

# Marketing, International Business and Tourism

Placement searches and LinkedIn

**Careers  
Service**

# Introduction to LinkedIn

- Do you have a LinkedIn account? **Sign in now!**
- Professional social networking platform
- Over 1 billion users, with 43 million in the UK
- Excellent for building your professional digital profile and securing a placement
- Free to use, available via desktop or app



What we'll cover:

Why LinkedIn is a  
powerful tool for  
securing  
placement

Where to search  
for placements

Updating key parts  
of your profile

Building your  
network

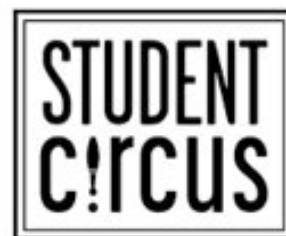
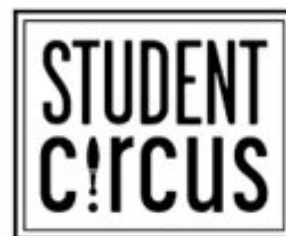
Finding  
opportunities that  
match your  
preferences and  
skills



# LinkedIn – a valuable tool for securing placements

- Placements are advertised on LinkedIn - sometimes exclusively
- LinkedIn supports applications you see on other sites
- Making contacts on LinkedIn can lead to you finding non-advertised opportunities
- You can research placement companies, individuals recruiting and specific roles through networking on LinkedIn
- Creating saved searches can allow you to see roles first





# Preparing your profile - areas to update

- **Profile image** – have a professional looking photo and use the ‘open for work’ sticker
- Your **LinkedIn headline** – a sentence of two about who you are, what you’re looking for, some key skills and key words that will **get you noticed**.
- **‘About me’** section – this is your biography where once you’ve captured attention you can tell employers now in the form of a **concise** story of your professional journey so far, what interests you about your **industry**, biggest **achievements** and what your career **goals** are
- **Your education**, include where you are now, modules you’ve studied and skills you’ve learnt through your course, these could be project skills, communication, marketing, data, analytics, include technical and transferable skills here
- **Your work experience, which you add by adding ‘positions’**. This can be anything you’ve done; work experience; part-time roles; volunteering. Summarise these experiences, include the tasks, actions and results.

It is key to include the ‘skills’ you’ve used throughout your profile updates as these skills can help you match to potential roles



# Task one - write a LinkedIn headline

- When placement searching on LinkedIn, it's important to **communicate that you're open to opportunities and that you are a current student seeking a placement/internship**
- Include **hard and soft skills** which **you have built during your degree so far**
- **Relevant work experience** and your **career motivations**
- Include **relevant keywords suited to your career interests**, so you appear in searches



[www.milkround.com/advice/how-to-write-a-great-linkedin-profile](http://www.milkround.com/advice/how-to-write-a-great-linkedin-profile)



## Describe

**Your specialism or your specific field of interest relevant to the industry you want to join**

“C++ coder” for the IT sector or “trained gymnast” for the fitness industry.

## Include

**A significant achievement, responsibility or award**



This could be something from your time at university, or extra-curricular interests.

## Highlight


**The role you are seeking**

“Aspiring Fashion Buyer” or “Seeking Junior Media Role” for a placement year.

# Examples



**libby moorcroft** ✓ (She/Her) · 2nd  
Fashion Marketing Student at Manchester Fashion Institute. Open to  
work experience/placement 24/25  
Manchester, England, United Kingdom · [Contact info](#)  
27 connections

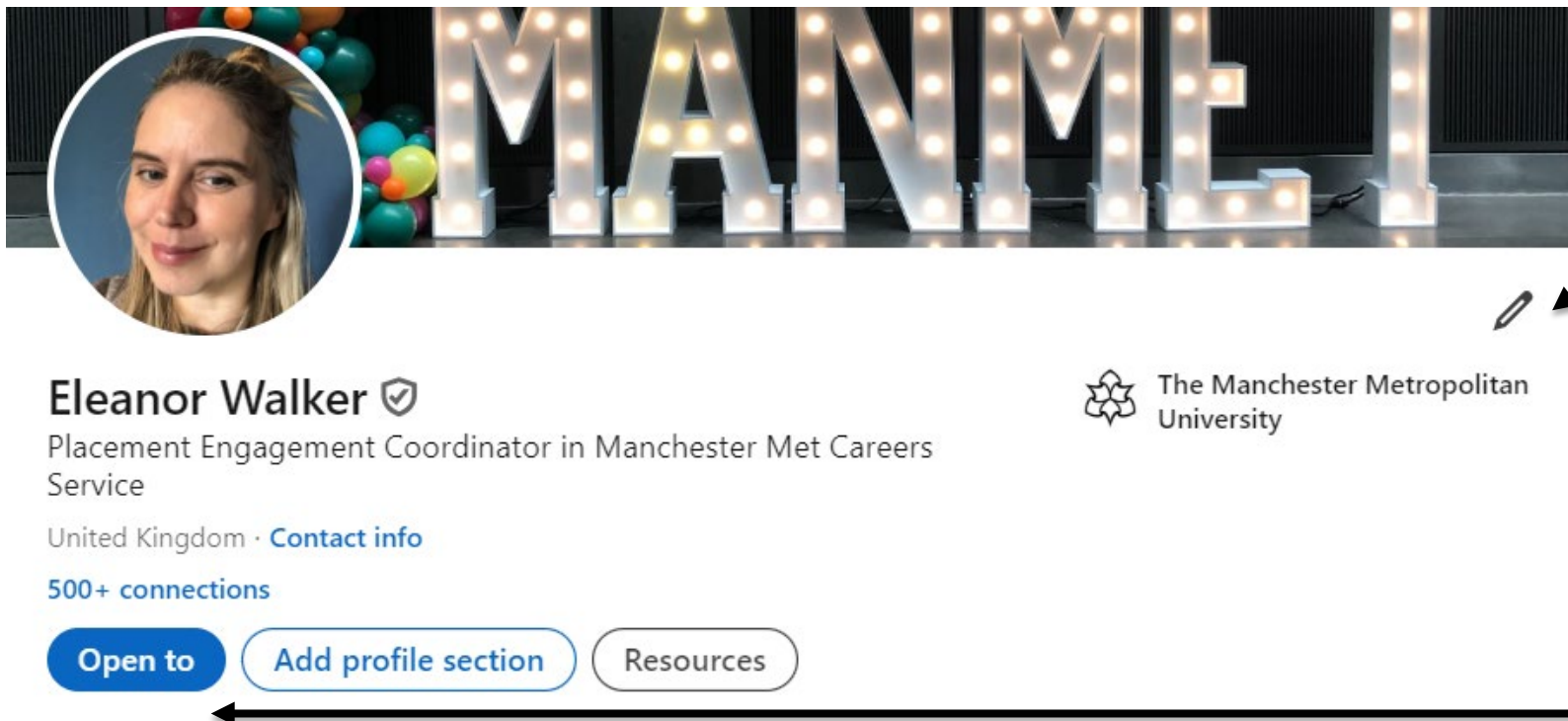


The Manchester Metropolitan  
University



# Your Task – Update your 'headline' (5 mins)

- Click the edit tool
- Choose the headline box and add your sentence communicating **who you are** and **what you're looking for**
- Include relevant keywords, so you appear in searches
- Let people know that you're open to work!



# Task two – choose one additional section of your profile to update (10 mins)

- **Update profile photo** –is your current photo professional, positive body language, something that represents you and suits your sector. **Find a cover photo** to show off your personality, interests and key skills – insert it
- Complete the **‘about me’** section with **concise story** of your professional journey so far, what interests you about your **industry**, biggest **achievements** and what your career **goals** are
- Update your education - include where you are now, modules you’ve studied and skills you’ve learnt through your course
- **Your experience, which you add by adding ‘positions’.** This can be anything you’ve done; work experience; part-time roles; volunteering. Summarise these experiences, include the tasks, actions and results.

**Include the ‘skills’ you’ve used as these skills can help you match to jobs**

Add to profile ×

Core ^

Start with the basics. Filling out these sections will help you be discovered by recruiters and people you may know

Add about

Add education

Add position

Add services

Add career break

Add skills

Recommended ∨

Additional ∨



# Example

## Education



### **The Manchester Metropolitan University**

Bachelor of Arts - BA, Marketing

Sep 2021 - May 2025

Year 1 (Achieved 1st); Modules Studied: Intro to Marketing, Digital Marketing Essentials, Consumer Behaviour, Dynamic Marketing Context I, The Responsible Marketer, Dynamic Marketing Context II.

Year 2 (Achieved 1st); Modules: Business-to-Business Marketing, Sales & Marketing, Digital Marketing Professional, The Entrepreneurial Marketer, Marketing Communications, Researching Marketing, and Consumption Behaviour.

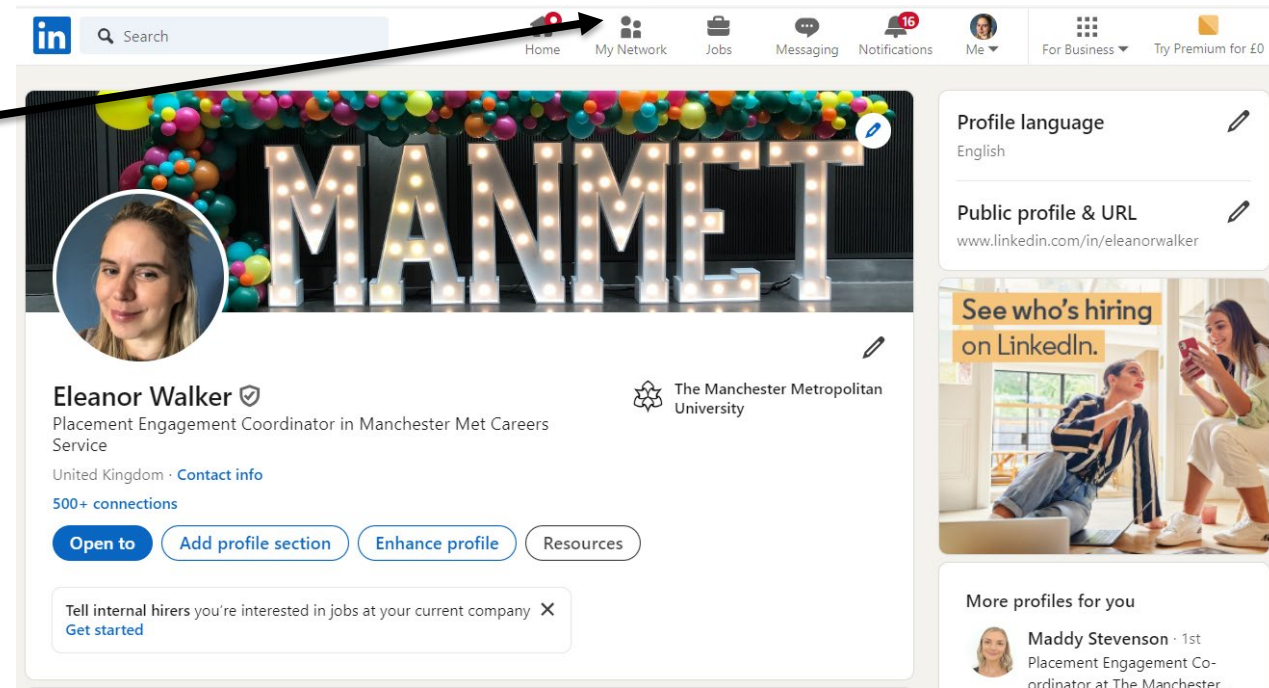
I was a Course Rep for the L5 BA (Hons) Marketing course, details of my role can be found in the volunteering section.

I am an active participant in my university's extracurricular program, RISE, and have completed a few short courses such as Carbon Literacy and Business & Sustainability, as well as an extended project through MMU Matchday Live.



## Task three - Build your network, follow companies and join groups

- Once you've built your standout profile, now you need more people to see it
  - Add to your network
  - Follow companies
  - Join groups
  - Follow and interact with companies who are advertising elsewhere



# LinkedIn helps you research roles advertised elsewhere

Matalan's roles are advertised on their own careers website:

<https://matalan.jobs/search>

marketing placement

×

Location e.g. Leeds

⚙

🔍

❤

☰

📖

Filter by:

100+ Miles

▼

All Business Areas

▼

Sort by

▼

☐ Remote

☐ Events

1

Clear Filters

12-Month Marketing Placement

Support Hub 24.8 Miles

Contract Type:

 Fixed Term

Working Pattern:

 Full Time

Salary:

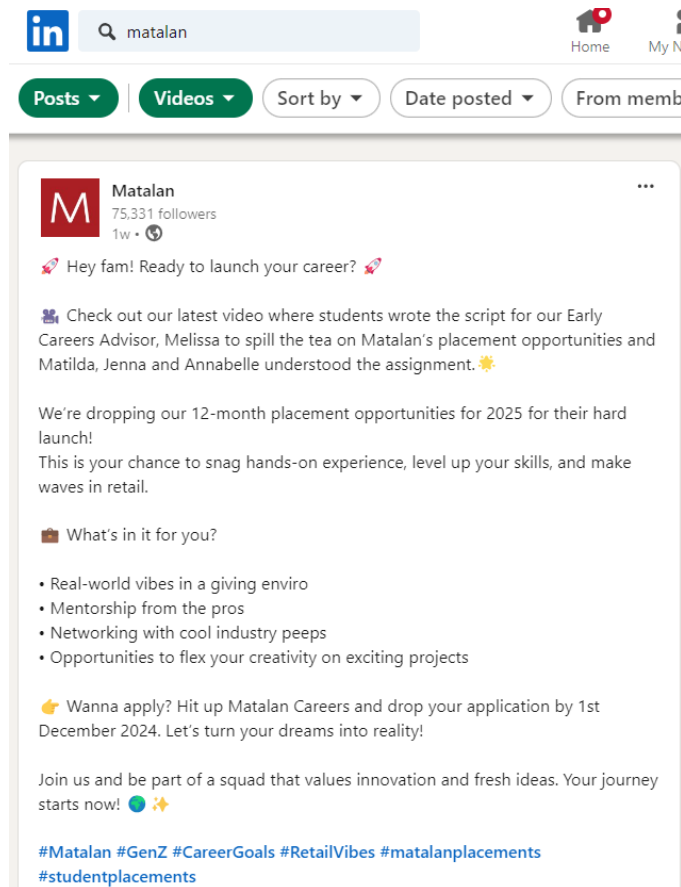
 NLW for over 21 years

❤

>

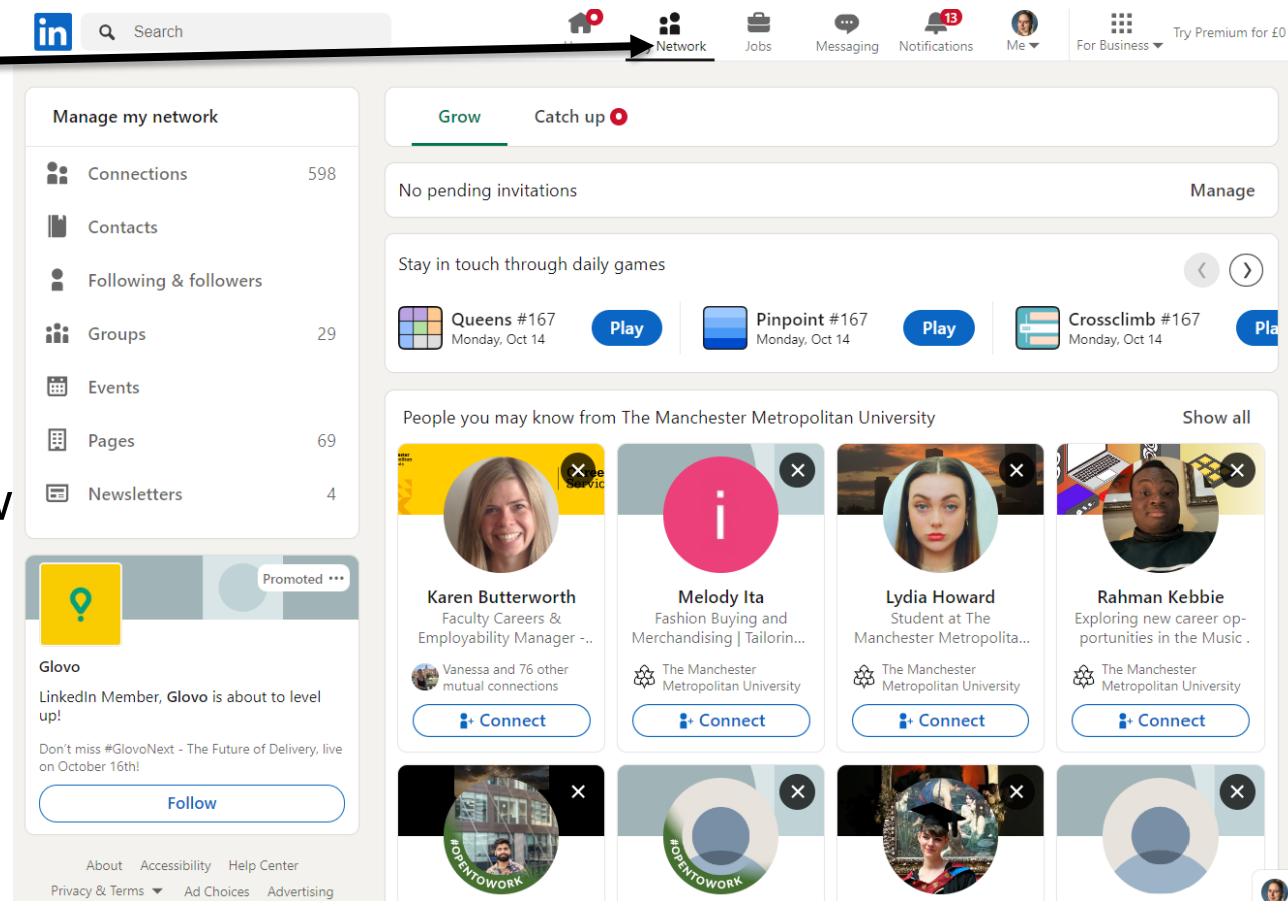


# LinkedIn can support your research about roles you want to apply for



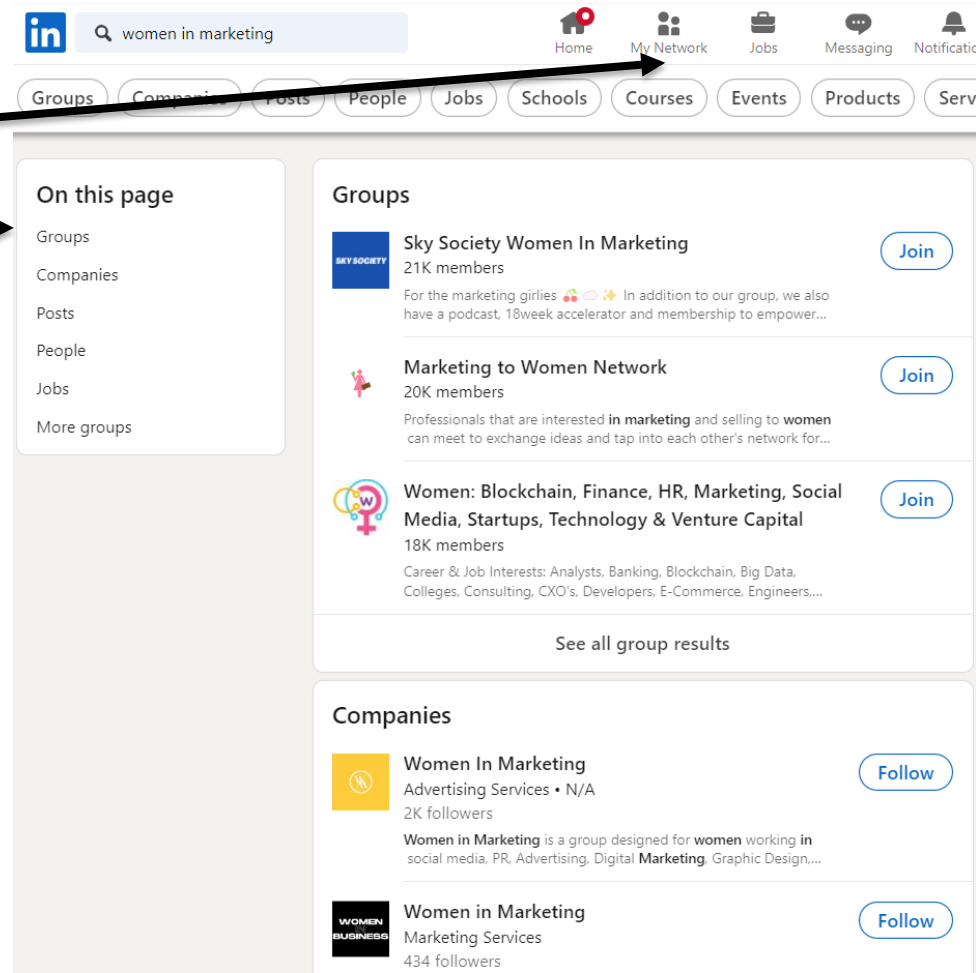
# Your task - Build your network (5 mins)

- Use this time to start building your network:
  - People you may know
  - Man Met Alumni
  - Experiment with different searches
  - Search for companies you're interested in, follow them and connect with people who work there
  - You can use these contacts to make speculative applications



# Your task – Search for groups (5 mins)

- Use this time to join some groups
  - Search for industry groups by keyword – request to join
  - Request groups LinkedIn recommends to you once you've checked their details
  - Experiment with different searches
  - Request to join our Man Met placements group!



# Join the Manchester Met Placements Group

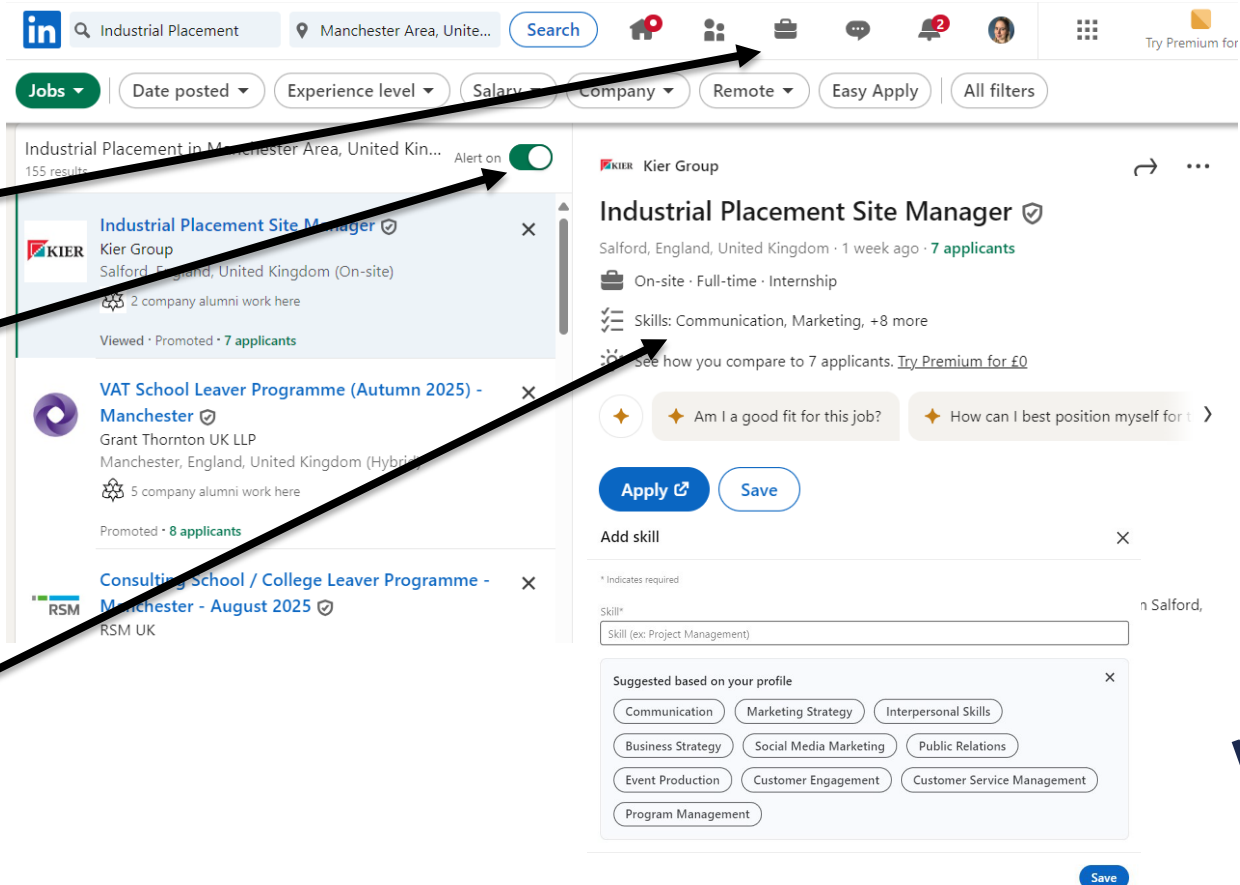
Manchester Met Placements  
LinkedIn Group for 2024/25

[https://www.linkedin.com/groups/  
13023539/](https://www.linkedin.com/groups/13023539/)



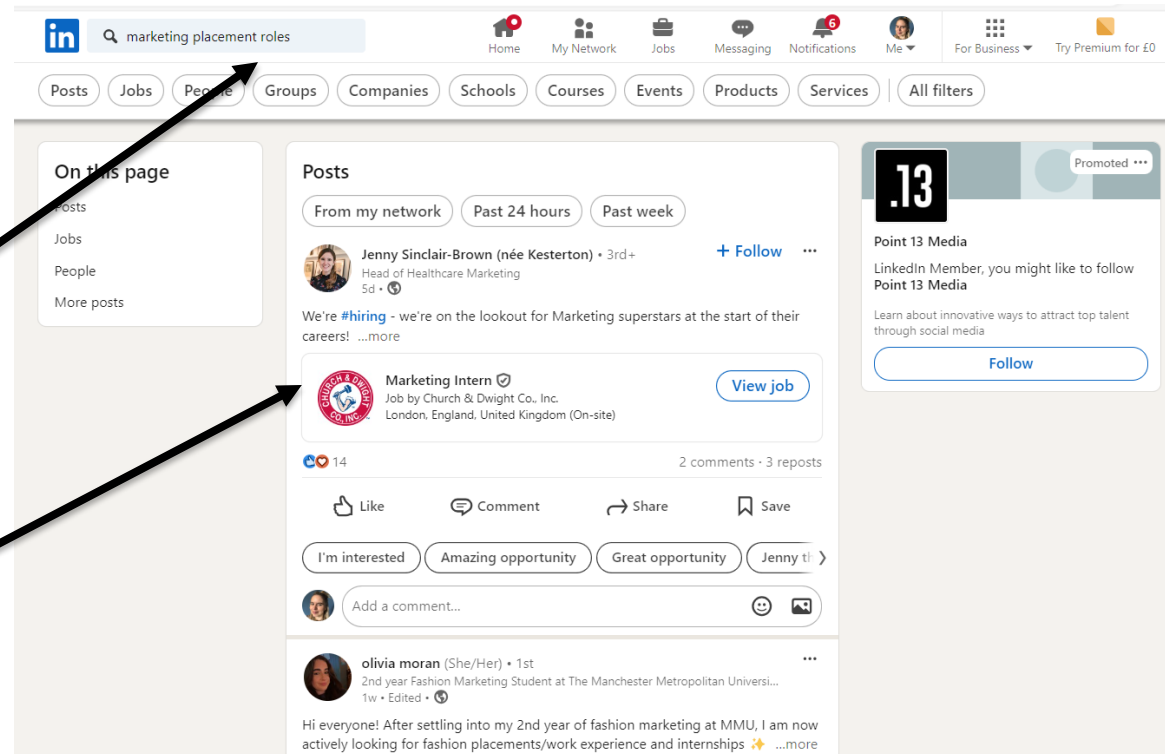
# Task four – searching for roles on LinkedIn

- You've been adding skills throughout your profile building but now to tailor some skills to placement roles
  - Search for a placement in jobs icon
  - Input a keyword and identify a suitable role
  - Switch alerts on to save this search
  - Note that some roles will list skills and how you match to them or don't match – both those you already have in your profile and those you don't have listed yet



## Task four – searching for roles on LinkedIn

- However, lots of companies only list their placements in their feed so you may find using keywords in this way more Search for a placement in jobs icon
  - Input keywords and identify a suitable role
  - The more companies you're following and keywords in your profile the more matches you will get



# Your Task – Use these methods to search for placement roles (5mins)

- Use this time to start looking for jobs:
  - Do some searching within jobs
  - Create alerts – there may not be roles to suit you at the moment but more will come up over the next weeks and months
  - Input keywords into the general search and see which roles come up
  - Create a list of potential roles to apply for once your profile is up to date



# Tips for being an active user

- Celebrate yourself – make posts about your achievements and milestones
- Show your commercial awareness – share and comment on relevant industry news and posts from companies you follow
- If you're looking for placements update your network on your search – you may get positive approaches
- Make sure you allow marketing permissions to get e-mail alerts and notifications
- **Use Hashtags:** Use hashtags in your posts or searches to increase visibility. For example, if you're looking for a placement in marketing, use hashtags like **#marketinginternship** or **#businessplacement**



# Examples



**Matilda Taylor** • 2nd

[+ Follow](#) ...

Marketing IP at Matalan, BA(Hons) Fashion Promotion student a...

1w • 

Shout about what you're doing because you never know where it'll take you!

I've been sharing my photography project covering the Liverpool eras tour which was inspired by my love for Taylor Swift and wanting to share our beautiful community with everyone else.

It was a bittersweet project since I couldn't get tickets myself but [Bubble](#) saw my work and invited me to attend Wembley Night 7 with them 🥰.

I have had the experience of a lifetime and am so blessed with all the kind messages and support I've received from participants in the project too ❤️



# Consider your digital footprint

- Review privacy settings of other social media profiles (outside of LinkedIn)
- Any accessible photos or written content should be professional
- Remove any inappropriate content
- Consider privacy settings on LinkedIn
- Don't accept all invites



**Thank you for  
participating!  
Any questions?**



# Get Placed.

Sessions in weeks 7 - 9 to support your placement search

**Wednesday 13 November | 3:00pm - 3:30pm | Online session**

Get Placed Bitesize: Placement Applications

**Thursday 14 November | 2:00pm – 3:00pm | Online session**

Gradcracker Employer Webinar: Cummins – **including business and marketing roles**

**Monday 18 November | 11:00am – 11:30am | Online session**

Get Placed Bitesize: Succeed in placement interviews

**Tuesday 19 November | 11:00am - 11:30 am | Online session**

Get Placed Bitesize: Searching for placements

**Wednesday 20 November | 11:00am – 12:00pm | On-campus session**

Empowering Disabled and Neurodivergent Students for Placement and Internship Success

**Monday 25 November | 3:00pm – 4:00pm | Online session**

Preparing for Numerical Reasoning Assessments

**Tuesday 26 November | 2:30pm – 3:00pm | Online session**

Get Placed Bitesize: LinkedIn for placements





# MIBT Placement Workshop 2

Join us again next week:

## Session 2 Placement CV Workshop

19 November 10:00am - 11:00am

Room BS 2.08 North Atrium



*Bring your  
laptop*

# Next steps



**Book more Get Placed sessions**

[mmu.ac.uk/getplaced2024](https://mmu.ac.uk/getplaced2024)



**Visit the Jobs Hub**

[mmu.ac.uk/jobshub](https://mmu.ac.uk/jobshub)



**Update your profile and submit for review**

<https://tinyurl.com/GPLinkedInReview>



**Submit your profile for  
review**





Visit [mmu.ac.uk/careers](https://mmu.ac.uk/careers)