

Managing your career



Sales

Marketing

Retail

Supply Chain & Procurement

Engineering & Operations

www.sixdegreesexecutive.com.au

Managing your career

It is critical to manage your career at all stages of your journey.

This guide outlines the important steps in maximising your career opportunities, including developing a career plan, writing an effective resume, and preparing adequately for interviews.

About us

Specialists with expert knowledge and extensive networks.

Six Degrees is a specialist recruitment consultancy, focused on providing an exceptional quality of service. We pride ourselves on our in-depth, specialist knowledge of the market, and our ability to assist candidates in managing their careers and maximising opportunities.



Sales



Marketing



Retail



Supply Chain



Procurement



Engineering & Operations

Candidate centric approach

We recognise the importance of long-lasting partnerships between our candidates and our specialist consultants.

Our candidate-focused initiatives include:

- > Dedicated Candidate Care Manager to ensure your relationship with Six Degrees has longevity
- > Candidate Service Charter
- > Candidate Survey - opportunity to provide feedback
- > Thought Leadership Seminars to stay ahead of trends
- > Regular blogs on our website providing tips to candidates

Quick tips in developing a career plan

A key starting point when considering a new role is to review your current situation and develop a career plan.

- > Understand the market conditions
- > Clarify your motivators for considering other options
- > Be clear on what you are looking for in a new role and a new organisation
- > Know your selling points and value proposition
- > Be able to articulate your greatest achievements
- > Give yourself a realistic timeframe for securing a new role

Strategies to unearth job opportunities

We recommend you utilise every avenue available to you when job searching. Below is a snapshot of the most effective places to source new opportunities.



Writing an effective resume

Your resume is a tool that should effectively and succinctly sell you as a potential employee.

Helpful Hints:

- > Keep it simple and easy to read
- > Try to keep it between 2-4 pages
- > Make sure all significant gaps in your CV are explained
- > Expand on responsibilities and achievements in current and recent roles, more than in previous roles
- > Avoid long, wordy paragraphs

Include dates, name of institution, and name of qualification

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EDUCATION

- | | | |
|----------------------|---|-------------------|
| Sep 2009 to Dec 2010 | Master of Business Administration | Monash University |
| | Achieved distinction average of 80% across 16 subjects | |
| | Recipient of the 'Vice Chancellor's Leadership Program' Award 1992-1995 | Monash University |
| | Bachelor of Science | |
| | Completed Distinction average 1981-1991 | Wales College |
| | VCE | |

EMPLOYMENT SUMMARY

- | | | |
|---------------------|---------------------------|---------------------|
| Aug 2008 – current | Marketing Director | ABC Corporation |
| Jul 2007 – Jul 2008 | Marketing Manager | ABC Corporation |
| Oct 2005 – Jun 2007 | Brand Manager | ABC Corporation |
| Feb 2004 – Oct 2005 | Product Manager | United States Foods |
| Mar 2003 – Jan 2004 | Product Planner | United States Foods |
| Sep 2001 – Feb 2003 | Analyst | United States Foods |
| May 1998 – Aug 2001 | Planning Analyst | Hope Telecom |

PROFESSIONAL DEVELOPMENT

- RogenSi – Presentation Skills 1, 2009
- Monash University – 3 Day course on Financials

PERSONAL ACHIEVEMENTS

Trail Trek – P.N.G

Use 8-12 bullet points to list responsibilities and 3-5 for key achievements

Include detail of core business, customers, brands, footprint etc

EMPLOYMENT HISTORY

Aug 2008 – current

Marketing Director

ABC Corporation

Company Description

ABC Corporation is an Australian listed FMCG company with an annual turnover of \$500M and over 1000 employees. They manufacture market leading food brands, sold through the grocery and petrol & convenience channels.

Responsibilities

- Managing the entire marketing function, including NPD and R&D with a total staff of 65 and a marketing expenditure of \$42M.
- Formulating strategic roadmaps
- Accountable for delivering the P&L result for the largest national portfolio
- Lead a team of 54 with 8 direct reports: brands / innovation / sponsorship / insights
- Responsible for all ATL & BTL activity, inclusive of locally developed strategy, communication, innovation, pricing strategy, sales engagement, customer marketing, sponsorship, R&D, global brand management etc.
- Manage the marketing support for our International business
- Lead relationship with key partners

Achievements

- Achieved the recovery in full through pricing, changes to promotional strategies, NPD, product downsizing and product reformulation.
- Revised the media strategy using a touchpoints research study and analyzing geographical cost effectiveness.
- Delivered 30% greater reach with the same budget.
- Inspired a 25 strong cross functional category team through sophisticated team building around MBTI and a shared vision. Resulted in significant improvement in morale and team engagement.
- Turned one of our key brands from double digit declines to +11% value growth in a declining segment through brand repositioning, world class advertising development and focused NPD.

Jul 2007 – Jul 2008

Marketing Manager

ABC Corporation

Responsibilities

- Responsible for ANZ portfolio including a complex mix of Grocery categories and brands
- Managed a team of five
- Reported to the Director of Brand Marketing

Achievements

- Delivered value growth of +4% and margin growth of +21% in 2007 through portfolio focused NPD growth initiatives and product cost optimization.

Quantify achievements using percentage and dollar values

Include how many people you manage, who you report to, revenue / budget responsibility

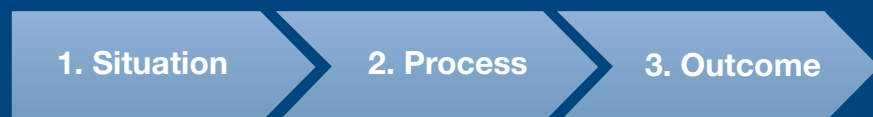
The interview process

Preparation is the key to success:

- > **Research** the organisation
- > Read the **position description** and **develop specific examples** for each of the listed competencies
- > **Know the exact location** of the interview and profile of the interviewers
- > **Prepare questions** about the company and the role
- > **Don't arrive too early**

Behavioural Based Interviews (BBI) are the most common style of interviewing used today. You are required to draw on past experience and describe specific examples of events that demonstrate your competence. Anticipate the questions and prepare examples the day before. The most effective way of answering these types of questions is to use the following technique:

1. **Situation** – What was the situation?
2. **Process** – What action did you take?
3. **Outcome** – What outcome did you achieve?



Find sample questions on our website www.sixdegreesexecutive.com.au

Possible next steps after a successful interview:

- > 2nd interview with organisation
- > Reference checks
- > Psychometric testing
- > Probity checks to verify work rights, qualifications, and to perform a police check
- > Medical testing

Frequently asked questions

What can I expect from Six Degrees?

As specialist consultants, we have the in-depth knowledge to assist you in managing your career and preparing adequately for interviews.

We will also do our best to keep you informed of suitable job opportunities as they come up, however it is recommended you sign up for job alerts on our website.

As part of our network, you will receive our newsletter on a quarterly basis with market information and insights.

What level of pay increase can I expect when changing jobs?

It is important to remember that salary is only one aspect of the overall proposition when considering a move. From our experience, about 80% of individuals receive a 0-10% increase when changing roles.

Is contracting a viable option for me?

Contracting is a very relevant option if you are available immediately, or are looking for flexibility in the length of employment. It also provides an interim solution if you are unsure exactly what you would like to do next.

What is the best way for me to break into a new industry?

You may need to take a sideways step and be prepared to take a drop in salary.

I really want to progress to the next level but I'm not sure of the best way to do it. Any advice?

Often it is best to investigate progression opportunities internally before you start looking externally, as you are a 'known' quantity and would have already proven yourself within your existing organisation.

I have been made redundant - where should I begin with my job search?

Take the time to clarify exactly what you would like to do next before you start applying for positions. Refer to our section on Managing Your Career to get more advice.

What can I expect if I am required to do psychometric testing?

The most common type of psychometric assessment involves both ability tests and personality profiling. On our website you will find information on how to prepare for the tests.

What value is there in joining LinkedIn?

LinkedIn is an increasingly used tool for job seekers, employers, and recruiters. It is definitely beneficial to have your own LinkedIn profile as this serves as an online resume. You can also follow companies, like Six Degrees, to be kept up-to-date with information. Six Degrees have also established networking groups to provide a forum for sharing insights, job market updates, and job seeker advice. You can join these via our website.

Recognition of our strength

We have a culture of success and are proud of our achievements and awards. We are the only recruitment firm in Australia to have won both candidate and industry voted awards year on year.



Our Clients

Kraft Foods

Nestle

Nike

George Weston Foods

CSL

University of Melbourne

General Mills

NAB

Cricket Australia

Coca-Cola

Grill'd

Australia Post

Candidate Testimonials

Melanie Lechte, Category Manager – Infant, Disney Consumer Products:

"I would classify Six Degrees as a boutique agency who provide the best possible service and attention but at the same time have the most amazing breadth of contacts. They take the time to get to know you and what you want rather than pushing you into the wrong position."

Steve Bickers, National Logistics & Planning Manager, General Mills Australia Pty Ltd:

"I have worked with Six Degrees over a number of years through the cycle of candidate and client, and have always found the supply chain team to provide a comprehensive and pragmatic model which delivers the best outcome. The team demonstrates a thorough understanding of supply chain trends that mould roles and they "get" the dynamic nature of the industry. Six Degrees don't take a 'one-size-fits-all' approach."

Contact us today

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