MASTERS POSTGRADUATE PLACEMENTS APPLICATION ADVICE

Some masters students have the opportunity to undertake an optional placement as part of their course. These placements vary in length and are often linked to a dissertation. Talk to your course convenor to find out the specific timings and requirements for your course.

The information below provides advice and guidance on how to find a masters postgraduate placement. You will not be ‘placed’ into one. Instead, you will need to do a lot of preparation and research to give yourself the best possible chance of securing a placement, which suits your aspirations.

Most postgraduate placements are not advertised, it is therefore recommended that you contact organisations speculatively. The expectation is that you will contact organisations directly to demonstrate the skills, knowledge and experience that you have. Our benefits of a masters course guide can help you with this.

You could use social media such as Linkedln, Facebook and Twitter to find suitable organisations and contacts. To find out more see our networking and social media pages.

Making Contact:

1. **Phone Call**

   - Research the employers you may be interested in working for – internet search, using the organisations tab in CareerHub or by using the links from the relevant sector guides.

   - Phone the company. Introduce yourself e.g. a masters student studying .. at the University of Sussex phoning to enquire whether there may be the opportunity for a placement of x duration. Ask whom you should contact in this regard and for their email address. Be prepared to answer questions regarding why you would want to work for them and what skills you can offer. Some organisations have a policy of not accepting CVs - better to find this out over the phone prior to spending time and effort on preparing and sending one.

   - After the phone call, follow up with a targeted speculative letter and CV. See: CV examples and an example speculative letter for a placement can be found at the end of this document.

   - If, after a week you hear nothing, another polite phone call or another email enquiring whether they have received your previous email may be appropriate.
2. **Face to Face**

- At careers events when you speak to a representative from a company, take this opportunity to ask about the possibility of a masters placement.

- Be clear what skills, knowledge and experience you can offer.

- Ask for their business card and email them the next day with your targeted letter and CV.

- Reference the conversation you had the day before so that they can put the name to the face.

3. **Email**

- Research the organisation and find out who to send the application to.

- Create a targeted CV and speculative letter to send.

To support you in this process the Careers & Employability Centre (CEC) offers a wealth of website information, over 500 events and skills sessions as well as one to one guidance appointments. To find out more please visit our website: [www.sussex.ac.uk/careers](http://www.sussex.ac.uk/careers)
Dear Ms Linsky,

**Re: Placement opportunity**

I would like to enquire about the possibility of a placement in your marketing department starting in June 2018 for a twelve-week duration. I am currently studying a masters in Media at the University of Sussex and have a keen interest in marketing, particularly digital marketing.

I believe I can offer you the following skills developed through my work experience and academic work:

- experience with a range of social media platforms including LinkedIn, Instagram, Facebook, and Twitter
- developing and managing the marketing strategy for the Frisbee society, which doubled its membership in the last year
- strong communication skills including written communication, demonstrated through my undergraduate English degree
- excellent interpersonal and teamwork skills developed in my part-time job as a sales assistant.

Following research into BM Digital products and services, I am particularly interested in the data analysis app; my dissertation is focused on the importance of comprehensive client data in order to improve the services of all businesses.

I spoke to one of your representatives Tim Askew at the Careers Fair in November who gave me further information about your company including the opportunities you offer for training and development.

I attach my CV and look forward to hearing from you.

Yours sincerely,

Sarah Jones