

Programme title: FdA Tourism and Events

Management

Module code: TEM404

Module title: Work Related Learning

Student Name:

Student ID:

Table of Contents

Introduction.....	3
Utilising LinkedIn for Career development.....	4
PDP/Action Plan.....	6
Graduate vs. Non-Graduate Recruitment Processes	10
Customer Service Skills.....	12
Conclusion	14
References.....	15
Appendix.....	17

Introduction

The following document will outline an action plan and accompanying flowchart, which is designed for exploring LinkedIn as one of the valuable career development tools, and to align the personal development plans with live graduate roles. The main aim of this initiative is to evaluate the ways in which LinkedIn facilitates career progression, comparing the process of recruitment for graduates along with the non-graduate roles and also will explain the importance of customer service skills in the modern job market.

The action plan serves as the step-by-step guide for using LinkedIn for different professional growth, including the optimisation of profiles, networking, along the identification of the relevant opportunities (Leighton et al., 2021). The plan aligns personal development strategies with live graduate roles, helping students aspiring to become business administrators evaluate how LinkedIn supports career progression. It also explores how personal development plans can be tailored to meet the demands of business administration roles, comparing the recruitment processes for graduate and non-graduate positions.

The structure of this document includes four key sections: an overview of the action plan, a flowchart illustrating the LinkedIn career exploration process, a comparison of the recruitment process for graduates and non-graduates and a discussion on the importance of customer service skills in the enhancement of employability.

Utilising LinkedIn for Career development

LinkedIn is one of the indispensable platforms for career development, offering a wide range of tools for helping users stay informed, build connections and achieve their professional goals.

One of the key features of LinkedIn is the ability to track industry trends by following influential companies and thought leaders. For those interested in business administration, LinkedIn provides updates from organisations like the TUI Group and Eventbrite, offering information on market innovations along with the emerging trends. Engaging with different posts, articles, along webinars shared by these leaders keeps professionals informed and competitive (Auxier and Anderson, 2021).

Professional Networking is one of the other important advantages of LinkedIn. Users can connect with the professionals of the industry, alumni, along recruiters, fostering valuable relationships that might lead to job referrals or mentorship opportunities. For example, alumni networks from universities or professional associations in business administration could bridge the connections with potential employers.

LinkedIn also supports skills development through LinkedIn learning, offering different courses along with certifications tailored to different career goals. Certifications like those of the Customer Service Excellence and Business Development are quite important for the enhancement of employability in customer-facing roles, often important in industries like business administration. These courses not only improve skills but also increase the visibility to recruiters by displaying certifications on profiles (Robson and Banerjee, 2022).

The platform's job vacancy search tools are also highly effective. LinkedIn allows users to filter the opportunities by location, industry, experience level and also the specified graduate programs, like those of the roles at Kraft Heinz and NHS England.

For example, a recent graduate used LinkedIn's "Easy Apply" feature to secure the business administration at the travel agency. By ensuring their profile is aligned with the job description and using LinkedIn's analytics for tracking application views, the graduate successfully landed an interview and was hired. Further, another graduate used LinkedIn for network building by connecting with professionals in the business administration sector. Regularly interacting with these connections led to the job referrals, culminating in an event coordinator role. This also demonstrates the ways in which active Networking could be unlocking the opportunities that might not be advertised publicly.

To conclude, it could be stated that LinkedIn combines industry information, networking capabilities, skills development resources, along with the job search functionalities for creating a powerful career development tool.

PDP/Action Plan

Professional Development Plan:

A Professional Development Plan is one of the structured approaches to the achievement of career goals by the identification of the key objectives, resources, and actions along with the timelines.

The following section includes the table which outlines the PDP:

Objectives	Resources Required	Actions required to be taken	Timeframe
Developing the customer service skills for the job role of Business & Operational Delivery Administrator at NHS	Online courses (e.g., LinkedIn Learning, Coursera), mentors	Identification and enrolling in an online course like Customer Service Excellence on LinkedIn Learning. Arranging regular mentoring sessions with industry professionals for receiving personalised guidance (Hargittai, 2020). Practising the acquired skills through the process of role-playing and case	3 months

		studies for enhancing the practical application.	
Improvement of the negotiation, along with P&L analysis, for the job role of business administrator at NBCUniversal	Job shadowing opportunities with experienced professionals, books like Negotiation Genius, and online tools like the financial analysis software (Malik et al., 2021).	Read Negotiation Genius for understanding negotiation frameworks and strategies. Arranging job shadowing sessions with professionals experienced in P&L analysis for observing best practices. Applying learning in stimulated negotiation scenarios for building confidence. Attending webinars or workshops on negotiation techniques and	6 months

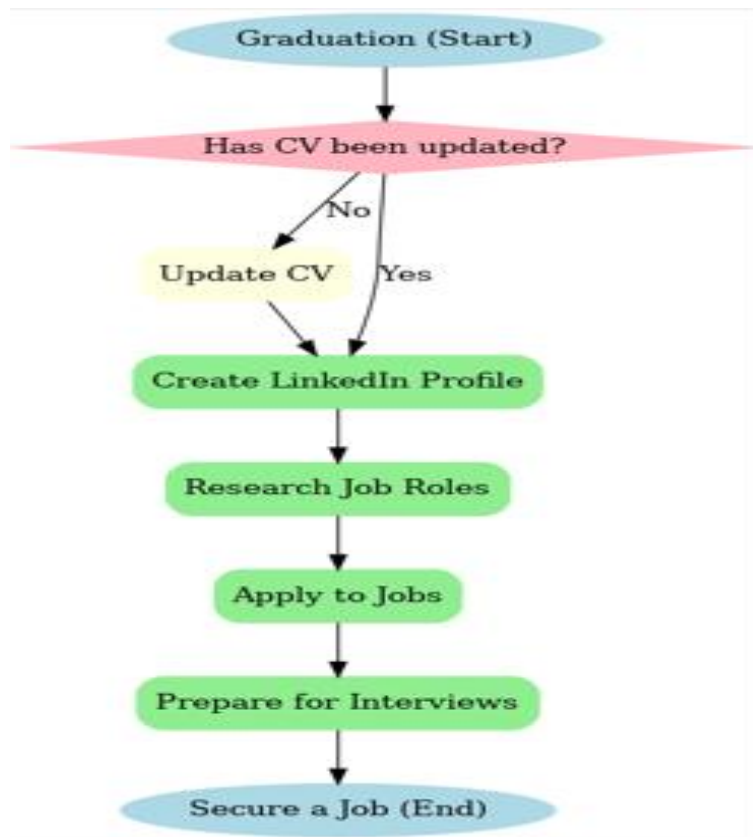
		financial decision-making for constant improvement.	
--	--	---	--

LinkedIn and Social Media Platforms as Learning Resources

LinkedIn is one of the powerful platforms for professional growth, offering a wide range of learning resources, networking opportunities, along job updates.

1. **Learning Resources:** LinkedIn Learning provides thousands of courses designed for the development of professional skills. For example, individuals aiming at the improvement of the customer service could be enrolling in different courses like Customer Service Excellence or Conflict Resolution Skills (Aichner et al., 2021). These courses include video tutorials, quizzes, and certifications that could be showcased on LinkedIn profiles, increasing visibility for recruiters.
2. **Networking Opportunities:** LinkedIn excels in the facilitation of connections with industry professionals, alumni and recruiters. By joining groups like those of the Customer Service Professionals or QSR Leaders Networks, users can engage in discussions, ask questions and share information. Instagram and Facebook can also serve as networking tools.
3. **Job Updates:** LinkedIn's job search tool provides tailored recommendations based on the skills, location and career interests. For instance, users can filter for graduate roles in the QSR sector. Similarly, platforms like Twitter and Instagram often feature job openings through company posts or hashtags.

Flowchart Explanation:



Graduate vs. Non-Graduate Recruitment Processes

The recruitment processes for graduate and non-graduate roles differ significantly in structure, skill emphasis and evaluation criteria. Graduate recruitment often emphasises analytical abilities, leadership potential, and strategic thinking, with customer service skills valued for teamwork and client relations. Non-graduate roles prioritise practical experience, adaptability, and hands-on problem-solving, viewing customer service skills as essential for frontline interactions, conflict resolution, and fostering positive customer experiences to drive business success.

Graduate Role 1: Kraft Heinz

The recruitment process for Kraft Heinz involves multiple stages: online application, screening, psychometric tests, interviews and an assessment centre. These steps are designed for the evaluation of the candidates' analytical, interpersonal, and project management skills (Black and van Esch, 2020). Psychometric tests measure different cognitive abilities along with problem-solving skills, while the assessment centre focuses on teamwork, along with leadership potential.

Graduate Role 2: NHS England

NHS England's recruitment process follows a similar structured approach: online application, screening, panel interviews, along with task-based assessment. The emphasis is on multi-tasking, operational decision-making, along with problem-solving skills that are highly relevant to those of the healthcare administration and leadership roles. Candidates are assessed for their abilities in handling the complicated challenges in different high-pressure environments.

Non-Graduate Roles

Entry-level customer service positions, like that of the ones in retail or call centres, typically have much simpler processes; application along with the interviews (Kohavi et al., 2020). All of these

roles prioritise customer service skills like as effective communication, empathy, along conflict resolution aspects, over technical expertise.

Customer Service Skills in Recruitment

For different graduate roles, customer service skills play an indirect yet important role. Analytical application in business development, stakeholder communication, along contract negotiation requires strong interpersonal abilities (Kalil, 2020). For different non-graduate roles, customer service skills are the foundation of job performance, enabling the candidates to interact directly with the customers and also solve problems efficiently.

Both of these processes have explained the importance of customer service skills, though their applications differ based on the job level. Graduate roles focus on the application of these skills strategically, while non-graduate roles emphasise practical, hands-on interactions.

Customer Service Skills

Customer service skills play an important role in career development, offering a universal foundation for success across both graduate along non-graduate roles. All of these skills encompass effective communication, empathy, problem-solving, along with the interpersonal abilities, enhancing the employability by addressing the core needs of the organisations – building the relationships, resolving issues and also ensuring the customer satisfaction. Strong customer service skills directly enhance employability by showcasing communication, problem-solving, and interpersonal abilities valued across industries.

Employability in Graduate Roles

For graduate roles, like that of the Kraft Heinz, customer service skills are integral to leadership, stakeholder management, along client management. For example, a role in business development or operations often requires the ability to interact with the clients, negotiating contracts and resolving conflicts (Karim et al., 2020). All of these tasks demand not just technical expertise but also the ability to connect with people, understand their needs and respond effectively. Managing QSR customers at Kraft Heinz exemplifies how customer service is applied in a strategic and leadership context, ensuring customer satisfaction while meeting the business objectives. For graduates, these skills demonstrate adaptability and professionalism, supporting leadership growth.

Employability in Non-Graduate Roles

In non-graduate roles, like those of entry-level positions in retail or call centres, customer service is the primary focus. Employees are expected to directly interact with the customers, address their concerns and also provide resolutions in a timely manner. Strong communication and empathy often make the difference between a satisfied customer and a lost one. All of these skills also

enable employees to take on greater responsibilities, like managing of team or training others, creating different opportunities for career progression (Hamilton and Sodeman, 2020).

Foundation for Leadership

Customer service skills are not limited to entry-level tasks; they provide a foundation for leadership and management. Effective leaders are skilled communicators who can motivate teams, address client concerns, and also foster a positive workplace culture. These abilities often originate from the practical application of customer service skills in earlier roles. For non-graduates, they highlight reliability and practical expertise, opening pathways to career advancement through enhanced customer satisfaction and workplace collaboration.

Real-Life Example

A candidate with excellent customer service skills secured a role by demonstrating exceptional communication along interpersonal abilities during the recruitment process. For example, their ability to mediate customer complaints and turn negative experiences into positive outcomes impressed the hiring manager. This practical experience showcased their readiness for higher-level responsibilities, that as the management of client relationships or leading a team (Ioannidis et al., 2021).

To summarise, it could be stated that customer service skills are invaluable in career development. They enhance employability in the diversified roles, serve as a stepping stone to leadership and also demonstrate the ability to handle real-world challenges effectively. Whether in graduate or non-graduate roles, mastering all of these skills paves the way for career growth and success.

Conclusion

LinkedIn and a Professional Development Plan (PDP) are important tools for career development. LinkedIn provides a platform for professional Networking, skill development and job opportunities, making it one of the invaluable resources for individuals looking to grow their careers. By following industry trends, connecting with professionals and using LinkedIn Learning, users can constantly enhance their expertise and stay competitive in their fields. A well-structured PDP further supports this by the identification of clear goals, necessary resources and actionable steps, helping individuals stay focused and track progress towards their career aspirations.

Customer Service Skills are important in the achievement of professional goals, regardless of the role. These skills are highly valued in both graduate and non-graduate positions, as they enhance employability, fostering leadership and ensuring effective client management. Strong customer service abilities could serve as the foundation for career growth, as they demonstrate interpersonal competence and problem-solving capabilities.

Finally, comparing graduate and non-graduate recruitment processes is important for preparation. Understanding the specified requirements for each type of role allows candidates to tailor their approach, emphasizing the relevant skills and experiences. Graduate roles often demand analytical and multitasking abilities, while non-graduate roles focus more on customer service proficiency.

References

- Aichner, T., Grünfelder, M., Maurer, O. and Jegeni, D., (2021). Twenty-five years of social media: a review of social media applications and definitions from 1994 to 2019. *Cyberpsychology, behaviour, and social networking*, 24(4), pp.215-222.
- Auxier, B. and Anderson, M., (2021). Social media use in 2021. *Pew Research Center*, 1(1), pp.1-4.
- Black, J.S. and van Esch, P., (2020). AI-enabled recruiting: What is it and how should a manager use it?. *Business Horizons*, 63(2), pp.215-226.
- Hamilton, R.H. and Sodeman, W.A., (2020). The questions we ask: Opportunities and challenges for using big data analytics to strategically manage human capital resources. *Business Horizons*, 63(1), pp.85-95.
- Hargittai, E., (2020). Potential biases in big data: Omitted voices on social media. *Social science computer review*, 38(1), pp.10-24.
- Ioannidis, J.P., Powe, N.R. and Yancy, C., (2021). Recalibrating the use of race in medical research. *Jama*, 325(7), pp.623-624.
- Kalil, A.C., (2020). Treating COVID-19—off-label drug use, compassionate use, and randomized clinical trials during pandemics. *Jama*, 323(19), pp.1897-1898.
- Karim, F., Oyewande, A.A., Abdalla, L.F., Ehsanullah, R.C. and Khan, S., (2020). Social media use and its connection to mental health: a systematic review. *Cureus*, 12(6).
- Kohavi, R., Tang, D. and Xu, Y., (2020). *Trustworthy online controlled experiments: A practical guide to a/b testing*. Cambridge University Press.

Leighton, K., Kardong-Edgren, S., Schneidereith, T. and Foisy-Doll, C., (2021). Using social media and snowball sampling as an alternative recruitment strategy for research. *Clinical simulation in nursing*, 55, pp.37-42.

Malik, M., Sarwar, S. and Orr, S., (2021). Agile practices and performance: Examining the role of psychological empowerment. *International Journal of Project Management*, 39(1), pp.10-20.

Robson, S. and Banerjee, S., (2022). Brand post popularity on Facebook, Twitter, Instagram and LinkedIn: The case of start-ups. *Online Information Review*, 47(3), pp.486-504.

Business Development Executive - QSR

Kraft Heinz Company  | London SE195G • Hybrid work

You must create an Indeed account before continuing to the company website to apply

[Apply now](#) 



ABOUT THE ROLE

Job Description

About the Position

We have an excellent opportunity available for an experienced, driven and commercially minded individual to make a difference at Kraft Heinz.

The **Business Development Executive** role lies within the European/Global Away From Home team – a key growth engine for the business over the next 5 years.

Within this role you will be responsible for the account management of our Quick Service Restaurant (QSR) customers such as Morley's & Papa John's as well as be on the search for new business wins & unlocking incremental business from new players coming into the market. You will also support on strategic development of the wider channel which includes Five Guys, Burger King, KFC. A key part of the role will include negotiating JBPs, finding ways to profitably grow, and partner with our customers to make valuable contributions to us, to them and to their consumers. You will be the commercial owner of the P&L, managing the relationship and agreements. As the channel and customer expert, you'll guide our business on identifying opportunities as well as leveraging your expertise to support our customers through insights and suggestions.

What you'll do:

- Account Management of QSR customers on a day-to-day basis as the main business interface between Kraft Heinz and our customers, as well as owning the internal stakeholder relationships for these customers' needs
- Full P&L ownership of your customers in QSR Channel, as well as discovering new businesses opportunities within the market
- Negotiating contracts, from commercial planning through to execution
- Profitably grow our business through identifying and winning new customers, listing innovation, ESG initiatives and branded activations
- Forecasting and performance reviews internally and externally
- Working cross functionally together with Culinary and Marketing teams to create and deliver best in class selling materials that successfully influence our customers in a variety of settings
- Leading and maintaining projects: this will include developing new & bespoke products and supporting the marketing team on landing best in class activations.

Job Post 2:

ONLINE ASSIGNMENTS

Business Manager

NHS England  · 3.6 ★

London SE1

£46,148 - £52,809 a year - Full-time

You must create an Indeed account before continuing to the company website to apply

[Apply now !\[\]\(04a2d17011e54380b645e8f359b8bdd1_img.jpg\)](#)





Job details

Here's how the job details align with your [profile](#) .

 Pay

£46,148 - £52,809 a year

 Job type

Full-time

Location

 London SE1

Full job description

The postholder will be required to have/develop a basic understanding of the business management activities, including maintaining professional relationships with other Business Managers across the directorate.

They will support the coordination of business and corporate tasks, so the ability to multitask and remain calm under pressure is essential. They must be able to coordinate various tasks, arrange meetings, prioritize workload, and have previous experience in a similar role.

Additionally, they will need to demonstrate tact, confidentiality, and communication skills. They will provide secretariat support to the Board meeting and any delegated by the Head of Office, which will involve note-taking, agenda coordination, coordination of papers, and following up on actions.

Key Responsibilities:

Support the Board Meeting by preparing materials and ensuring smooth operations.

Collaborate closely with the head of office on business operational activities including managing Budgets, supporting HR activities and providing insights and strategic advice.

Establish and maintain effective processes across the directorate to enhance operational efficiency.

Oversee the Establishment Control Panel process, ensuring compliance and accuracy.

Although this role has specific responsibilities, the business management team operates in a matrix format, so the ability to move between different tasks will be beneficial.

You can find further details about the job, organisational structure, recruitment profile, expected outcomes and benefits information in the attached Job Description and other supporting documents.

The NHS England board have set out the top-level purpose for the new organisation to lead the NHS in England to deliver high-quality services for all, which will inform the detailed design work and we will achieve this purpose by:

Enabling local systems and providers to improve the health of their people and patients and reduce health inequalities.

Making the NHS a great place to work, where our people can make a difference and achieve their potential.

Working collaboratively to ensure our healthcare workforce has the right knowledge, skills, values and behaviours to deliver accessible, compassionate care

Optimising the use of digital technology, research, and innovation

Delivering value for money.