Put Yourself on the Map: How to Use This Brochure

Before you meet with the person, reread this brochure and write down any questions you have, for example:

- How do you spend your day doing in this job?
- How did you get started in this field?
- How much reading, writing or math do you do in your job?
- How do people dress at the work place?
- Do you work the same schedule every week, or does it change?
- Do you have a routine set of tasks you do every day or do you do something different every day?
- How much will you travel?
- How long will it take you to get to work?
- How much will you be on call?

Find someone who works in the industry – ask your friends, parents, teachers and neighbors if they can introduce you. Ask if they are willing to talk with you for a few minutes. This is called an “informational interview.” You’re not asking them to find you a job; you’re only asking to listen and learn about their experience. If you ask in a professional manner, many people are happy to speak with you. (If you’re nervous about this, ask a teacher, guidance counselor or parent to help.)

For additional information:

- http://CTECouncil.org
- http://schools.nyc.gov/ChoicesEnrollment/CTE/ParentsandStudents/default.htm
- http://www.prsa.org/ (public relations)
- http://www.aaaa.org/careers/Pages/default.aspx (advertising)
- http://CTECouncil.org
- http://www.acinet.org
- http://CTECouncil.org

Types of Employment

<table>
<thead>
<tr>
<th>HOURS/WEEK</th>
<th>SCHEDULE</th>
<th>WAGE/SALARY</th>
<th>PAYMENT</th>
<th>COMMON BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Time</td>
<td>Usually 8+</td>
<td>Steady</td>
<td>Annual</td>
<td>Weekly or bi-weekly Full sick leave, vacation time, health insurance, retirement savings</td>
</tr>
<tr>
<td>Part-Time</td>
<td>Usually 16+</td>
<td>May vary</td>
<td>Hourly</td>
<td>Usually weekly Usually none</td>
</tr>
<tr>
<td>Temp</td>
<td>As available</td>
<td>May vary</td>
<td>Hourly</td>
<td>Weekly or bi-weekly Usually none</td>
</tr>
</tbody>
</table>

Self-employed work

Freelance

Flexibility / hourly work, no routine, own hours

Negotiate role of pay with client

Upon completion of work or on a schedule of deliverables

None; must pay own taxes and health insurance

Union

Typically higher than comparable non-union positions

As negotiated by the union with the employer or on behalf of members

For additional information:

http://www.acinet.org

Office of Postsecondary Readiness (OPSR)
New York City Department of Education
52 Chambers Street
New York, NY 10007
Technical Jobs

Some College and/or Moderate Experience

- **Software Developer**: Develop, test, and debug code. Requires some college or experience.
- **Web Developer**: Design and develop websites using HTML, CSS, and JavaScript. Requires some college or experience.
- **Data Analyst**: Analyze and interpret data to help organizations make informed decisions. Requires some college or experience.
- **Mobile App Developer**: Design and develop mobile applications. Requires some college or experience.

College Plus Experience

- **Software Engineer**: Develop software applications. Requires a bachelor's degree.
- **Web Designer**: Create and maintain websites. Requires a bachelor's degree.

Some College and/or Significant Experience

- **Software Architect**: Lead software development projects. Requires a bachelor's degree.
- **Web Designer/Developer**: Design and develop websites using HTML, CSS, and JavaScript. Requires a bachelor's degree.

High School and Significant Experience

- **Administrative Assistant**: Support executives by managing schedules, coordinating travel arrangements, and managing social media. Requires a high school diploma.
- **Programmer**: Develop software applications. Requires a high school diploma.

Administration and Sales Jobs

Some College and/or Moderate Experience

- **Bookkeeper**: Prepare invoices and pay bills. Requires some college or experience.
- **Administrative Assistant**: Support executives and managers in media and advertising industries. Requires some college or experience.

College Plus Experience

- **VP Sales and Marketing**: Manage ad account executives by setting goals and providing feedback. Requires a bachelor's degree.
- **Talent Development Manager**: Recruit, screen, interview, and hire workers for available positions. Requires a bachelor's degree.

Some College and/or Significant Experience

- **Marketing Director**: Oversee all marketing activities for a company. Requires a bachelor's degree.
- **Account Executive**: Close sales and work on accounts payable and receivable. Requires a bachelor's degree.

High School and Significant Experience

- **Ad Account Executive**: Close sales and work on accounts payable and receivable. Requires a high school diploma.
- **Director of Sales**: Oversee media research. Communicate with clients about the unique skills needed in the broadcast or advertising industry. Requires a high school diploma.

Graphic Design

- **Graphic Designer**: Design and create graphics to meet clients' needs. Requires some college or experience.

Digital Media

- **Audio Engineer**: Design and implement audio solutions. Requires some college or experience.

Creative Jobs

- **Copywriter**: Write for ads, publications, or the internet—anything that needs words. Requires some college or experience.

Web or Mobile Media Designer

- **UX Designer**: Create user interfaces for websites and mobile apps. Requires some college or experience.

 Somehow Jobs

- **Editor**: Oversee written content and ensure it is clear and consistent. Requires some college or experience.

Presentation Designer

- **Presentation Designer**: Design and create materials for presentations. Requires some college or experience.

Digital Technician

- **Sound Technician**: Operate audio equipment. Requires some college or experience.

Designing Technician

- **Graphic Designer**: Design and create graphics to meet clients' needs. Requires some college or experience.

Training Technician

- **Technical Director**: Plan and coordinate media projects. Requires some college or experience.