

EMBEDDING EMPLOYABILITY IN THE BA JOURNALISM CURRICULUM

J02212 EMPLOYABILITY AND ENTERPRISE SKILLS FOR JOURNALISM



RICHARD EVANS

a set of achievements – skills, understandings and personal attributes – that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.

(Yorke, 2006)

A. PERSONAL QUALITIES

- 1 Malleable self-theory: belief that attributes [eg intelligence] are not fixed and can be developed.
- 2 Self-awareness: awareness of own strengths and weaknesses, aims and values.
- 3 Self-confidence: confidence in dealing with the challenges that employment and life throw up.
- 4 Independence: ability to work without supervision.
- 5 Emotional intelligence: sensitivity to others' emotions and the effects that they can have.
- 6 Adaptability: ability to respond positively to changing circumstances and new challenges.
- 7 Stress tolerance: ability to retain effectiveness under pressure.
- 8 Initiative: ability to take action unprompted.
- 9 Willingness to learn: commitment to ongoing learning to meet the needs of employment and life.
- 10 Reflectiveness: the disposition to reflect evaluatively on the performance of oneself and others.

B. CORE SKILLS

- 11 Reading effectiveness: the recognition and retention of key points.
- 12 Numeracy: ability to use numbers at an appropriate level of accuracy.
- 13 Information retrieval: ability to access different sources.
- 14 Language skills: possession of more than a single language.
- 15 Self-management: ability to work in an efficient and structured manner.
- 16 Critical analysis: ability to 'deconstruct' a problem or situation.
- 17 Creativity: ability to be original or inventive and to apply lateral thinking.
- 18 Listening: focused attention in which key points are recognised.
- 19 Written communication: clear reports, letters etc written specifically for the reader.
- 20 Oral presentations: clear and confident presentation of information to a group [also 21, 35].
- 21 Explaining: orally and in writing [see also 20, 35].
- 22 Global awareness: in terms of both cultures and economics.

C. PROCESS SKILLS

- 23 Computer literacy: ability to use a range of software.
- 24 Commercial awareness: operating with an understanding of business issues and priorities.
- 25 Political sensitivity: appreciates how organisations actually work and acts accordingly.
- 26 Ability to work cross-culturally: both within and beyond the UK.
- 27 Ethical sensitivity: appreciates ethical aspects of employment and acts accordingly.
- 28 Prioritising: ability to rank tasks according to importance.
- 29 Planning: setting of achievable goals and structuring action.
- 30 Applying subject understanding: use of disciplinary understanding from the HE programme.
- 31 Acting morally: has a moral code and acts accordingly.
- 32 Coping with complexity: ability to handle ambiguous and complex situations.
- 33 Problem solving: selection and use of appropriate methods to find solutions.
- 34 Influencing: convincing others of the validity of one's point of view
- 35 Arguing for and/or justifying a point of view or a course of action [see also 20, 21, 34].
- 36 Resolving conflict: both intra-personally and in relationships with others.
- 37 Decision making: choice of the best option from a range of alternatives.
- 38 Negotiating: discussion to achieve mutually satisfactory resolution of contentious issues.
- 39 Team work: can work constructively with others on a common task.

(Yorke & Knight, 2006)

Careers on which journalism graduates are embarking, like those of many journalists today, are increasingly likely to feature consecutive and concurrent periods of long-term employment, short-term contracts, self-employment, working in temporary clusters on specific projects and perhaps outside media, news and communication altogether

(Baines & Kennedy, 2010)

The increased number of self-employed journalists means a need for additional skills, in addition to the core journalism skills needed to allow journalists to prepare for self-employment

(Spilsbury, 2014)

Entrepreneurialism is not only acceptable but even vital for survival in a digital age.

(Vos & Singer, 2016)

MODULE OUTLINE AND AIMS

- develop the knowledge, skills, attitudes and behaviours involved in developing a career in professional journalism.
- demonstrate understanding of the challenges and opportunities presented by entrepreneurial journalism and journalism innovation
- show an understanding of the process involved in seeking journalistic employment and developing a freelance career
- develop self-reflection and self-awareness skills, to enable you to understand your strengths and areas for improvement.
- analyse and articulate your skills and experience to employers, both face to face at interviews, and when drafting application forms and CVs

ASSIGNMENT ONE:
job application and
interview

Friday October 26th
3pm

40%

- A professional CV and cover letter matching your skills and achievements with those in a specified job description. You may revise your draft after your interview.
- A 500-word commentary reflecting on a simulated job interview. Refer to your preparation and presentation, feedback from your tutors and guidance you were given beforehand. Suggest action points for your professional development.

Developing employability in City
students and graduates.



TATLER[®]

Digital multimedia assistant

Description

Tatler.com has an exciting vacancy for an enthusiastic, tech-savvy intern to join its editorial team. This is a six-month paid internship and a chance to get directly involved in Tatler.com's multimedia projects including (but not limited to) video and motion graphics.

His or her primary responsibilities will include assisting the online team in researching and creating compelling multimedia content (video features, GIFs, motion graphics) across all platforms - including Facebook, Instagram and Twitter, coordinating the daily Instagram schedule, preparing print imagery for social use and supporting the Editor and Deputy Editor with uploading copy and other tasks.

The role may also require assisting at events out-of-hours. The best candidate will be armed with fun creative ideas to make our editorial content more engaging.

A passion for technology and social media is an absolute must and a creative mind is key to being successful. Knowledge and experience with Adobe InDesign, Final Cut Pro, After Effects, Photoshop and Acrobat is enormously advantageous. Only those with a great interest in Tatler and everything it represents, and a spring in their step need apply.

Key Duties & Responsibilities

- Creating original engaging multimedia content across all platforms including social media.
- Coordinating the daily Instagram content schedule.
- Supporting the Editor and Deputy Editor with uploading copy to Tatler.com.
- Assisting with social media at events out-of-hours.
- Arrive every day with great video and animation ideas to support editorial features, advertising projects and Tatler events.

Tatler Magazine, Vogue House, 1-2 Hanover Square, London W1S 1JU

BuzzFeed

Editorial Intern, London

BuzzFeed Entertainment Group is looking for a rockstar intern to support our Editorial team. The ideal candidate has experience writing — even if it's a personal blog — can balance multiple tasks, and considers themselves fluent in all-things Internet.

This is a paid, full time position based in our London office.

Responsibilities:

- Research content for the editorial team
- Update editorial calendars with important pop culture dates, timely news stories, and more
- Send emails informing the team about trending topics in media and the internet world
- Attend brainstorming and help generate content
- Write one or more posts every week that reflect your passions

Requirements:

- Fluency in the world of the social web, including Facebook, Twitter, and Instagram
- A firm grasp on the BuzzFeed voice
- Highly organized
- A positive, curious, playful disposition (no haters)
- High emotional intelligence

To apply:

- A short explanation of why you would be a good fit for this role. Include your BuzzFeed profile, and two (or more) posts that show off your writing skills
- Your CV

About BuzzFeed

BuzzFeed is the leading independent digital media and tech company delivering news and entertainment content to a global audience. We have offices in 19 cities around the world and more than 1500 employees including reporters, video producers, data scientists, engineers, brand strategists, and more. We fuse hard work and fun, through a culture of experimentation, teamwork, equality, and humble confidence. As an employee, you'll enjoy perks like office events, snacks, career development courses, and no work on your birthday! But most importantly, you'll work with inspiring colleagues to build tools and create content that helps connect people all over the world.

BuzzFeed UK, 40 Argyll Street, London W1F 7EB

MailOnline

JOURNALIST

MailOnline is seeking to recruit the cream of world journalism to become the next generation of leaders at the world's biggest and fastest-growing English language newspaper website.

We are looking for a select group of talented and ambitious journalists to train and work with the best digital editors and executives in the industry at the MailOnline Editors' Programme.

Participants will be expected to work both in a classroom environment and alongside our homepage editors worldwide and learn the skills that have made MailOnline one of the world's most successful and pioneering online media outlets with over 225million monthly unique visitors.

This is truly a world-class training opportunity for the best talent in journalism.

ARE YOU THIRSTY FOR THE PACE OF A 24-HOUR DIGITAL NEWS OPERATION?

What we are looking for

- A keen eye and innate understanding for producing engaging content that combines words, images and video
- Ability to thrive in a fast-paced digital environment
- A willingness to learn and an open mind towards all things digital
- Geographic mobility and ability to travel
- Flexible approach to shift patterns
- Boundless enthusiasm and capacity for hard work

Core responsibilities

- Direct, develop and maintain the quality and output of rolling, 24-hour, digital news with an eye for news, features and viral content
 - Identify the local and global news of the hour, manage breaking news and oversee the production process
 - Pull together engaging stories, featuring multi-visual elements – pictures, video, words and graphics
 - Your application should include
 - Your career ambitions and achievements to date
 - What sets you apart from other applicants
 - What do you think is the greatest challenge in the digital journalism space?
 - Your motivation to join the largest English language newspaper website in the world
- Applications will be treated with the strictest confidentiality.

Due to the high volume of applications we receive, only successful candidates will be contacted.

MailOnline, Northcliffe House, 2 Derry Street, Kensington, London W8 5TT



RADIO JOURNALIST

Sky News is an unrivalled, world class breaking news service with a spirit of innovation and a fresh approach to news broadcasting. As the UK's first dedicated 24-hour news channel, we have built a deserved reputation for being the first to break major news as well as offering insight and analysis on the latest stories. We're renowned for the speed of our coverage and flexibility of reporting news across all platforms - TV, Mobile, Radio and social platforms. Sky News reaches 124 countries around the world and Skynews.com receives between 8-10 million monthly unique users with around 135 million monthly page views.

Sky News Radio supplies national and international news, sport, business and entertainment news to the UK's commercial radio network as well as several partners abroad. The network is made up of more than 300 stations including well-known brands such as Absolute Radio, Capital, Classic, Heart, Magic, LBC, Smooth and talkSPORT, and between them they have a weekly audience of more than 35 million.

Your key responsibilities

Sky News is looking for a creative and dynamic journalist, broadcaster and producer to join its Radio team.

The ideal candidate will be able to make sense of national and international news by writing tight accurate copy and selecting appropriate audio



JOB DESCRIPTION

Job title	Trainee reporter, Hampstead and Highgate Express
Location	Based at the Hampstead office. The company reserves the right at anytime to require you to work at a different location either on a temporary or permanent basis on reasonable notice.
Reporting relationships	Direct report to the Editor.
Job purpose	To source and produce consistently exceptional content in line with the content strategy of the Ham&High and the needs of the audience. All content will be published across multiple platforms.
Job dimensions	To produce a variety of content across different platforms. At times you may be required to work unsocial hours.
Organisational chart	Direct report to the Editor.
Main responsibilities	<ul style="list-style-type: none">• To be aware of and understand the editorial policy and house style and implement them as appropriate within the guidelines of the code of conduct.



JOURNALISM TRAINEE

The BBC's Journalism Trainee Scheme is the flagship journalism entry and training scheme run by the BBC Academy. Many of the journalists we have trained are working in newsrooms and on programmes across the BBC.

The scheme offers vocational journalists the opportunity to immerse themselves in BBC News for high-quality training. Successful applicants need to be able to demonstrate creativity, resilience in a high-pressure environment and have an understanding of the role of the BBC's journalism.

Our aim is to make sure you're in a strong position to apply for journalism jobs across the BBC once your traineeship ends. We also offer coaching and support when you are applying for jobs within the BBC.

We seek to recruit people with some journalistic experience who want to broaden their broadcasting skills, as well as people who might want a career change and can show evidence of journalistic potential. We place a premium on diversity and welcome applicants who can bring their different life experiences into the BBC's newsrooms.

The BBC Journalism Trainee Scheme has a high retention rate – most of our

ASSIGNMENT TWO:
Dragon's Den

Friday December 7th
3pm

30%

- Evidence of participation in a five-minute team presentation pitching an original business or social enterprise idea involving journalism at a publisher or financier. You should work in teams of three or four and submit beforehand a pitch document in the form of a lean business canvas. Your target market should not be students.
- Using the teamwork audit provided, agree the allocation of marks between team members.
- An individual 500-word commentary reflecting on your contribution and the business proposal. Suggest action points for developing the project and your professional development.



ASSIGNMENT THREE:
online portfolio

Friday December 14th
3pm

30%

A clear and visually distinctive online portfolio of your journalistic achievements for presentation to a prospective employer or freelance commissioner including:

- an online profile of yourself and your work as a multimedia journalist
- evidence of an effective presence on LinkedIn and an active account on Twitter and/or other social media

Submit a link and screen grabs of your website



Francesca Marchese #FBPE @fmarcchese_uk · 3 Dec 2018
@NUJ_LFB Meeting the enthusiastic students of #journalism at @cityjournalism with
#PhilSutcliffe @Magdalbrahim @bariscimen : lots of interesting questions answered!
Thanks @richardwgevens & @suzannefranks for inviting us today!
NUJ London/Freelance, NUJ, City Journalism and City, University of London



**UNIVERSITY
OF LONDON**

<https://www.sofiamonteiro.co.uk/about-1>

<https://anaymridul.wixsite.com/portfolio>

<https://matthardyjournalism.weebly.com/>

IMPACT

STUDENT EXPERIENCE

It is a very useful module which has taught us a lot of crucial things, about employability and enterprise. I think the best part was definitely how to write a good CV and cover letter as many of us have never written these before. I also liked the Dragon's Den session on News UK as it helped us a lot in the whole process of business planning.

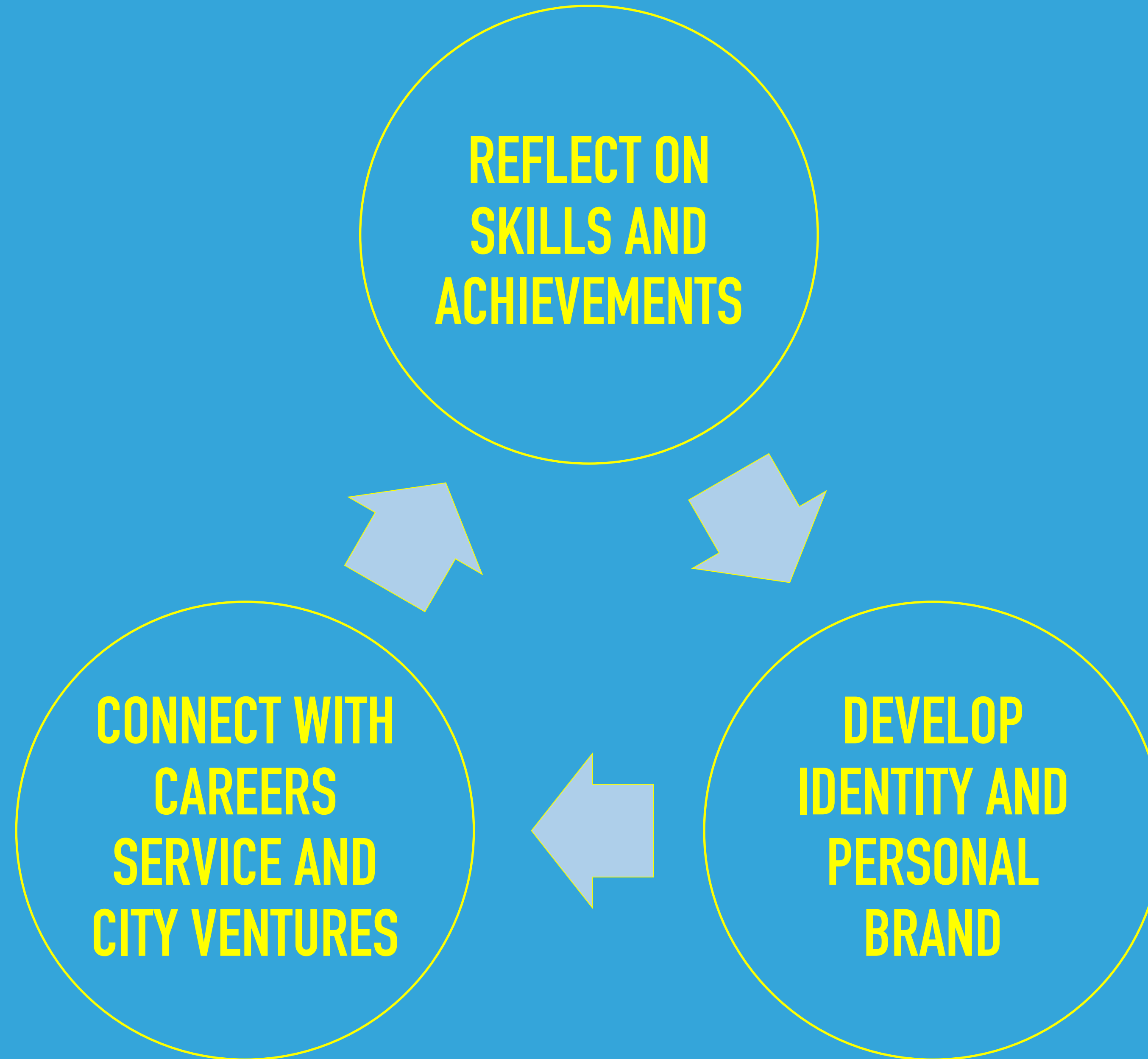
The simulated interview and feedback from it.

Also great that people from career services came in so we had an awareness of career services available at the university.

→ Building up a professional profile, including CV, cover letter and online portfolio, which I wouldn't know how to do without the module

- I'm very happy that we had this module as it helped me to create a strong CV and learn how to write cover letters (I actually got a job, all thanks to you! :))
- The interview practice was helpful and I got a detailed feedback which was useful too
- The day spent in News UK was so cool, we had an opportunity to see how it works in REAL LIFE.
- All our professors were extremely friendly and explained everything clearly
- Dragon's Den taught me that teamwork can





CRITERIA

INNOVATIVE APPROACH TO LEARNING AND TEACHING

INNOVATIVE METHODS OF ASSESSMENT AND FEEDBACK

EMPLOYABILITY SKILL DEVELOPMENT

SIGNPOSTING ACCESS TO STUDENT SUPPORT

Baines, D. & Kennedy, C., 2010. An education for independence: should entrepreneurial skills be an essential part of the journalist's toolbox. *Journalism Practice*, 4(1), pp. 97-133.

Spilsbury, M., 2014. *Emerging skills for journalists*, Saffron Walden: National Council for the Training of Journalists.

Vos, T. & Singer, J., 2016. Media Discourse about Entrepreneurial Journalism: Implications for Journalistic Capital. *Journalism Practice* , 10(2), pp. 143-159.

Yorke, M., 2006. *Employability in higher education: what it is – what it is not*, York: Higher Education Academy .

Yorke, M. & Knight, P., 2006. *Embedding employability into the curriculum*, York: Higher Education Academy.

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