



Professionals in International Education

## **Marketing Yourself**

*It's as Easy as PIE!*

Pamela Rodriguez Otten

Recruitment Manager

The PIE



# About the PIE



**Clare Gossage**  
Marketing Director



**Amy Baker**  
Managing Director



**Jane Gilham**  
Business  
Development



# Pieces of the PIE

- The PIE News
- The PIE Review
- The PIE Plus
- The PIE Jobs
- **The PIE Talent**



# The Recruitment Team

Amy Baker



Hadil El-Agami



Pam Rodriguez Otten





# Types of Roles We Work On

- Student Recruiter/International Officer
- Sales/Marketing
- College Principal
- Operational Management
- Senior Management
- Academic Manager/ Director of Studies



# Now Let's Talk About...

*Marketing* **YOU!**



# What Is Marketing?

- Everything we do to acquire “**customers**” and maintain a relationship with them
- Satisfying needs and wants through an **exchange** process
- Communicating the **value** of a product



# Start with Your Product

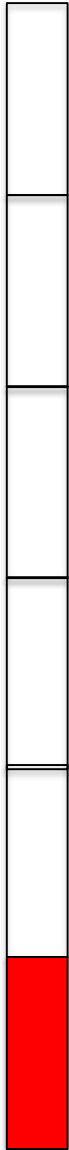
Know what makes you different

Know your strengths/challenges

Develop them

**Tip:** Have a plan.

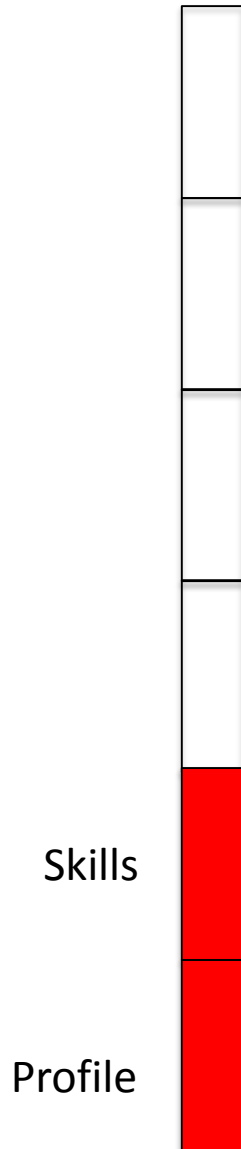
Profile







# What Do You Have to Offer?



Grow your knowledge and skill set

Learn a new language

Travel

Study Abroad/Staff Exchange

Volunteer

Social Media Presence

**Tip:** See everything as another tool in your toolbox.



# Your Package

Give a Good Impression

Be a Team Player

Know Your Institution/Field

**Tip:** Be Someone You'd Want to Work With.

Package

Skills

Profile





# Promoting Yourself

Good, Honest, Adaptable CV

Qualifications, Awards, Presentations,  
Portfolios, References, Testimonials

Covering Letter

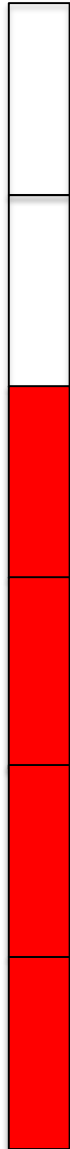
**Tip:** - Don't Disclose Everything.

Promotion

Package

Skills

Profile





# Network

Network

Start before you need it

Cultivate productive relationships



Promotion

Support each other



Package

Use your free resources



Skills

**Tip:** Never dismiss anyone as  
unimportant!

Profile



# Look Internationally

*See who in your network can connect you*

Jobs boards in country of interest

Government Agencies (U.S. Department of State, British Council)

Ex-pat sites (Xpatjobs.com, Shanghaiexpat.com)

Visa Support Agencies

Recruiting Agencies

**Tip:** Research work visas!



# Attitude

*IT'S EVERYTHING!*

**Tip:** Continue to do your best at your current role.

**Tip:** Don't burn bridges and KEEP alliances!





# Get in touch...

The PIE Talent

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**THE PIE**  **TALENT**

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