

MLLC

Going on the Market:
Resumes and
Marketing your
Management Skills

our agenda

Tips for resume formats and content
Tips for interviewing

Selling your management and macro skills
Selling your social work approach

Tips for Resumes & Interviews

Tip #1

Dump the jargon

Examples

Weak example: “When I was in my MSW program I studied IP and had a practice area of CSS.”

Stronger example: “During my master’s studies in social work, I was interested in how real people are impacted by the communities and systems in which they live.”

Tip #2

Make what you have done sound relevant to other settings

Examples

Weak example: “Utilized MyChart, Epic and Microsoft Dynamics”

Stronger example: “Utilized a range of health and client management software to better integrate care services.”

Tip #3

Visual appeal matters

Examples

Jane Smith
PROFESSIONAL SUMMARY

CAREER OBJECTIVE
Seeking a challenging position of responsibility within health care for the purpose of utilizing my skills, experience, and education to provide quality patient care and contribute to the success of the organization.

CORE COMPETENCIES

• Clinical Knowledge	• Patient and Family
• Data Analysis	• Quality Improvement

PROFESSIONAL EXPERIENCE

ABC Clinic, New York, NY
Physician Assistant
• Assisted in the diagnosis, treatment, and management of patients.
• Conducted physical examinations, collected vital signs, and administered medications.
• Performed laboratory tests, including blood and urine, and managed patient care.
• Provided patient education on health and wellness.
• Collaborated with the medical team to ensure the best patient outcomes.

DEFENDERS UNIVERSITY, New York, NY
Student
• Completed coursework in health care and related fields.
• Participated in clinical rotations and research projects.

EDUCATION
Bachelor of Science in Health Care Administration
DEFENDERS UNIVERSITY, New York, NY
Graduated: May 2020

ADDITIONAL INFORMATION
• Proficient in Microsoft Word, Excel, and PowerPoint.
• Strong communication and interpersonal skills.
• Detail-oriented and organized.

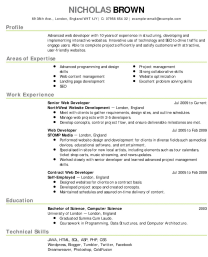
REFERENCES
Available upon request.

CONTACT INFORMATION
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Weak

- ☐ Most look the same
- ☐ Black font
- ☐ Left justified
- ☐ Lots of bullets

Examples



Better

- ❑ Some element of interest
- ❑ Color, bolding, formatting

Examples



Stand out

- Use this to express your strengths themselves
- Color, bolding formatting +
- Use of space, highlights key elements

Tip #4

Figure out your key messages in advance

Tip #5

Interviewers know what a weakness is.
You are not fooling them by giving a strength.

How to handle this
question

Be genuine: "I am always trying to get better, so there are always things I'm trying to work on."

Say what you are doing: "When I notice I'm doing this, I have been trying to become more mindful of ... and then doing ..."

Tailor your answer to the job: Give them something that really might come up so they can see how you would handle it.

Tip #6

Talk about the "value add" of being a social
worker.

"Why should I hire a social worker for this position?"

Articulating your value-add...
How to market yourself as a social work manager

elements of management



SYSTEMS, EVALUATION

Project management, process workflow, how things interconnect, quality improvement, metrics



FUNDRAISING

Deciding where money will come from (plan), individuals, writing grants, holding events, stewardship



STRATEGIC PLANNING

Setting mission, vision and direction, deciding on services and expansions, implementation and ongoing strategic thinking



HUMAN CAPITAL

Managing human resources (paid and unpaid), supervision, motivation, job design, pay, advancement



FISCAL MANAGEMENT

Setting a budget, reading financial statements, making decisions about spending and saving



LEADERSHIP

Inspiring people around a shared vision, building coalitions and partnerships, working with the board

common social work value-add

- I can build partnerships within and outside of the organization.
- I can engage the community.
- I can improve workplace climate.
- Through my understanding of human behavior, motivation and interpersonal relationships, I can solve problems and facilitate change.
- I support social justice efforts.

Collective Impact Manager
Job Posting

- Convene and lead multiple action teams, including plan and coordinate meetings, and distribute effective follow up communication
- Move projects and ideas forward by providing tools, methods, and relevant training/coaching to members
- Develop trust and strong working relationships within the action teams

Job Responsibilities Continued

- Empower action team members to **think critically** about strategies that impact student outcomes, to co-create solutions, and drive strategic action
- Use data and research at multiple stages within the **continuous improvement process**
- **Manage projects** effectively to ensure smooth execution, testing, and post-project analysis
- Think strategically through the **lens of equity and inclusion** to remove barriers and prompt opportunities for students

Collective Impact Manager
Job Qualifications

You might be extra awesome if you:

- Have a Master's degree in Education, Nonprofit Management, Organizational Development, **or a related field**
- Can demonstrate experience using continuous quality improvement processes and methodology
- Have experience working in communities with diverse populations
- Are bilingual in Spanish, oral and written

Or, are these your
strengths?

This job might not be the right fit if you:

- . Are hesitant to innovating current processes
- . Become overwhelmed by fast paced environments
- . Have a hard time making decisions
- . Are uncomfortable learning new systems
- . Like your own permanent desk and space

Core Social Work Values
Identified in the Marketplace

**What some employers consider to be social
worker values:**

Service to humanity
Social justice
Human dignity and worth
Integrity
Others?

Salary Negotiation

Do it
One chance - take time
Do your homework
Not just salary
Get it in writing



Because answers exist only to questions

- Mungara Tarou Krishnamurti
