

Your Job Search Marketing Kit

It's time to talk Selling

NPC  **JNM** 002

Version 8

Slide # 1



Northminster Presbyterian Church
2400 Old Alabama Road
Roswell, GA 30076
Main Office Number: 770-998-1482

Your Job Search Marketing Kit (1 of 8)

After identifying what you have to offer an employer and what you want out of your next role, you are ready to develop your Job Search Marketing Kit.

This will contain written documents and spoken scripts that help you convey your qualifications and career objectives when you are networking, applying for jobs, and interviewing.

The six elements for your Job Search Marketing Kit :

1. Reason-for-Leaving Statement
2. “Elevator Speech”
3. Business Card
4. Resume(s) ... see separate presentation
5. LinkedIn Profile ... see separate presentation
6. Job Search Marketing Plan (JSMP) with Target Companies



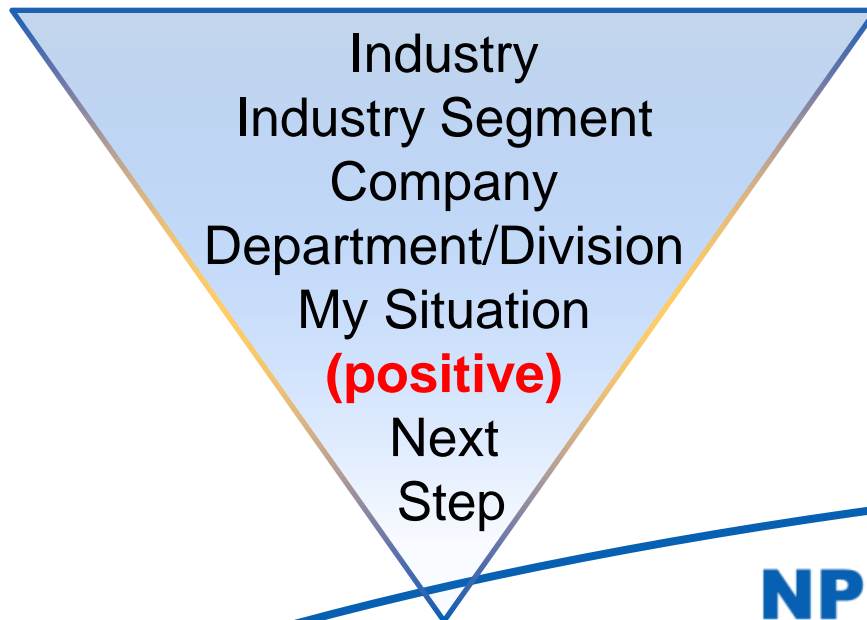
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Your Job Search Marketing Kit (2 of 8)

Reason-for-Leaving Statement:

Intended to communicate the business reasons leading to your exit from your last employer. The goal is to provide the listener with a simple, positive message that leads the listener from why you left to what you want to do next.

The graphic below describes the logical flow that a Reason-for-Leaving Statement should follow:



Example:

Like many healthcare organizations, my hospital is going through a major restructuring. Due to a recent merger, accounting functions are being combined. This has meant the elimination of many positions, including mine. I am proud of my contributions to the hospital during my years there, and yet I am looking at this as an opportunity to put my strengths and experience to work in a new setting.

Your Job Search Marketing Kit (3 of 8)

30 Second “Elevator Speech” (Form A)

Who? My name is _____
Name

Profession? I am a _____
Project Manager, Accountant, Cook

Role? I have been in the role of _____
Function

Years? Where? for _____ in the _____
Years Industry, Government, Non-Profit

Best known for? Here are some examples of _____
Accomplishments

What next? I am looking for _____
Next Career Step, Contacts



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30 Second “Elevator Speech” (Form B)

"I am a ⇒ title with the majority of my career involved in ⇒ type of work.

Most recently, I worked at ⇒ company name as ⇒ job title/role where I ⇒ briefly list duties.

Prior to that, I ⇒ summary of prior experience - if relevant.

Wherever I have worked, I bring three key strengths to the table ⇒ strength 1, ⇒ 2, and ⇒ 3.

At this time, my future plans are to ⇒ future career objective."

Your Job Search Marketing Kit (5 of 8)

Business Cards:

K.I.S.S.

Avoid bright colors, small font, wild graphics, etc.

YOUR NAME

1 Any Street
Anytown
XY, 12345

(321) 456-7890 Mobile
yourname@email.com
www.linkedin.com/in/yourname

CREATIVE DIRECTOR

Corporate Communications ❖ Corporate Image Development & Protection ❖ Special Events Coordination

Your Name

Linguistic/Translation Services Chinese/English

1 Any Street
Anytown
XY, 12335

Phone: (123) 456-7890
Fax: (321) 567-8901
yourname@email.com
www.linkedin.com/in/yourname

Resources

<https://www.iprint.com>
<http://www.vistaprint.com>



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Your Job Search Marketing Kit (6 of 8)

Business Cards with QR Code

(Quick Response Code = a type of matrix barcode)

WILHELM M LEMBECK

CUSTOMER SERVICE EXECUTIVE & CONSULTANT



1 Any Street
Anytown XY, 12345
(321) 456-7890 Mobile
yourname@email.com
www.linkedin.com/in/yourname

Managing Technical Services Business ❖ Executive Leadership & Consulting Services to Domestic & Global Technology Companies

<http://www.708media.com/qr-code/how-to-create-qr-code-business-card/>



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Your Job Search Marketing Kit (7 of 8)

Job Search Marketing Plan (JSMP)

with Target Companies for your Network Contacts:

- Header (Name, contact information, LinkedIn)
- Professional Summary (One sentence)
- Core Message (Why are you the best; why should you be hired?)
- Past Employers (Optional, if helpful)
- Accomplishments (Major ones only)
- Areas of Expertise (Supportive of professional objective)
- Target Company Characteristics (Size, public, private, industry)
- List of Target Companies (Names, location)

Use good paper stock for your ***JSMP***, ask your “network” for contact names for the list of your target companies.



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Your Job Search Marketing Kit (8 of 8)



**Sales & Marketing
Leadership
With a Difference!**

Innovative Hospitality Sales & Marketing Professional

Results driven professional. Effective at maximizing resources in the hospitality industry to increase revenue, and market share in full service and select service brands. Visionary sales & marketing leader with a 20 year proven track record in building new business, securing customer loyalty, and forging strong relationships with internal and external business partners to support corporate strategic objectives.

KEY STRENGTHS AND COMPETENCIES:

New Brand Launch-Staybridge Suites	Strategic Market Positioning
Territory Growth & Development	Solution Selling Strategies
Yield Management Optimization	Organizational Leadership
Development of Sales Mgmt Systems	Staff Development Programs

EXPERTISE AND EXPERIENCE

- > Park Management Group – Corporate Director of Sales & Marketing for the Jameson Inn Brand.
- > Intercontinental Hotels Group - Senior Regional Director of Sales & Marketing – Staybridge Suites Brand.
- > Summerfield Suites Hotel Corporation – Director of Sales
- > Marriott International – Director of Sales and Food & Beverage Management for Full Service and Select Service Hotels.

TARGET MARKET CHARACTERISTICS

- > Geographic Location: Atlanta Metro Area – Willing to Travel Extensively
- > Types of Hospitality Companies: Large & Mid-Sized Hotel Corporations, Hotel Management Companies, Restaurant Management Companies
- > Desired Job Titles: Vice President Sales & Marketing, Regional Director of Sales & Marketing, Director of Sales & Marketing, Regional Director.
- > Organizational Culture: Leaders should; 1) drive customer focus, innovation, profitable growth and stakeholder value, 2) encourage risk-taking, accountability, integrity and trust.

YouTube Example



Adobe Acrobat
Document

[Click here to open pdf file >>>](#)

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TARGET COMPANIES

Marriott International	Intercontinental Hotels Group
Hilton Corporation	Starwood Hotels & Resorts
Choice Hotels International	Hyatt Hotels Corporation
Noble Investment Group	White Lodging Services
Interstate Hotels & Resorts	Aimbridge Hospitality
Twelve Hotels & Residences	NYLO Hotels
Driftwood Hospitality	Hotel Equities
Concord Hospitality Enterprises	Kimpton Hotels & Restaurants
Sage Hospitality Resources	Tecton Hospitality

Hospitality
Sales & Marketing
Professional

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Email: sales@npcjnm.com
www.linkedin.com/company/npcjnm

[Second Example >>>](#)



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**Now it's time to sell
... to sell what?**

