

Greg Thompson

Education Liaison Coordinator, Financial & Legal Skills Partnership

As an Education Liaison Coordinator Greg recognises LinkedIn to be an essential tool for connecting with key industry figures, enabling future employment opportunities. He gives advice on how using groups on LinkedIn can increase commercial and sector knowledge.

“LinkedIn is a way of connecting with professionals across the world to broaden your horizons for future careers.”

Be professional

Greg describes LinkedIn as being a professional reflection of yourself.

“You should represent yourself on LinkedIn as you would want an employer to see you in person.”

For this reason your profile must be kept professional and up-to-date in order to successfully showcase your professional aptitude. Including key sector terms in your summary and experience sections will distinguish you from other potential candidates.

Demonstrating commercial awareness

Following relevant groups will also underline your interest in the industry and contain latest sector information, keeping you informed of the developments in your industry.



Greg works closely with both students and employers, to facilitate early career opportunities in his role as Education Liaison Coordinator

A guide to the 'right group'

- **Is the group really for you?** - Read the profile. If it's focused around fashion design and you're a web designer, maybe it's not your best bet.
- **Are people using the group?** - If the last post was made a couple of years ago it probably isn't the most up to date group.
- **Look for the manager, the big cheese** - They should be one of the main 'influencers' in the group.
- **'There are no rules of architecture for a castle in the clouds'** - There are however rules of a group and so follow them! If there aren't, it's probably a poorly managed group.
- **It's a two way street** - you should contribute something meaningful back to the group in order to promote yourself.

Connect

Students should also reach out and connect with senior managers in their chosen field.

While Greg recognises that it can feel intimidating contacting senior figures, he encourages students to set aside nerves and connect with those professionals to start building and expanding the professional network that will be of benefit to them in the future.

Greg notes that recruiters within financial service firms are seeking talent earlier than ever before. They want to connect with students in the early stages of their studies.

It is never too early, then, to create a LinkedIn profile.

Written by Haleema Khan

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