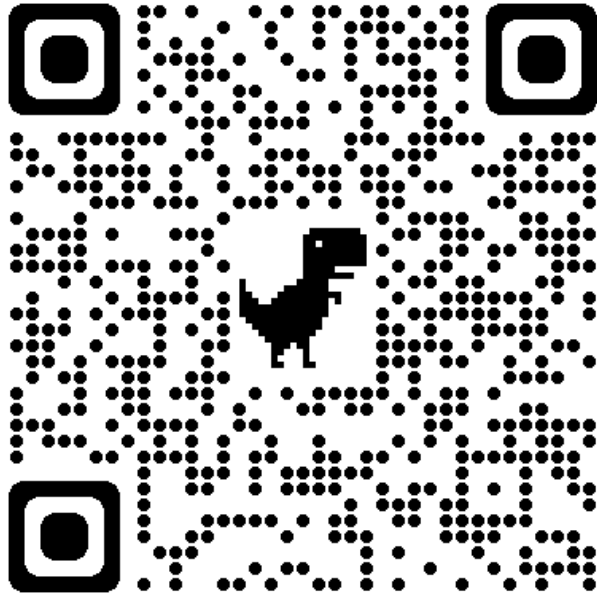
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But manage your time and resources sustainably, what else can you leverage out of your University of London experience?

# Find UoL Careers Service on the Student Portal!

The screenshot displays the University of London Student Portal interface. At the top left is the University of London crest and logo. On the right, there are links for 'Help', a notification bell, the user name 'Laura Brammar', and a 'Sign Out' button. A teal navigation bar contains the word 'Student' on the left and a menu of options: 'Home', 'Registration', 'Assessments', 'Results', 'Wellbeing', 'Support and Development', and 'Careers'. The 'Careers' option is circled in red, with a large red arrow pointing to it from the right. Below this bar, a secondary navigation area includes 'My London', 'Return to Student Portal', and 'Online Library'. The main content area features a blue header for 'University of London Careers Service' with a breadcrumb trail: 'Dashboard / My courses / Careers / Careers'. Below this, the course code 'CMS001' is shown. The University of London logo and 'CAREERS SERVICE' text are prominently displayed. A blue banner reads 'University of London Careers Service', followed by a paragraph: 'Whatever course you are studying with the University of London, wherever you are based around the world and whatever stage you are currently at in your career the University of London Career Service can help you.' Another paragraph states: 'We have developed a range of careers and employability resources to support you: quick career FAQs, the certified Career & Professional Development Micro-Modu careers webinar recordings and linked resources.' A final blue banner at the bottom of the content area says 'University of London Careers & Employability Micro-Modules - available and free to all students'.

# Careers Connect



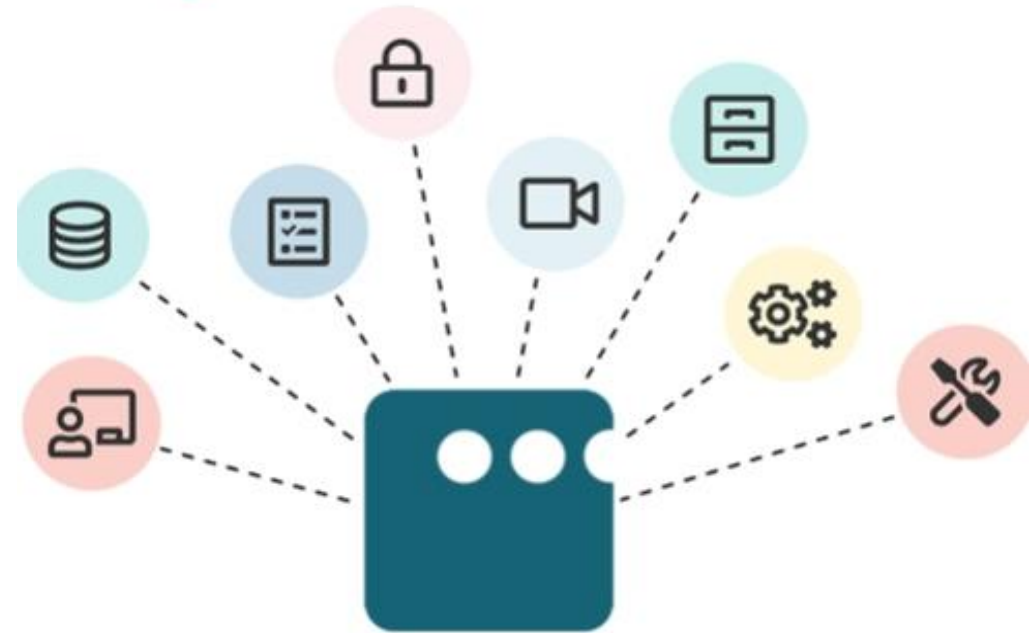
[www.careersconnect.london.ac.uk](http://www.careersconnect.london.ac.uk)

[london.ac.uk](http://london.ac.uk)



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# Careers Connect

***NEW! University of London Careers Service on LinkedIn***



## **LinkedIn**

Follow us on LinkedIn for the latest news about your global careers service:

<https://www.linkedin.com/company/university-of-london-careers-service>.

# NEW! *Global Career Calls* podcast



- New podcast series featuring career interviews with UoL alumni
- Discuss their career journeys and advice for others
- First season = 6 episodes, covering a range of sectors out now
- Features alumni in different geographical areas including in Asia, Africa and North America
- [Global Career Calls - Hosted by University of London Careers Service \(acast.com\)](https://www.acast.com/university-of-london-careers-service/)

## Upcoming Careers Webinars (10:00 and 15:00)

Date	Event
28 <sup>th</sup> April	Power-Up Series: eCareersGrad
3 <sup>rd</sup> May	Careers Essentials: How to Improve your CV Writing Skills
4 <sup>th</sup> May	Future of Work: Law Industry Panel (13:00)
9 <sup>th</sup> May	Career Change: Motivation to Change
10 <sup>th</sup> May	Regional Job Hunting: Middle East and North Africa
17 <sup>th</sup> May	Careers Essentials: Postgraduate Studies
18 <sup>th</sup> May	Ask your Careers Questions: Career Starter

# Thank you

<https://my.london.ac.uk/group/student/careers>

**Feedback form:**

<https://targetfeedback.gtisolutions.co.uk/surveys/c2fdf3ef-eab6-4b0a-bb3b-c70f405ad2dc>