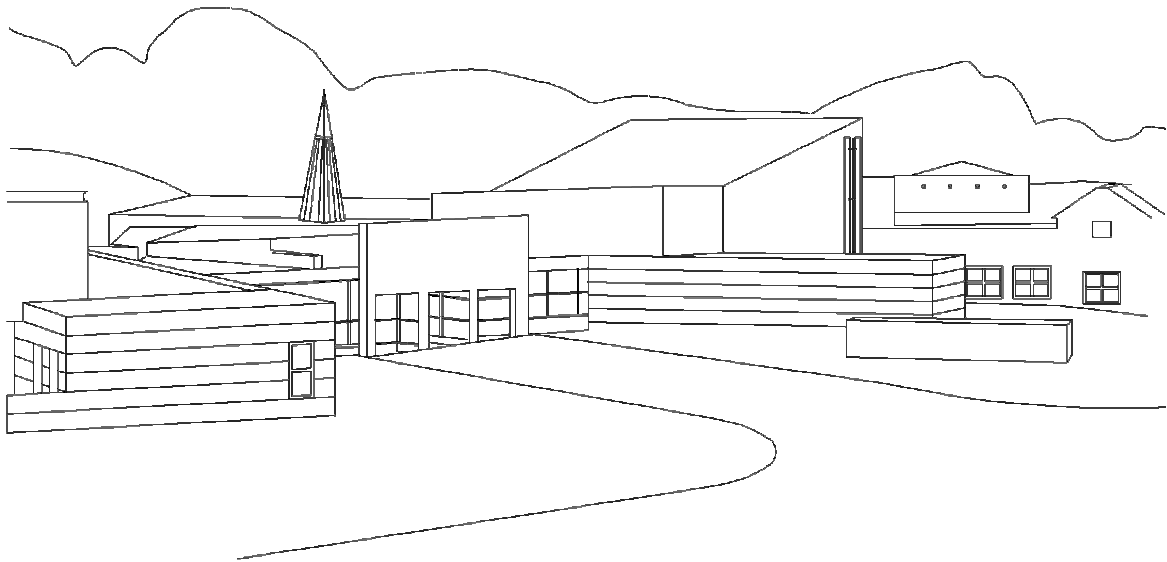


**CONCOURS D'ENTREE  
EN 3<sup>ème</sup> ANNEE  
ANNALES 2007**



ESCIP  
School of International Business  
BP 60 039 - LONGUENESSE  
62967 SAINT OMER CEDEX  
Tél. : 03.21.38.85.34 - Fax : 03.21.38.85.21  
e-mail : virginie.parenty@escip.fr  
WWW.ESCIP.FR

ANGLAIS

Durée : 1 heure

Coefficient : 1

## **Unusual tactics to get that job!**

*BY Helen Beckett, Financial Times, October 24, 2006*

It pays to be proactive when it comes to looking for a job, and an original approach - if appropriate - will get you noticed.

At the heart of any successful job hunting campaign is a strong network and a willingness to be proactive. "Word of mouth works" says Harry Freedman, managing director of Career Energy. "An employer will only advertise if they can't fill a job any other way. "Otherwise, it's a question of picking the right tactic for the right job. Read these methods and be inspired.

### **Get a job in a restaurant or bar**

Working in a restaurant frequented by people in the industry you aspire to is a great way of meeting people who can give you a leg up. Don't ask for a job directly but keep your ears open to find out about openings and what's hot in the sector. Express your interest and show you know what's going on. The tactic worked for Karen Wilde who landed her job as Marketing Manager for an environmental company.

### **Chat on trains and planes**

A director of a marketing agency invited someone to interview who struck up a conversation on the train. The recruit went on to become a senior account manager. "His initiative was impressive. He could have asked for a business card and written to us, but he seized the moment."

Networking can take place at a relevant industry function, online or a bus stop. The main thing is to take action. And if its financially viable getting on your bike - or a plane - to meet prospective employers can also pay rich dividends, says Freedman of Career Energy who cites the following case.

### **Plan an overseas networking trip**

A UK banker who wanted to get into the film finance industry flew to the West Coast of the US for a series of 12 meetings he'd organised. Three of the meetings turned into opportunities and he accepted a job ten days later.

### **Advertise yourself**

Most employers read the job sections of the trade press and one enterprising candidate placed an ad, listing his strengths. This advertisement jumped out at prospective employers who picked up on the candidate and their availability, explains a recruitment executive." It's a creative approach that gives the candidate a competitive advantage."

### **Write a business plan**

An MBA student with a passion for piloting wrote a business plan for an independent airline. The venture capital company put the plan in the drawer but then called a year later with an offer for him to run a feeder airline being operated by Caledonian Airlines.

### **Work for nothing**

Sarah Williams worked in administration for the Welsh government but winning a television quiz show called Jet Set gave her a taste for a different job and life. "I kept in touch with the presenter and eventually got some work experience with a production company. I spent two weeks organising contestants and hospitality." The investment paid off and Sarah is now the PA and administrator for the production company.

Sometimes the offer of working for free is enough to clinch the job. Karan Bilimoria, founder of multi-million company Cobra Beer, advertised for two salesmen when he was still operating from a basement in Fulham and doing deliveries in a 2CV. A candidate arrived late after the appointments had been made and begged for the job. The clincher was he offered to work for free. Bilimoria recognised quality when he saw it and hired him. Now he's a director and owns one third of the company.

### **I. Version** (6 points)

Traduire le titre depuis « It pays to be proactive... » jusque « ... Read these methods and be inspired. »

### **II. Essay** (7 points)

In your view, what is the best way of applying for a job? Why?  
(150 mots exigés, +/- 10 %).

Le / La candidat(e) indiquera obligatoirement le nombre de mots à la fin de l'essai.

**III. Translate into English (7 points)**

N° de candidat : \_\_\_\_\_

1. J'ai mis beaucoup de temps avant d'être embauché.

---

---

2. Vous devriez utiliser les journaux locaux pour trouver un emploi.

---

---

3. La concurrence n'a jamais été aussi intense sur le marché de l'emploi.

---

---

4. Il vous faut préparer soigneusement.

---

---

5. La capacité à travailler en équipe est l'une des compétences indispensables.

---

---

6. Quel a été le plus grand challenge auquel vous avez été confronté ?

---

---

7. Un candidat qui vient pour un entretien doit montrer qu'il s'est bien renseigné sur le secteur pour lequel il postule.

---

---