

# How can graduates differentiate themselves from the crowd?

1

## Gain and apply YOUR EXPERIENCE



There is no denying experience can seem very difficult to gain. But you may have it already or you can get it. Be strategic, think about what roles you would like, what skills are needed and what you could do to develop and demonstrate these. If you would love to work in a food company making healthier products, why not try helping local businesses, working with their chefs and customers. Experiences pitched properly in an application can demonstrate initiative.

2

## Look out for VOLUNTEERING OPPORTUNITIES



Voluntary work is a great option. It demonstrates passion, and with it comes new responsibilities and experiences. For example, if you would like to work in public health, consider which local organisations, schools, clubs are near you that you could offer to help. Could you write a column for a local newspaper or magazine, join a committee or help organise a conference?

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## Beyond NUTRITION



Your approach matters just as much as your knowledge and experience. Recognise and call out your skills. These could be demonstrating an ability to cope with change and manage your own work or feeling confident with a fast-paced environment. Enthusiasm, passion and a willingness to learn are top of hiring manager's wish lists. It is not just about nutrition focused activities. Make sure you show your greater depth and potential.

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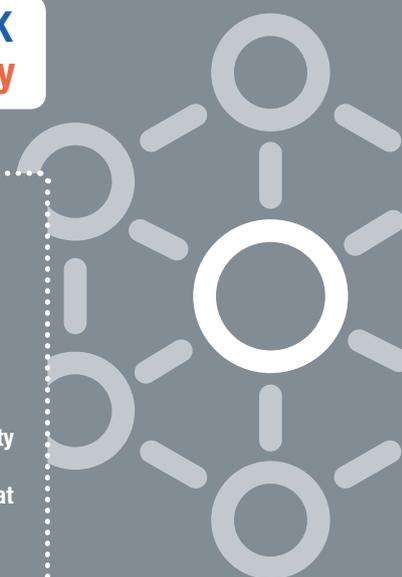


## TALK TO THE CROWD Be in the crowd

Attend events, meet people virtually and in person. Building relationships is essential. They enable you to ask questions, build knowledge and gain support. They also enable you to offer this to others and demonstrate your passion and skills. If you are known (for the right reasons!) you are differentiated. Ask questions and join the social events. Connecting with other nutrition professionals is a way not only to talk about your shared interests, but also to learn from their interests in other areas. It enables you to gain new insights from their experiences.

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## NETWORK effectively



Networking goes far beyond what's in it for me right now. It's about building support networks, accessing knowledge, insights, ideas and advice from others, now and in the future. It is much more than likes, followers or retweets. Understanding what those within and outside the nutrition community are passionate about, what challenges they encounter and what differences they want to make will ensure you remain connected with what is relevant.

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**IF YOU ARE A FOODIE shout about it**

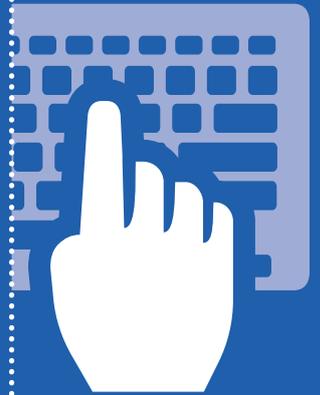
In a world of Instagram, having qualified nutritionists that can inspire through their love of food and nutrition knowledge can be a real differentiator. It could give you an edge over your competition in skills such as recipe analysis, product development, and influencing chefs and caterers. Employers have told us that for certain roles, being a foodie is a real plus.



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**Translation of science TO DIFFERENT GROUPS**

Consumer writing is a skill in short supply in recent graduates. Getting your message across in a legal and engaging manner is a great talent. A popular, scientifically robust blog is a massive plus and differentiator. Equally however, you may not even get an interview if the recruiter spots unfounded nutrition information on your social media platforms. Companies and organisations cannot take risks in this area. Social media content must always be evidence-based.



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**Good COMMUNICATION**

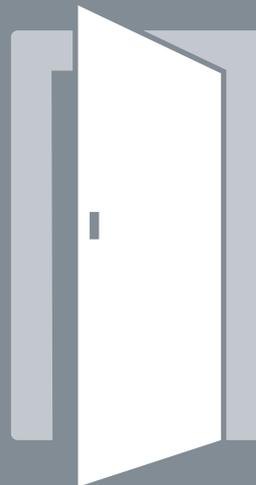
Effective communication skills are essential in many roles, from those based around media and PR platforms to many roles across industry and academia. Listening and understanding are also key aspects of communication. You cannot underestimate the power of empathy in a number of roles from taking consent and working with volunteers in a nutrition research trial, to identifying customer needs in product development.



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**Keep doors OPEN**

Be open to new opportunities and to roles you may initially feel don't fit. These are open doors to organisations and future opportunities. The possibilities can often only be understood when you are within an organisation and then you can tactically explore your career from there, always learning and building new experiences. Trying different things will help you identify what you are really interested in and will help you see what you do well. A job may not be perfect on paper, but it may provide skills that will be helpful for your ideal nutrition job.



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**Show INITIATIVE**

Do a placement year if you can to maximise your experience. When you are in a role, be strategic about what you want to experience and build it into your work. Have proactive ideas and discussions with your manager. Be flexible and think creatively in uncovering opportunities for work and to build experience and CREATE work. Identify a need, pitch a solution. By doing this you will become more confident in yourself and will have stories to share with your community and at interview.



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