



Stellenbosch
UNIVERSITY
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UNIVERSITEIT

Graduate Recruitment Programme

Granduandiwerwingsprogram

Unit for
Graduand Career Services
(CSCD)

Student Affairs

Eenheid vir
Graduandi-loopbaandienste
(SSVO)

Studentesake



CAREER FAIRS

GENERAL

4 August, Rooiplein

ACCOUNTING

5 August, Rooiplein

ENGINEERING

7 August, Academia Hall

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careerservices@sun.ac.za



www.sun.ac.za/afrikaans/learning-teaching/student-affairs/cscd/career-services
www.sun.ac.za/english/learning-teaching/student-affairs/cscd/career-services

Personeel

Staff



Marquard Timmey

*Hoof: Eenheid vir
Graduandi-loopbaandienste*

Head: Unit for Graduand
Career Services



Wilna Naudé

*Projekkoördineerder:
Graduandi Werwing*

Project Coordinator:
Graduand Recruitment



Annette Joubert

*Deeltydse
Administratiewe
Beampte: Finansies*

Parttime Administrative
Officer: Finance



Thobeka Msi

*Koördineerder: Virtuele
Loopbaanontwikkeling*

Coordinator: Virtual
Career Development

PREFACE



GRADUATE RECRUITMENT PROGRAMME

Marquard Timmey

Unit for Graduand Career Services (CSCD)

Greetings Maties! Although it is winter, we bid you a warm welcome to the 2025 Graduate Recruitment Season. We call on you to bring your inner flame and heat up the planned engagements.

As the Unit for Graduand Career Services, we are indeed delighted to once again host the annual General Career Fair (Monday, 4 August), Accounting Career Fair (Tuesday, 5 August) and the Engineering Career Fair (Thursday, 7 August). The General and Accounting Career Fairs will be hosted in the signature white marquee tents on the “Rooiplein”, and the Engineering Career Fair will be hosted just next door to the Engineering Faculty in the inviting Academia Recreational Hall. These career fairs are your best opportunity to network with the many graduate employers who cannot wait to meet you.

Stellenbosch University has a proud history of delivering graduates who are highly sought after in the world

of work. This is a true testament not only to the hard work of all faculty, administrative and support staff at the University, but also a feather in your cap – our students – who, despite all the challenges, show resilience and come out on top of the academic race. So, we are again calling on you to show up and wow the graduate employers who will be exhibiting their brand and their graduate opportunities during this week.

This booklet has been created to help you navigate the career fairs and connect with prospective employers. It really is all about you and your future. Graduating from university marks a major milestone, but with it also comes the sometimes-uncertain feeling of what comes next. We would

like to turn that uncertainty into excitement as you get ready to transition from education to employment. The events of this month and the months to follow are designed to support you in your transition by bringing together a wide range of employers, industry leaders and organisations eager to meet and recruit emerging talent like you. Update your CV and your LinkedIn Profile utilising the articles and tips that can be found in this booklet, and then just be the star that you are.

Whether you are actively seeking your first job, exploring different industries, or looking to learn more about career paths aligned with your degree, these career fairs offer you the opportunity and space to network, engage, discover and make informed decisions about your future. Be ready to sell your experience, qualifications and the skills that you have developed during your time at university. The connections you make with the prospective employers exhibiting at the career fairs could lead to internships, job offers, or invaluable insights into the next steps in your unique career path.

Do your research about the companies that you would like to approach and get the answers to your questions at the career fairs. Bring your friends along to the fairs and share your experiences with one another when you reflect on this great opportunity.

This booklet is your guide. You will find a list of participating companies, event highlights and practical tips to help you prepare for how to optimally benefit from this premier networking opportunity. Use this booklet as a tool and be bold, be curious, ask questions, and always be your authentic self.

On behalf of the Unit for Graduand Career Services and the participating graduate employers, we want to thank you in advance for participating in the career fairs and the other on-campus events during this month. We trust that the engagements will empower you to move forward with purpose and to find your meaning. Fortis Fortuna Adiuvat!

Wishing you success,

**Marquard Timmey
and the Career Services Team**



Graduate opportunity: Investment service consultant

Invest in your career at Allan Gray.

Are you interested in joining our dynamic team at Allan Gray as an investment service consultant? In this role, you will engage directly with clients, helping them to navigate investment-related queries through various servicing channels. It is the perfect opportunity to apply your academic knowledge, passion for investments and strong communication skills in a real-world setting.

To find out more or apply, scan the QR code.



CV Writing

– Thobeka Msi

Your Curriculum Vitae (CV) should be a well-prepared document of outstanding quality – remember your CV is a representation of YOU.

Its primary task is to convince prospective employers to contact you for an interview. To ensure you of an interview, your CV must distinguish you from other applicants. Writing a CV is not a quick and simple task; a thorough process is therefore needed. If you invest enough time and effort in it and do a thorough job, your CV can contribute to the development of your career objectives, your preparation for job interviews and the improvement of your self-image.

Where can I learn how to draw up a good CV?

It is important to be aware of the resources at your disposal, such as the Career Hub of the Unit for Graduand Career Services, the Channel GetReady2Work found in Microsoft Stream of Microsoft Teams, books, magazines and the Internet, where you can obtain valuable information, tips, as well as examples of CVs. We also recommend that you attend work sessions and seminars – such as those presented by the Unit for Graduand Career Services and those arranged by different faculties, departments, centres, PSO's and Clusters – where you can learn how to write a CV. You could also consult employment agencies. There are different CV formats that you can choose from, for example the chronological, academic, functional or combination or creative CV. You should always choose a format that will best represent your skills and experiences.

What do I want and what do I have to offer?

Before you begin to compile a CV, it is essential to do a thorough self-evaluation in order to determine your strengths and skills. Knowing yourself is one of the most important cornerstones of career development. It is also important to determine in which manner these skills/qualities will be of benefit to the potential employer. Start by making a list of everything you have achieved at school, university and in your personal life. If you have worked, whether full-time, part-time or in the holidays, this must also be listed. You should then describe what contribution was made by these experiences (e.g. development of skills, new insights, qualities and exposure).

Once you have gathered all the information for your CV, you should arrange the information according to the suitable headings in your chosen format. Your CV should preferably not be longer than 3 pages. Sometimes employers specifically request a CV of only 1 or 2 pages. Ask someone to check your CV or to proofread it for spelling and grammatical errors and for any other things that might not be clear. Ensure that your CV is original, reader-friendly and professional and that it is eye catching. In addition, the layout, use of capital letters, underlining, indentation and centering of lines should be faultless.

REMEMBER

Update your CV regularly when new information can be added. If you took a GAP year, indicate what work experience and/or skills you obtained during that year. Always keep a career portfolio with all your qualifications, work experiences and acquired skills from which you can select relevant information to include in your CV. You should also adapt your CV each time you apply for a job to ensure that it is applicable to the specific post for which you are applying and to the company to which you are applying. It is critical that you match your skills and experience with the needs of the prospective employer.



Top AI Tips For Writing A Winning CV

Stepping into the job market as a recent graduate can be both exciting and challenging. Without years of work experience, it's crucial to showcase your skills, education, and potential in a way that stands out to recruiters. Fortunately, artificial intelligence (AI) tools can help you craft a compelling CV that highlights your strengths.

Let's dive into how AI can assist in making your CV clear, professional, and impactful.

1. Transform Academic Experience into Job-Ready Skills: If you don't have formal work experience, AI can help you rephrase academic projects, research, and internships to show impact.

Instead of: *"Completed a marketing project as part of my coursework."* **Try:** *"Developed a digital marketing strategy in a university project, leading to a 30% increase in engagement."*

By focusing on results, AI ensures your CV demonstrates your ability to apply knowledge in real-world settings.

2. Highlight Transferable Skills: Even without job experience, you've gained skills that employers value—teamwork, problem-solving, research, and leadership. AI can analyse job descriptions and help frame your experience in a way that aligns with employer expectations.

Example: *"Led a team of five in a research project, managing deadlines and presenting findings to a panel."* This approach ensures your CV speaks directly to recruiters, making you a stronger candidate.

3. Polish and Simplify Your Language: Recruiters prefer clear, concise CVs. AI tools can refine your wording, removing unnecessary jargon while keeping your unique voice.

Instead of: *"Assisted in organising and managing events by contributing to different aspects of the event planning process."* **Try:** *"Coordinated logistics for university events, ensuring seamless execution."*

AI ensures your CV is easy to read while maintaining a professional tone.

4. Format Your CV Professionally: A well-structured CV makes a strong first impression. AI-powered platforms can suggest formatting improvements—such as proper spacing, bullet points, and font choices—to enhance readability.



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Cover Letter Writing



A CV should preferably always be accompanied by a cover letter. This cover letter is your first contact with a potential employer and therefore needs to make a good impression so that the reader becomes interested enough to want to look at your CV.

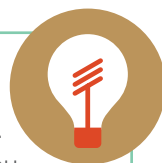
Always address the cover letter to someone specific, instead of "To whom it may concern." The cover letter is usually made up of three to four paragraphs about $\frac{3}{4}$ of a page. The first paragraph is a brief introduction (brief details of your academic background, the position you are applying for and how you got to know about the position). The second paragraph deals with what attracted you to the company and how that fits your profile. The third paragraph will focus on mainly the skills your prospective employer is after and why you should be considered for the position. What benefit will you be to the company and what value will you bring to the position you apply for. You should point out your most relevant training, work experience and co-curricular activities. End off (last paragraph) with a positive statement and details of what you would like to see happen next and include your contact details.

REMEMBER

CV's and Cover Letters must always be tailored for every position. Never use the same Cover Letter and CV for every opportunity you apply for. To do this well, do research about the company concerned and the post for which you are applying and adapt your CV and Cover Letter accordingly. Print your CV and Cover Letter to have an idea of the look and feel before sending them to your prospective employers.

Please visit the Unit for Graduand Career Services webpage for examples of CV's and Cover Letters at

www.sun.ac.za/english/learning-teaching/student-affairs/cscd/career-services/students/cc-faq



Which methods can I use in my job hunt?

- Register on LinkedIn and ensure completeness of your profile. Thereafter, set-up a job alert to be notified and stay updated with new positions matching your preferences.
- You can also create job alerts for new jobs posted by your preferred companies from their LinkedIn pages.
- Register on reputable career sites/agencies and create job-alerts.
- Follow companies on all their online platforms, register if there's an option to do so and create job-alerts where you can.
- Newspapers (both print and virtual) are still used by some recruiters, so make a habit of going through them once in a while.
- Collect a copy of print magazines such as CareersSA and GradNext from the Unit for Graduand Career Services (CSCD), 43 Victoria Street.

CV Writing, Cover Letter, Personal Branding, LinkedIn Profile Optimisation and Interview Skills Work Sessions

Attending our work sessions will assist you with writing your CV and cover letters, honing your job-seeking and interview skills, creating your personal brand and optimising your LinkedIn profile. Having an effective online presence and knowing how to navigate the virtual side of recruitment are of the utmost importance..

Visit our website for self-help material on the above-mentioned and other topics such as informational interviewing and helpful career websites.

CSCD/careerservices/website:

www.sun.ac.za/english/learning-teaching/student-affairs/cscd/career-services/students/cc-faq

You can also email enquiries to our unit's official email address at careerservices@sun.ac.za. Be on the lookout for correspondence from the Unit for Graduand Career Services for the most current news and announcements. More updated webinars are uploaded constantly.

THANDI KRUGER

0753343332

krugert@gmail.com

<https://www.linkedin.com/in/thandikruger/>

PROFESSIONAL PROFILE

Equipped with a broad understanding of a range of therapeutic or nutrition conditions in both adults and paediatric clients, enhanced in volunteering opportunities. Gained and demonstrated a sound clinical knowledge of Human Nutrition and associated therapeutic nutrition interventions as an intern at Tygerberg Hospital. An excellent communicator and networker with well-developed interpersonal skills accompanied by an ability to form trusted relationships with clients, superiors as well as mentees.

EDUCATION

2023 - Currently

B.Sc Dietetics (BScDiet)

Stellenbosch University

Majors: Food Service Management, Therapeutic Nutrition and Community Nutrition

2022

National Certificate

Rhenish Girls High School

- Top National Candidate in Mathematics

WORK EXPERIENCE

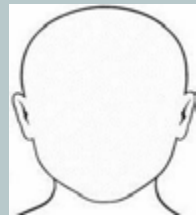
September 2020 - Currently

Bakery Owner

Delish-Nutrish Bakes

Provide nutritious yet delicious baked goods to customers.

- Bake healthy shortbreads, muffins, snack bars, etc
- Apply my knowledge on healthy eating habits when budgeting for, buying and preparing my baked goods.
- Give an in-person service to customers, handle customer complaints and ensure customer satisfaction.
- Manage finances, including wages for two staff members.
- Ensure compliance for kitchen operations according to Health and Safety requirements.
- Created an Online Shop with a chat function in 2020.
- Created a Facebook enquiries that can send request on a WhatsApp business account immediately, for an immediate response.
- Started an income generation How-To YouTube Channel to teach on meal plans driven by health needs, simple recipes to accommodate different health challenges and light exercise routine for a lifestyle.
- Conduct a short survey and translate the results to help improve my products and services.
- Give an induction programme to new staff members to ensure Health and Safety regulations are maintained constantly and only nutritious products are served or sold.



LANGUAGES

English: Fluent

Afrikaans: Fluent

isiXhosa: Basic

PERSONAL

ID: 940121 0494089

Nationality: South African

Driver's License: Code 10

Own Car

Languages:

English - Fluent

SiSwati - Fluent

Afrikaans - Basic

Nov 2023 – Dec 2023

Telehealth Dietician (Intern)

Tygerberg Hospital

Provide nutrition support to out-patients.

- Design personalised nutrition and lifestyle interventions.
- Telephonically motivate and counsel out-patients on prevention of the onset of new diseases.
- Educate clients on techniques used to simplify meal planning and incorporate activity in their daily lives.
- Prepare surveys and attain information on effective lifestyle intervention suitable for clients.
- Provide support to Dietitians facilitating sessions on therapeutic diets.
- Helping with computerised meal order system.

VOLUNTEERING OPPORTUNITY

July 2023

Facilitator and Counsellor

Sprouting Minds

- Assisted with the project to change the Fisantekraal Dumpsite to be a garden.
- Led the Health Promotion and Weigh Management Programme.
- Facilitated Health talks for parents and teachers.
- Facilitated Zumba classes for learners, teachers, and parents separately.
- Shared recipes for health bars and helped to bake to reach the targeted number.

2022 (school holidays)

Volunteer

Ikhaya Trust

- Helped prepare wholesome food for children.
- Planned for and played games with children to promote healthy habits.
- Helped children with difficulty sleep at resting periods.
- Read books and demonstrate stories to children to accommodate different learning styles.

CURRICULAR ACTIVITIES AND ACHIEVEMENTS

2024 Portfolio Head of First Years - Student Council.

2024 National Start-up Champion

2022 Top National Candidate in Mathematics.

INTERESTS

- Fitness Trainer
- Chess

REFERENCES

Prof. Frederick van Skyk (Dep HoD, Stellenbosch University)

Cell: (+27) 75 3355 670

E-mail: fvs@sun.ac.za

Ms. Ruby (Chief Dietician, Tygerberg Hospital)

Cell: (+27) 61 3243 344

E-mail: lruby@westerncape.gov.za

COMPUTER



ASPEN

MATLAB

C++

SKILLS



Analytic Thinking

Gained and displayed at Sappi

Strategic Planning

Learnt as a Mentor, improved and demonstrated as Portfolio Head of First Years and through the business

Problem Solving

Developed over the years through studies and personal engagement, enhanced as a business owner.

Facilitation

Acquired through play, working with children and further developed at Sprouting Minds as a facilitator and trainer

Interpersonal:

Acquired at school and enhanced as a Portfolio Head

Communication of complex Ideas

Learnt and used across all engagements academically, as a portfolio holder, personally and when counselling and offering support to outpatients as an intern at Telehealth.

Presentation

Learn from school and enhanced through academic studies and through serving as a Portfolio Head, later displayed as an Intern.

The Academic / Research CV

At the Unit for Graduand Career Services, we are observing a steady increase of student requests for Research Based or Academic CVs. With the emphasis on research and getting more South African students to do their PhD's, it makes sense to share some pointers about the Research / Academic CV.

Academic CV guidelines

An academic CV takes the Chronological CV format. An academic CV can however be many pages in length, depending on your experience in the workplace – five pages is the rough guideline to average length for applicants accessing the academic or research-based world of work for the first time.

The general rule that your CV needs to be a powerful marketing document which markets you to a prospective employer, still applies. Competition is just as fierce in the academic world as it is in the corporate world. The main aim of the academic CV is also to get you shortlisted for an INTERVIEW.

Preparation before writing your CV is key to your success. Match the content of your CV to the needs of the position and the particular institution you are applying to. No application will be the same, so it is a good idea to prepare a master / concept CV which you can adapt for any application you make.

Have you researched the department and studied their website, familiarised yourself with staff biographies and research profiles, and have you noted where your area of research might fit?

Your CV will be written to include the requirements of the classic format, but will also need the following information:

PhD extract and perhaps a more detailed synopsis; past, current and future research interests; published research and articles in accredited journals; research methodologies and techniques; books, chapters or monographs authored or co-authored, reviews, teaching or tutoring experience (if any) – student supervision; administrative skills; conferences attended; conference presentations and conference proceedings; funding and awards; professional memberships and any industry contact.



Do's

- Use 14 font size for your name, 12 for titles and 11 for the rest of your CV. Use a clear font style, Arial and Calibri would be your safe choice. You may look at Tahoma or Verdana as alternatives.
- Capitalise and bold your major headings and use bold for any sub-headings
- Write your name on the top of each sheet you write – do not staple your pages together
- One font style is enough
- Be crisp and concise
- Be appropriate to your situation
- Make it attractive and appealing to the eye
- Write in statements – bullet points are most effective
- Avoid overusing the word 'I'
- Use action/power words at the beginning of each statement (See end of this section for examples)
- Write headings which suit you and your experience/history. The headings in the CV example are for guidelines only
- Do not be afraid of white space
- If you are a new graduate, provide three references. Two references are fine for a more experienced academic.



Don't's

- The words Curriculum Vitae – the reader knows what it is!!
- Your photograph (unless you are applying for a job for which a photo is essential)
- Job descriptions
- Non-essential personal information
- Long sentences
- Lists – such as your GCSE's. You might choose to leave these out.

The information on Academic CV guidelines was adapted from:
www.jobs.ac.uk/careers-advice/cv-templates/2069/academic-cv-guidelines



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kinds of people:
Those who wait,
and those who
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www.start.firstrand.co.za



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INVESTMENTS



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GUIDELINES FOR ACADEMIC CV WRITING

A good CV matches your skills and experience with the needs of your prospective employer(s).

It is a marketing tool that should be updated every six months. It must say something about YOU, as a unique applicant. The CV should not only be a description of courses completed or career opportunities pursued, but should also focus on your competencies. This can include leadership and academic achievements, membership of organisations, conference papers presented, and peer-reviewed articles you have authored or co-authored that have been published in reputable publications.

THE FRAMEWORK

Personalised letterheads

A CV should always be headed by a letterhead. Here you include your name and surname written in bigger, bolder fonts, your address (which is optional) and, most importantly, contact details (e-mail, landline, cell no., LinkedIn, etc.).

Personal information

Here it is necessary to include aspects such as your ID number, nationality, languages spoken and/or understood, and driving licence information. Information relating to gender, marital status, religion and health are unnecessary if not required by the advertisement to which you are responding.

Summary/personal profile (optional)

This section, though optional, adds to the look and feel of the CV and should be tailor-made to suit the advert.

Current research and research ambition

Your career objectives must be clear, concise, realistic, and refer to your immediate future. Take the approach of your SMART goals – so the goals must be Specific, Measurable, Achievable, Realistic and Timebound.

Education

Mention your most recent education first – and add the rest in reverse chronological order. Start with tertiary qualifications, what you are currently doing, the last degree/studies you undertook (including your thesis or dissertation topic, if you wish), courses completed and high school achievements (nothing beyond Grade 12 unless necessary).

Publications, books, journals

Include published work that you have authored, co-authored, edited, etc. Include monographs (a treatise/detailed study on a particular subject) if you have produced any, such as:

- Reviews
- Chapter(s) authored
- Articles in accredited journals (ISI/IBSS accredited)

Your CV must be easy to read. The formatting and layout must be consistent throughout the document. Use referencing techniques (e.g. APA/ Harvard) relevant to your audience.

Conferences attended

Include conferences you have attended globally, including conference proceedings, if any.

Conference papers

This section can be kept separate from the above sections if it is a long list. Remember to stick to the same formatting.

Academic presentations

Remember to keep the same format and referencing style.

Research grants

These could have been received from universities, organisations, other countries, the NRF, etc. Include incentive funding for NRF rating; also mention it if you were a co-recipient.

Professional associations and offices held

You might have been part of or held positions at universities, organisations and departments, also in other countries. List the professional associations and offices held.

Developmental projects and consultancies run or managed

List projects or consultancies managed at universities, organisations – both locally and outside the country. These could have been:

- Managed single-handedly or jointly
- Piloted



Keep the same format from beginning to end (the look and feel of your CV has value).

Employment history/experience

Dates must be indicated clearly, and this section should be presented in reverse chronological order. Include:

- ▶ positions (e.g. head researcher/lab assistant)
- ▶ company/institution
- ▶ Indicate whether temporary employment, permanent, internship, part-time, consultancy, etc.
- ▶ responsibilities in the position(s)

Current and past teaching experience, general management, research management, lab assistance, directing or administrative duties might also be found valuable by recruiters.

Community interaction

As in the above section, this section must also be presented in reverse chronological order. Everything must be similar to the above section. The reason you have to include it separately from your employment history is that you do not get paid for communication. This displays

your openness to plough back, expecting no remuneration.

Relevant (technical) competencies

These can be listed with just one sentence supplying evidence of each.

Additional competencies

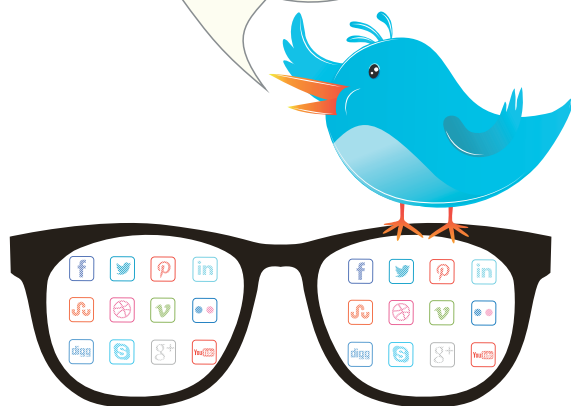
These competencies are included to enhance marketability. They are developed through work, research, extra and co-curricular activities, volunteer/community involvement AND can also include language/computer/Excel/Mendeley/ATLAS.ti skills. Remember to include proficiency level (advanced/intermediate/basic) where applicable.

Referees (at least two; one can be academic)

Always tailor them to the position for which you are applying, as they might be asked for a confidential report about you, specifically about the competencies your recruiters are after, which most possibly will be evident in the advertisement. Ask permission from the referees, and include their position, institution and contact details, especially email addresses.

WORK ON YOUR *Social Media Brand*

*Are you looking or thinking
of looking for employment? Here's
something you need to give some
thorough thought: Your online brand.
Have you taken a look at your
online presence lately?*



It has become routine for recruiters to do a social media check about candidates they are interested in. For that reason and others, your digital footprint counts. We thought we should give you a few tips to spruce up your social media brand.

1. *First things First: Google Yourself*



What happens when you type your name on google search? What pops up? Just so you know, this is one of the obvious things your prospective employer does before making that final call. Are you comfortable with what pops up or do you cringe as you read on? Ask a friend to do the same so you have some idea of what people read about you when they google your name. If you have a LinkedIn account, you'll probably see that first including your comments on twitter, Facebook and other social media networks you participate in. If you have written an article or more on a blog, complained about some service in a particular company's Facebook page, made a comment in a public Facebook group or a celebrity's twitter account, all those may appear in the search results.

Are you proud of what people read about you or do you think you need to improve your online image?

Thought-provoking blogs or comments are a great way to start. Interesting websites, articles, thesis especially on platforms like ResearchGate, or even great newspaper articles written about you and your involvement add value to your online presence. The pages and groups you liked, what you're tagged on, the publications you write for and even the books you read say a lot about you.

2. *Have inviting Profile Pictures*



Is your profile picture one of those in a sexy little number or that of a macho man? Remember, employers aren't looking for models. If your profile picture is something you're proud of and would gladly provide on your CV if requested to do so, then by all means keep it where it is. However, if it's something you'd hide from mom, your granny, your pastor or reverend or even your prospective employer then think twice. What's the point of keeping it there if you'd rather hide it from certain people? I mean, think about it: if you have about 500 FB friends (me being modest), what are the chances that it's not available for viewing by 5 times your number of friends? Remember, your profile pic can be viewed by friends of friends and friends of acquaintances at odd times. Which means inevitably so, a reverend, mother, granny or worse, recruiter WILL see it.

*In summary: Place something you're proud of
in that small box, PERIOD!
That's non-negotiable!*



3. Put on new reading glasses

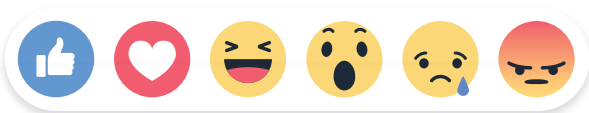


While they are mostly on social networks writing what's on their mind, reading other people's posts commenting or reading comments, and going through others' profiles, some people forget to view their own profiles to see what others see when they want to know a little more about them. I'd like to believe you're not one of those. But if you are, this is your chance to do so NOW!

Are there posts you'd rather not see? Have you been tagged in activities you don't want to see on your timeline? Do you have people sharing stuff you're less interested in or comfortable with on your timeline?

You might not find anything "offensive" in your timeline/profile but do take off your "glasses" and replace them with those of a recruiter.

Paradigm shift: from an employer's perspective, are you looking at a candidate who is a perfect fit for your company? You know what to do.



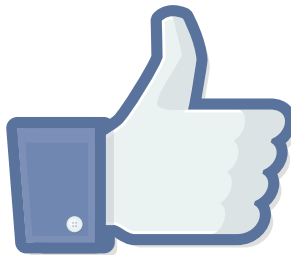
4. Clean up!



Spring cleaning or what in Facebook terms is coined “pruning”¹ is necessary every once in a while, especially by a job-seeker. Search for every speck of dirt in every corner of your online existence, then press delete whenever you can where you see a comment, response, tag, etc. you are not necessarily proud of on your own walls, tags, groups, pages, etc. Setting your privacy settings too secure is dodgy. So, instead of hiding stuff, simply clean up. Squeaky clean, however, is just as bad.

“Having a perfect profile in which all pictures show the candidate studying, doing charity work or cuddling puppies is unlikely to be a true representation of their personal life, personality or true character.”²

Your posts, likes, groups etc. must be a good reflection of a proud owner.



5. Be on LinkedIn



The Centre for Student Counselling and Development has LinkedIn's 10 tips to building a strong profile.

Click [LinkedIn Profile Tips](#) to download them directly from the Career Services page of the Centre's website. Alternatively, go to the Unit for Graduand Career Services at 43 Victoria Street Stellenbosch to get hold of a hard copy.

6. It's work in progress

Working on your online presence is never an ending job. Keep interrogating your social media brand constantly and make the changes necessary every time.

Remember: if you don't work on your brand, someone else will.



1 The Complete Idiot's Guide to Facebook Marketing: John Wayne Zimmerman and Damon Brown published by Penguin Group 2014

2 CareerCompass presented by Wetfeet, Career Guide 2013



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LinkedIn Profile Optimisation

Establishing a professional online brand is very important for job-seekers nowadays. Nine out of ten companies use LinkedIn to advertise positions, post articles about latest trends and thoughts, engage with others, and search for talent. To master this space, you need to think Search Engine Optimisation. Make sure that you rank high in the search engine results of your prospective employers.

Things to do to rank high in the search engine results:

- Expand your network
- Connect professionally with old friends/schoolmates/acquaintances/alumni.
- Connect with professionals with similar backgrounds, interests, and competencies etc.
- Join relevant industry groups.
- Follow companies of interest, make comments on their articles and thoughts shared, and ask stimulating questions.
- Explore employers' blogs.
- Attend network sessions.
- Use LinkedIn Learning to improve your LinkedIn skills.

Focus on profile completeness to strengthen your professional online presence:

- Upload a professional photo. According to Marta Lupporelli of the LinkedIn headquarters in Dublin, profiles with professional photos are 14 times more likely to be viewed compared to those without.
- Write a suitable headline.
- Add information regarding your university and location.
- Indicate your availability in the Dashboard to let recruiters know you are open.
- Showcase your strengths, abilities and more in your Summary section.
- Select and prioritise skills you wish to be endorsed on.
- Improve your chances of being searchable by writing the right key-words in the right sections of your profile.
- Include rich media such as images, videos, presentations and other relevant information that will give employers a little more information about you. Examples are blogs, websites, patents, projects, certifications and accredited bodies and volunteering opportunities.
- Share your thoughts by writing and publishing articles on LinkedIn.

For a more detailed understanding of how to optimize your LinkedIn profile, keep an eye on emails from Career Services and RSVP for our work sessions.

BUILD A GREAT LINKEDIN PROFILE AND BUILD YOUR PROFESSIONAL BRAND

10 tips to building a strong profile

1 **DON'T** cut & paste your CV

LinkedIn hooks you into a network, not just a human resources department. You wouldn't hand out your CV before introducing yourself, so don't do it here. Instead, describe your experience and abilities as you would to someone you just met. And write for the screen, in short blocks of copy with visual or textual signposts.

3 **Write a personal tagline**

That line of text under your name? It's the first thing people see in your profile. It follows your name in search hit lists. It's your brand. (Note: your e-mail address is not a brand!) Your company's brand might be so strong that it and your title are sufficient. Or you might need to distill your professional personality into a more eye-catching phrase, something that at a glance describes who you are.

5 **Explain your experience**

Help the reader grasp the key points: briefly say what the company does and what you did or do for them. Picture yourself at that conference, again. After you've introduced yourself, how do you describe what you do, what your company does? Use those clear, succinct phrases here—and break them into visually digestible chunks.

7 **Ask and answer questions**

Thoughtful questions and useful answers build your credibility. The best ones give people a reason to look at your profile. Make a point of answering questions in your field, to establish your expertise, raise your visibility, and most important, to build social capital with people in your network—you may need answers to a question of your own down the road.

2 **Borrow** from the best marketers

Light up your profile with your voice. Use specific adjectives, colorful verbs, and active construction - for example - "managed project team" NOT "responsible for project team management". Act naturally: don't write in the third person unless it formality suits your brand. Picture yourself at a conference or client meeting. How do you introduce yourself? That's your authentic voice, so use it.

4 **Put the elevator pitch to work**

Go back to your conference introduction. That 30-second description, the essence of who you are and what you do, is a personal elevator pitch. Use it in the Summary section to engage readers. You've got 5-10 seconds to capture their attention. The more meaningful your summary is, the more time you'll get from readers.

6 **Point out your SKILLS** and get endorsed for them

Think of the skills field as your personal search engine optimiser, a way to refine the ways people find and remember you. The optimal number is unique to each person. Include a mix of high level and niche skills and be specific. Get Endorsements -Add skills that your connections can endorse you for and recognise those you've worked with on their professional skills. There are over 3 billion endorsements given to date on LinkedIn.

8 **Distinguish yourself** from the crowd

Use the Additional Information section to round out your profile with a few key interests. Add websites that showcase your abilities or passions. Then edit the default "My Website" label to encourage click-throughs - you get Google page rankings for those which raises your visibility. Maybe you belong to a trade association or an interest group; help other members find you by naming those groups. If you're an award winner, recognised by peers, customers, or employers, add prestige without bragging by listing them here.

9 Improve your Google Page Rank

Pat your own back and others'. Get recommendations from colleagues, clients, and employers who can speak credibly about your abilities or performance - think quality, not quantity. Ask them to focus on a specific skill or personality trait that drives their opinion of you. Make meaningful comments when you recommend others. And mix it up-variety makes your recommendations feel authentic.

10 BUILD your connections

Connections are one of the most important aspects of your brand: the company you keep reflects the quality of your brand. What happens when you scan a profile and see that you know someone in common? That profile's stock with you soars. The value of that commonality works both ways. So identify connections that will add to your credibility and pursue those.

NOTE: As you add connections and recommendations, your profile develops into a peer-reviewed picture of you, of your personal brand. Make sure it's in focus, well composed—and easy to find. Remember that permalink? Edit your public profile's URL to reflect your name or tagline, then put it to work: add it to your blog, link to it from your website, include it in your e-mail signature. Then go start a conversation.

BUILD YOUR LINKEDIN PROFILE

Your profile is the first thing a member sees when they click to see who sent them an InMail or who posted a job, so it should be engaging and tell them more about you and your company. When people see your profile, you want them to think, "yes, tell me more."

Use a picture that represents you, professionally.

Customise your URL for your business cards and email signature

The screenshot shows a LinkedIn profile for Jane Jones. The header includes her name, current role 'Innovating and creating at Acme', and location 'London, United Kingdom | Internet'. It also shows 'Current: Acme' and 'Previous: LinkedIn'. A '500+ connections' badge is visible. The profile URL is 'uk.linkedin.com/in/janejones'. Below the header is a 'Background' section. The 'SUMMARY' section contains a paragraph about her role as a strategic marketer. At the bottom, there are two media items: a quote 'Acme is changing the world.' with a key icon, and a photo of two people with the caption 'Adventures in Sales at Acme'.

Use your real name

Creatively explain what you do.

Add up to 3 websites.

Describe who you are and the company you represent.

Make your profile more engaging with rich media.

Experience

LinkedIn is not a job board, so your profile doesn't have to read like a CV. Use the Experience section to tell your story. Write 2-3 concise sentences on your major wins or projects for each position, and how you brought value to your team.

Boost Your Employability Through

Volunteerism

Stellenbosch University (SU) has a unique set of graduate attributes that serve as a guideline for our students.

One of the graduate attributes is being an engaged citizen.

We would like our graduates to understand their potential to make a contribution as a member of a team and a community, thus to collaborate and be of service. A graduate becomes an engaged citizen to the extent that they can care for themselves and exercise care for others. This also implies the ability to take on a leadership role in social life and as a member of civil society at various levels, such as in the family and the workplace, and at the regional, national, continental as well as international level. Engaged citizenship also implies an appreciation of local and national connectivity on the one hand, and avoidance of damaging exclusivity on the other. An SU graduate should have had the opportunity to engage critically in community interaction in the region, and to have considered potential solutions to national and international crises, such as those related to sustainability and climate change. An engaged citizen understands that the transformation of society involves transformation of the self.

We would like to challenge our students to take up the task of becoming engaged citizens through volunteer and service learning initiatives. Many studies in the benefits of engaging in volunteer/service learning initiatives.. These include health benefits, such as a reduction in stress and anxiety. Other benefits include building new skills and improving existing skills. Volunteer/service learning initiatives can thus provide you with career development skills that might set you apart when you apply for work. A lot of non-governmental organisations and community-based organisations are looking for volunteers with specific skills to contribute to their skills-based pro bono support. Working as a volunteer can also put you in contact with people who may be working in your industry of choice. This creates an opportunity for networking and gaining exposure to their network. Many employers also value seeing volunteer work on your CV. Employers view volunteerism as a sure way of improving your professional skills set. Another great benefit of volunteerism

is that it creates opportunities to display your leadership skills. Volunteerism can challenge you and make you step out of your comfort zone. You can experiment with different roles, and this is also good for skills development. It also helps you to develop skills that you might feel you will never need, but these skills may become the unique value proposition that you can bring to the table during an interview.

The Division for Social Impact at SU has a stellar offering for our students who are interested in volunteer work. According to Renee Hector-Kannemeyer, the Deputy Director of this Division, the Advancing Engaged Citizenship (AEC) offering was created to enable students to participate in worthwhile community engagement and civic involvement activities, while also fostering social responsibility, sharpening leadership abilities and

graduate attributes for the workplace, and becoming equipped to tackle complex social issues. Through a series of seven interactive modules, experiential learning opportunities and social impact volunteering practices, students can explore their passions and make a meaningful contribution to society. With the guidance and support of personal e-tutors, students learn how to communicate, collaborate and problem solve effectively within a diverse and rapidly changing world. Students gain practical experience working on real-world projects and develop leadership skills that will benefit them for a lifetime. Furthermore, the course aims to tackle the worldwide skills gap that graduates face. It equips students with practical, hands-on experience that they can apply in both their studies and as they engage actively with the communities they serve or with which they interact.

The short course comprises the following modules:

- **Module 1:** Accessing and analysing information
- **Module 2:** Curiosity and imagination
- **Module 3:** Agility and adaptability
- **Module 4:** Collaboration across networks and leading by influence
- **Module 5:** Critical thinking and problem-solving
- **Module 6:** Effective oral and written communication
- **Module 7:** Initiative and entrepreneurship

The Engaged Citizenship Hub team collaborates closely with community partners to find projects and initiatives that complement the aims and objectives of the programme. Multiple primary objectives drive the AEC programme. The first is to promote civic engagement among students by giving them the chance to take part in worthwhile volunteering and civic-engagement activities. The programme seeks to encourage students to use their knowledge and skills to address social issues facing their communities and to enable an experience of social responsibility. The AEC programme aims to help students become more capable leaders. Through their involvement in the programme, students have the opportunity to develop skills such as communication, problem-solving and teamwork, which are necessary for effective leadership. The AEC programme further seeks to forge solid alliances and partnerships between the

institution and local communities.

As a creator of sustainable hope in Africa, Stellenbosch University aspires to create the kinds of conditions that will enable each student to acquire the attributes to graduate with the capabilities outlined below:

1. having an enquiring mind;
2. being a critical citizen;
3. being a dynamic professional;
4. being a caring being and
5. a digital knower.

The programme facilitates learning opportunities within the various sectors of society, be they government, the NGO sector, business, schools, etc., where the introduction of the seven critical skills are applied in the experiential component of the training course, which also facilitates learning opportunities for students to engage critically in diverse contexts.

Reach out to the Social Impact Division to invest in making a difference in your communities while growing your skills set and passion by contacting Ms Michelle Pietersen at mpieters@sun.ac.za.



CAREER FAIRS 2025 – EXHIBITORS



GENERAL CAREER FAIR

4 August @ 10:00 – 15:00

Marquee tents on the Rooiplein

1Nebula	Mr Price Group
Accenture	MSCI
Allan Gray	Nestlé
Alphawave Golf	New Concept Projects
Altum Group	Newrest
Coca-Cola Beverages South Africa	Omnia
CountDeFi	One Capital Advisory
Cultural Care South Africa	Partners in Performance
Delta-V	PepsiCo South Africa
Department of Mineral and Petroleum Resources	PPS Investments
Easygenerator	Proxa South Africa
EMSS Antennas	Red & Yellow Creative School of Business (Pty) Ltd
FPG Property Management	RFG Foods
GoGlobal Logistics	RMB
Hisense South Africa Sales Holdings	Route Management
Intelligent Debt Management	Sanlam Life Insurance
Investec	Swiss Re Africa Limited
KPMG	The South African Breweries
Lactalis	Truworths
LCL Logistics Southern Africa	VAT IT Group
	WaterBorne Capital

ACCOUNTING CAREER FAIR

5 August @ 10:00 – 15:00

Marquee tents on the Rooiplein

AGSA	Moore
ASL	Nedbank
Baker Tilly Greenwoods	Nexia SAB&T
BDO SA	Nolands SA
BGR Association	Outsourced CFO
C2M Chartered Accountants Bellville	PKF South Africa
CR Van Wyk and Company	PwC
Crowe HZK	Pyper Turner Inc
Deloitte	RMB
Exceed (Cape Town) Inc	Route Management
EY	RSM South Africa
FirstRand	SDK CA
Forvis Mazars	South African Institute of Chartered Accountants
IGrow Accounting and Tax Advisory	Stonehage Fleming Financial Services
Investec	Theron du Plessis
KPMG	The South African Breweries
LDP Chartered Accountants and Auditors	VAT IT Group
MGI Bass Gordon	Zuydam Konsult

ENGINEERING CAREER FAIR

7 August @ 9:00 – 15:00

Academia Recreational Hall

1Nebula	Kirby Group Engineering
3C Metal Belmet	Megchem
African Rainbow Minerals	Nedbank
Afrimat Group Services	Octoco
AGSA	Power Partners
Boston Consulting Group	RFG Foods
Defy Appliances	RMB
Entelect	Route Management
FirstRand	SAPPI
FORVIA	The South African Breweries
Goldwind Africa	TNEI Africa
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BCom Finance/accounting, BCom
Information Systems,
BSc Computer Science, LLB

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Menslike Hulpbronbest, BSc
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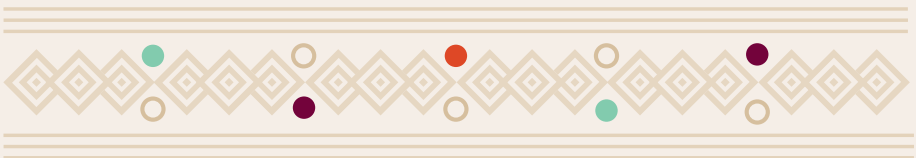
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Shamiela Solomons – ssolomons@kirbygroup.com
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Leaply portal: <https://leap.ly/campaign/lactalisgdp25>

Delia Moumakwe
Strand Road, Stellenbosch
072 128 5212 | delia.moumakwe@za.lactalis.com
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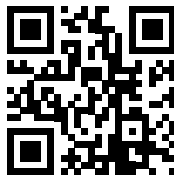
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Please contact our MegChem branch directly using the details above.

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BAcc, BAccHons
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Applications close: 31 December 2025

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Aansoeke sluit: 31 Desember 2025

Anika Weitz

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Management Accounting

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(or related)

SAICA/ACCA klerkskap:
BRek, BRekHons, NGDR

SAIPA:
BCom FinRek,
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Chemical, Industrial

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BCom: Finance, Supply Chain/
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Marketing, Law

BIng Meganies, Megatronies,
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Chemies, Bedryfs

BSc Chemie, Landbou, Plant en
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Visit our website under the Careers tab.

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Rebecca Badrodin
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- PKF George: souney.devilliers@pkfgeorge.co.za
- PKF Octagon: careers@pkfoctagon.com
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WHAT IS A CAREER KHULUMA?

- A PLATFORM INTENDED TO HELP STUDENTS UNDERSTAND AND BETTER NAVIGATE THE NUANCED WORLD OF WORK THROUGH CONVERSATIONS WITH PEOPLE IN VARIOUS CAREERS.
- STUDENTS ARE INVITED TO GET UP CLOSE AND PERSONAL WITH PANELLISTS IN CAREERS OF THEIR INTERESTS, RECEIVING INFORMATION ABOUT PERSONAL CAREER PATHS, POSITIVE EXPERIENCES, CHALLENGES, ETC.

THEME:
CAREER PATHS ARE
NOT ALWAYS LINEAR

**DISCIPLINES OF
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Career Khuluma Events

The Career Khuluma Events are conversations held with panellists from different career backgrounds. Initially, we intend to hold at least one Career Khuluma Event each semester, during which students will be helped to understand and better navigate the world of work through conversations with people in various careers.

The panellists will

- ▶ give students a glimpse of different career opportunities available to them with the kind of educational background they have;
- ▶ share with students the most desirable competencies for such career opportunities, and how they can begin to hone the skills that are in demand while studying;
- ▶ share personal experiences on their career paths, what helps them succeed in their careers and what they find challenging, along with how they deal with the challenges;
- ▶ give students tips on how to prepare themselves for the different career paths while in institutions of higher learning; and
- ▶ offer advice on ways to deal with challenges commonly experienced in such career paths.

Students are encouraged to register for Career Khuluma Events, as well as other events and work sessions. Expect an email from the Career Services and RSVP, making sure you prepare for the event, set a reminder, attend and participate fully, asking all the questions you have in mind. One panellist expressed: "Every question is a cry to understand the world" while most always agree "No question is a dumb question."

Job interview tips

Thobeka Msi

- ▶ Be on time so that you can be calm and collected before the interview. Also allow enough time for heavy traffic or other unforeseen delays.
- ▶ Report to reception and behave pleasantly and amicably towards the staff.
- ▶ Read through the company brochures and pamphlets available at reception. Put away your cellphone!
- ▶ Pay attention to your personal appearance: Look professional and well groomed.
- ▶ Guard against potential asocial habits and gestures: Maintain eye contact, give a firm handshake, sit up straight, don't frown, smile, don't chew gum, and don't sit with your arms folded.
- ▶ Be self-assured (without appearing arrogant) and enthusiastic – speak clearly, don't be hesitant in your responses, and answer in full sentences (not just a yes or no).
- ▶ Market yourself and your skills (in a humble way) and don't make your achievements and skills seem insignificant. Sell your skills instead of your need for a job.
- ▶ Show that you are considerate towards others by being courteous to the reception staff, other employees and the interviewer(s). Don't criticise previous employers, and thank the interviewer(s) for the opportunity.
- ▶ Be positive and enthusiastic, avoid negativity and dishonesty, and show that you are motivated and devoted.
- ▶ Be well prepared by doing prior research on the company, the position for which you have applied and the interviewing process. This also shows that you are proactive and serious about getting the job.
- ▶ Think in advance of possible questions that the interviewer might ask and how you would respond to them as well as to other, more difficult questions. The idea is not to give rehearsed answers, but to be prepared and at ease. Remember, there will always be questions you have not anticipated.
- ▶ Be prepared also to ask a few questions of your own, but avoid questions about salary and fringe benefits (this forms part of the negotiation process at a later stage).
- ▶ Write down your impressions of the interview once you have left the company offices, and also include what you would do differently next time.

Wenke vir die werksonderhoud

- ▶ Wees betyds sodat jy kalm en rustig kan wees voor die onderhoud. Laat ook genoeg tyd toe vir druk verkeer of ander onvoorsiene vertragings.
- ▶ Meld aan by ontvangs en wees innemend en vriendelik teenoor die personeel.
- ▶ Lees deur die maatskappybrosjures en -pamflette wat by ontvangs beskikbaar is. Bêre jou selfoon!
- ▶ Let op jou voorkoms: Lyk professioneel en goed versorg.
- ▶ Waak teen moontlike asosiale gewoontes en gebare: Behou oogkontak, gee 'n ferm handdruk, sit regop, moenie frons nie, glimlag, moenie kougom kou nie, en moenie met gevoude arms sit nie.
- ▶ Wees selfversekerd (sonder om verwaand voor te kom) en entoesiasies – praat duidelik, moenie vrae huiwerig beantwoord nie, en antwoord in volsinne (nie slegs 'n ja of nee nie).
- ▶ Bemark jouself en jou vaardighede (op 'n beskeie manier) en moenie jou prestasies en vermoëns as onbeduidend afmaak nie. Verkoop jou vaardighede eerder as jou behoefte aan werk.
- ▶ Wys dat jy bedagsaam is teenoor ander deur hoflik op te tree teenoor die ontvangspersoneel, ander werknemers en die onderhoudvoerder(s). Moenie vorige werkgewers kritiseer nie, en bedank die onderhoudvoerder(s) vir die geleentheid.
- ▶ Wees positief en entoesiasies, vermy negatiewiteit en oneerlikheid, en wys dat jy gemotiveerd en toegewyd is.
- ▶ Wees goed voorbereid deur vooraf navorsing te doen oor die maatskappy, die pos waarom jy aansoek gedoen het en die onderhoudproses. Dit wys ook jy is proaktief en ernstig oor die werk.
- ▶ Dink vooraf aan moontlike vrae wat die onderhoudvoerder kan vra en hoe jy dit én ander, moeiliker vrae sal beantwoord. Die gedagte is nie om geoeffende antwoorde te gee nie, maar eerder om voorbereid en op jou gemak te wees. Onthou, daar sal altyd vrae wees wat jy nie verwag het nie.
- ▶ Wees voorbereid om self ook 'n paar vrae te vra, maar vermy vrae oor salaris en byvoordele (dit maak deel uit van die onderhandelingsproses later).
- ▶ Skryf jou indrukke van die onderhoud neer nadat jy die maatskappykantore verlaat het, onder meer ook wat jy volgende keer anders sal doen.

Best practice for virtual interviews

Online Interviews aren't only the new normal, they are here to stay. These days, companies don't only use them because they offer a cost- and time-effective recruiting process, but also for health reasons and for many other benefits.

I hope by now you are familiar with a variety of conferencing software. Most used are Zoom, Microsoft Teams, Google Meet or Hangouts, GoToMeeting and BlueJeans, but there are also many others in use.

The Unit for Graduand Career Services (UGCS) has prepared the tips below to help you prepare for an interview on a digital platform:

- ▶ Prepare well in advance. Familiarise yourself with the virtual platform or software that will be used. A link is usually sent that includes the invitation to the virtual interview. Download it ahead of time and learn how to use it; Google will often have videos to help you. It is OK to ask the recruiters questions if you are unsure of anything.
- ▶ For instance, if the interview will be on Microsoft Teams, make sure your laptop, desktop or phone has Microsoft Teams downloaded. Know how to "join the meeting", and practise all the necessary virtual etiquette. Our advice would be to join the meeting with both your camera and microphone off to eliminate mishaps that often happen when you are not aware you are being seen or heard. Then switch your camera on when you are ready to be seen – with a smile and looking presentable. Rest assured, recruiters always want to see the candidate they interview.
- ▶ Ensure you are in a well-lit, quiet room, far from a construction site, traffic noise or any other background noise, including indistinct voices. If you anticipate any of the aforementioned and have no control over it, let your recruiters know ahead of time. Switch off the TV, radio, your phone and anything else that could distract you and, as far as possible, avoid having anyone else in the room during your interview. It will help if

you face the light and practise to mute and unmute your microphone before the interview.

- ▶ Your appearance and your posture count. Let's face it, how you look influences your attitude and confidence. Wearing a beautiful scarf while slouching in bed might not reveal that you don't look the part, but it certainly will affect your attitude and presentation. True story: someone once had to get up from their bed to put the cat on the floor. You can imagine the results! We suggest you dress up, place your laptop or phone on the table, sit up straight on a chair with your hands free, and knock their socks off, oozing confidence.
- ▶ Arrive on time and don't be the first to say goodbye. Arriving on time once afforded a candidate an opportunity to create a great rapport with the interviewers before the beginning of the formal interview. A conversation that begins before the actual interview can help ease the atmosphere for both the panellists and candidate. After thanking the recruiters for responding to your last question satisfactorily, end off with a warm, genuine smile while waiting for a goodbye, thank the panel for the opportunity, say your goodbyes and leave the virtual room.
- ▶ Select a professional background. If the room you use has a very busy background that could make

an undesirable impression, rather choose a background from those suggested on the virtual platform your prospective employer uses. But even among these, choose a picture that has a professional look – not one that gives the impression that you're in a holiday mood.

- ▶ Know how to share the screen and include sound when sharing a video. Nothing is as disheartening as struggling to display important information on a PowerPoint presentation, or sharing a video that doesn't have sound, on a virtual platform. This could lead to the meeting being rescheduled, or worse – cancelled. To avoid disappointment, practise well in advance with a friend, using the software on which your recruiter will be interviewing you. Google and YouTube can come in handy in this regard.
- ▶ Be ready for technical glitches and have enough data or Wi-Fi. Load shedding is a disturbing reality in our country, so not knowing your area's schedule could jeopardise your chances of acing that interview. Have a backup plan, such as having the phone loaded with data and fully charged ahead of time, even if you will be using a laptop for your interview.
- ▶ Finally, don't just show up; bring your personality with you!

How to Solve a Case Study



In the consulting industry, the quality of a firm depends on its people. Because consultancy firms lack substantial tangible assets, the quality of the individuals employed is equivalent to the quality of the firm itself.

Thus, care and attention are devoted to identifying and recruiting exceptional talent. Case studies serve as a valuable tool in this process.

What is a case study?

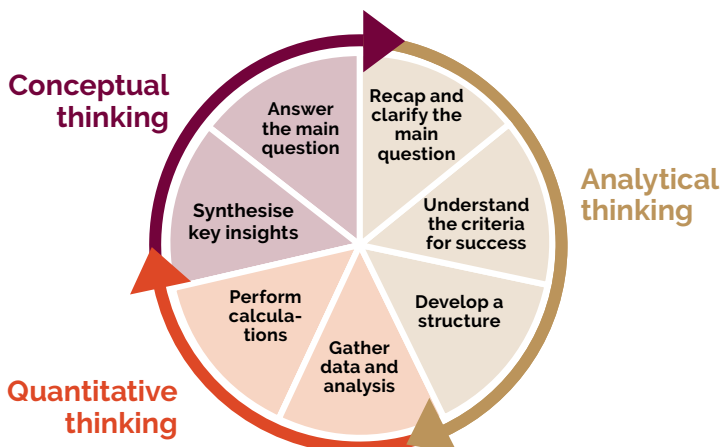
In a case study you solve a real-life business problem based on past experiences or projects. It puts you in the driver's seat, simulating a consultant's role of structuring and finding potential solutions for new problems. The format is interactive, involving a "question and answer" pattern where participants engage with the interviewer. Depending on the case, the interviewer may provide answers or ask you to make

assumptions. There is no single "correct" solution; how you approach the problem is what matters most.

You should convey your enthusiasm for solving new challenges and your commitment to uncover the best possible solution, as this is the core of consulting.

How does the interview process work?

A case study challenges you to think about a problem in three ways: analytical, quantitative, and conceptual thinking. You can demonstrate these throughout the interview. This process is illustrated in Figure 1.



During the initial stages of the interview, analytical thinking is showcased. The case study begins with the interviewer presenting the problem statement. Firstly, you should recap and clarify the main question, as verbal communication often leads to misunderstandings. By doing so, you greatly enhance your probability of solving the right problem to begin with. Subsequently, it is important to define the criteria for success, understanding what you need to find out to develop a solution for the case. This step is often overlooked by candidates who are eager to directly dive into structuring the problem. However, taking a step back often leads to valuable insights. Afterwards, you can proceed with structuring the problem (in a Mutually Exclusive and Completely Exhaustive (MECE) way).

The next phase generally involves quantitative thinking. This means gathering data and conducting analysis based on the previously developed structure. During this stage, often you interact with the interviewer to ask for background information or relevant statistics. Depending on the answers, you can either use this information in your analysis or make reasonable assumptions in place of being given

this information. Often you need to perform mental math, leading to the realisation that some solutions initially proposed in the structure are not feasible. This leads to refining the structure by eliminating these options. Having established clear success criteria and a well-defined structure beforehand becomes important during this phase, as they serve as a solution roadmap that can help guide you.

Lastly, to showcase conceptual thinking, you synthesise the key insights derived from the previous steps in a top-down structure. This involves formulating a proposed recommendation, supported by (ideally three) compelling reasons, which are then backed-up with relevant data. Finally, you effectively communicate this solution to the interviewer, addressing the main question from the beginning.

How to prepare for a case study?

The process of preparing for a case study consists of three steps: basic preparation, interview practice, and skills refinement.

During the basic preparation phase, it is crucial to familiarise yourself with the purpose and structure of a case

interview (as outlined in this article). Additionally, gaining a comprehensive understanding of a candidate's expectations and requirements is important. Lastly, allocate time to practice mental math and other quantitative skills, as they are integral in a case interview.

To build confidence and familiarity, we recommend doing at least 15 practice interviews before the actual interview. You can begin practicing on your own and subsequently seek an interview partner, preferably, someone else preparing for a job in consulting. If possible, reach out to an experienced consultant or consider getting a coach for a few sessions.

Finally, during skills refinement, you continue practicing case interviews, enforcing your strengths while working on your skills requiring improvement through targeted selection or repetition of cases.

We hope that this article helped you to better understand case studies and how to prepare for them successfully. For more information about Anura Partners, please visit our website. In closing, good luck with your interview!



Dr. Maximilian Matschke,
Managing Partner of Anura Partners



Examples of possible interview questions

01

Tell me about yourself. How would you describe yourself?

02

Why are you applying for this job? Why are you here?

03

What do you know about this company?

04

What are your major strengths?

05

What is your greatest weakness?

06

What are your interests outside of work?

07

What is your passion in life?

08

What accomplishment(s) gave you the greatest satisfaction?

09

Why did you leave your last job? you the greatest satisfaction?

10

Where do you see yourself in five years from now?

11

What are your goals in life?

12

What do you admire most in people?

13

What salary are you worth and why?

14

What role do you take in a group situation? Give examples.

15

What are your short- and long-term career objectives?

16

Describe your problem-solving skills and give examples of your ability to overcome problems/difficulties.

17

Give an example of a difficult decision that you have had to make.

18

What would make someone successful in our line of business?

19

Can you work under pressure? Give an example.

20

What would you look for when hiring people for this job?

21

Describe a situation that would display your leadership abilities or potential.

22

What would you look for when hiring people for this job?

23

Give an example of something that you have done which would illustrate your ability to take initiative.

24

Which factors do you usually take into consideration when making a decision?

25

Which factors would you consider when making a job/career decision?

26

Which rewards are you looking for in your work?

27

What distinguishes you from the other candidates we are interviewing?

28

In your opinion, what might be the potential challenges/frustrations in this job?

29

Describe a situation in which you had to work with someone who was not easy to get on with. How did you handle the situation?

30

At which other companies/firms are you applying for work, and why?

