

Pro-active job hunting

Many jobs are never advertised yet manage to get filled by people applying directly as a result of **networking**. This is a result of talking to the right person, cultivating and suggesting, nurturing and offering; putting yourself in front of the people who make the decisions so that they consider you employable. Many jobs are filled from within a company but the vacancy left by the promoted person provides you with an opportunity to get a foot on the ladder.

It is therefore worth applying to companies who may not be currently recruiting, but as a result of their seeing your portfolio, have you on their books when the time crops up that they find they need someone.

Ring them up, make appointments and polish your presentation. If you get turned down, examine the reasons. A failed interview can be helpful so long as you are self aware and don't go on repeating the same mistakes.

How to read job adverts

Obvious? No not quite as obvious as it seems.

Adverts often only provide an overview of the job, but not an exhaustive list of duties. In discussion the role can often be modified to accommodate an applicant's talents.

If you don't really understand the job specifications contact the employer for clarification – it may save a lot of wasted time for you.

Often adverts list a number of desired attributes, such as planning and organizational skills, relationship building skills, personal motivation and so on. You need to carefully consider what they actually mean by these and how you can demonstrate that you have them.

Here's a real example:

3D Digital Designer (Adobe CS Production Pro) Guildford to £28k

We are looking to recruit a 3D/Digital Designer for our client, **** group Ltd.

The philosophy:

"If you know how to do something better then you have a duty to use that knowledge"

Area of concern:

"The needless death and injury of young drivers through poor education, behaviour and attitude"

The location: Guildford, Surrey

You :

They are looking for somebody who can build great looking 3D from concept to delivery. They will want you to work on a variety of projects including video, print, e-learning and web visuals. You need to understand when to make a render huge and when to make it tiny. They might want you to work on 3D projects with Flash and with their developers to make magic on the internet. You need to bring creative flair to the role, take an interest in all aspects of digital production and be able to deal with a large cross section of personalities.

3DS Max is your friend on dark, cold nights in and you're closely acquainted with Photoshop. You can post produce your own work (AE/Premiere) and make it available in any number of formats/mediums.

3D and digital design are your passions; you should already be keeping on-top of current trends, techniques and software.

Skills:

Don't be put off by this list, if you're a Guru in one area they understand that other areas will be less polished. If you have the talent you will be able to pick up the skills when you need them, as long as you know your vertices from your quads...

Key Skills (you need to look at this list and think "yup, that's me"):

- a) Creative Talent (not really a skill, but the most important thing you need to have).
- b) 3DS Max (a recent version!).
- c) Adobe Production tools (everybody else in the team uses Adobe CS3).
- d) Mental Ray.

Other skills

- a) Managing your own 3D licensing.
- b) The ability to get the best from your machine.
- c) DVD authoring.
- d) Video (standards, compression techniques).

Please send your CV and examples of your work

You may have experience in the following roles: Autodesk 3DS Max Designer, Creative Designer, New Media Designer, Graphic Designer, 3D Designer, Digital Designer etc

No terminology in this advert is intended to discriminate on the grounds of age, and we confirm that we will gladly accept applications from persons of any age for this role
Salary £24k - £28k pa

London
Marketing
Competitive
Permanent

Job Description

The purpose of the role is to create highly finished print ready artwork from approved designs, supporting the senior art-worker and senior creative following the marketing brief. Also must be able to produce high volumes of work during peak periods, and may be required to manage and delegate work to other art-workers.

Requirements

You will be required to add value by being proactive, ensuring at all times you are following the brand guidelines and question briefs if they are incomplete and are not on brand. Maintain print ready standard artwork, aim for zero errors, complete work on time, on brief and on budget.

Responsibilities

Main Duties & Responsibilities:

- Accept allocated projects from managers
 - Make amends to artwork
 - To be flexible and work across all teams as and when required
 - Adhere to the best practice requirements of the studio, maintain systems and administration
 - To understand the service requirements of both CPW and external customers
 - Ensure that work is completed on time and in order of deadline
 - Maintain artwork production to a high standard
 - Ensure work is read and checked at each stage
 - On completion of each job, log your time to tracker using the system rate card
 - You may have to work late depending on the volume of work
 - To be responsible for their own health and safety while at work

The Individual

Ideal candidates need to be from a previous studio background, with knowledge in creating print ready artwork using indesign is a must. The current output is POS, Buyers Guides, Advertising, some DM and other retail communications. You must have the ability to meet tight deadlines and be highly motivated. You need to have good communicating skills and a can do attitude. Vast studio experience using Indesign, Photoshop and Illustrator and Experience in MS Word, Excel and Powerpoint.

Both the above job descriptions are real and need a careful reading of the subtext to work out what they are actually looking for and you have to ask yourself 'can I do this?' 'Is this me they're talking about?'

The technical side is often there to sort out the non-starters – though what you lack can often be learnt rapidly on the job, but the personal requirements will win through. Note that phrases 'Can do attitude' and 'You may have to work late depending on the volume of work'.