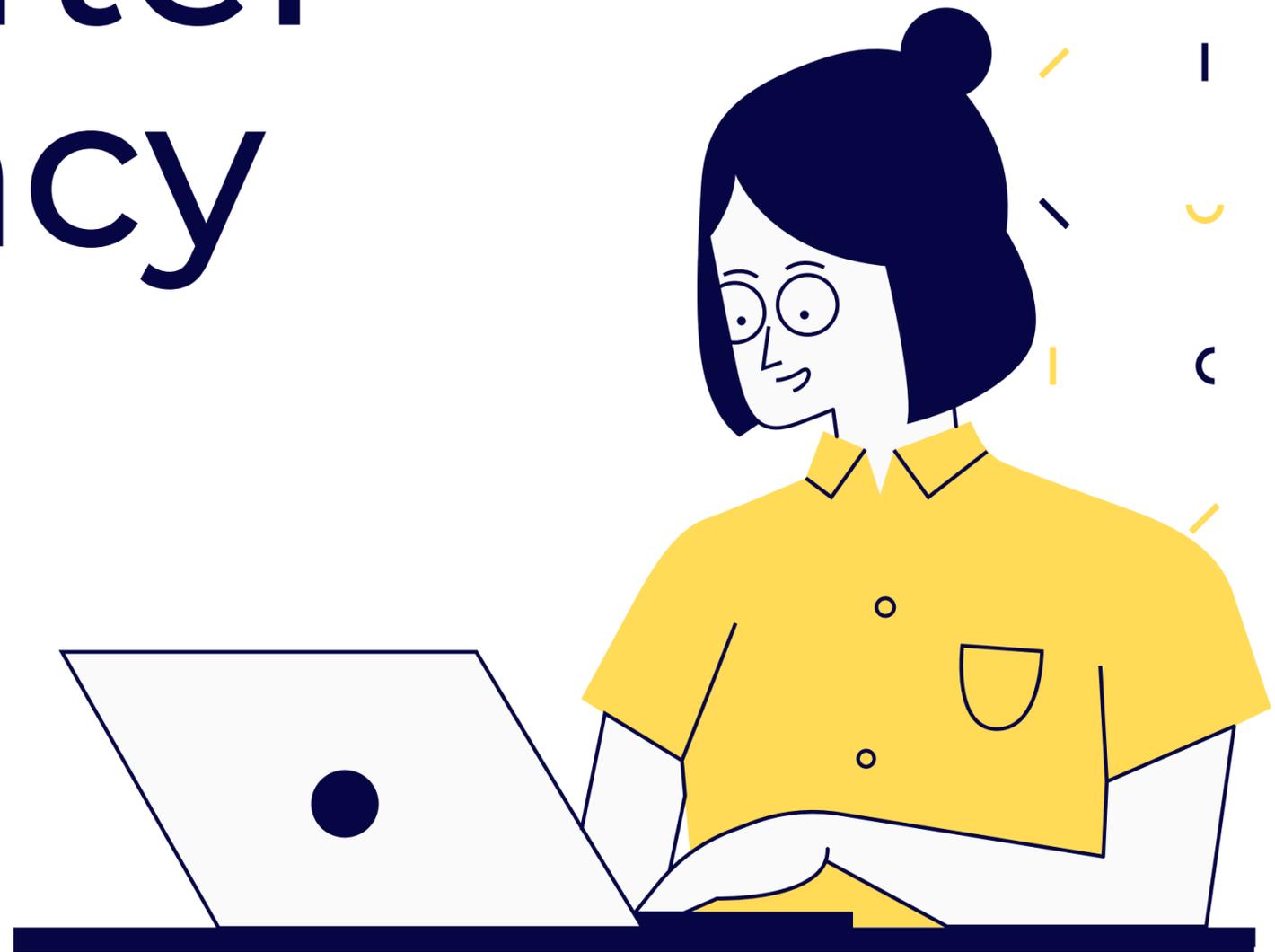


Getting back to work after redundancy



GET BACK TO ~~WORK~~ YOU.

How to take back control and get back to work after redundancy.

Being made redundant always comes as a surprise; even when there are warning signs.

And if there's one thing that COVID-19 has taught us, it's that all measure of surprises can lurk around every corner. The global changes that came crashing into our lives from March 2020 drove us into a year unlike any other; pulling the rug from under our feet personally and professionally.

With marketing budgets in the UK seeing their biggest decline since the 2009 financial crash as businesses flounder to cut spending¹, the result is a number of marketers and creatives suddenly out of work.

But, instead of admitting defeat, this is an opportunity to start fresh and embrace the change. To take a look at your strong points, your skills and experience, together with what it is you need to thrive. And to get back to work in a more fulfilling career than ever before. Sound impossible?

Not at all. Here are some actionable steps to get you started.



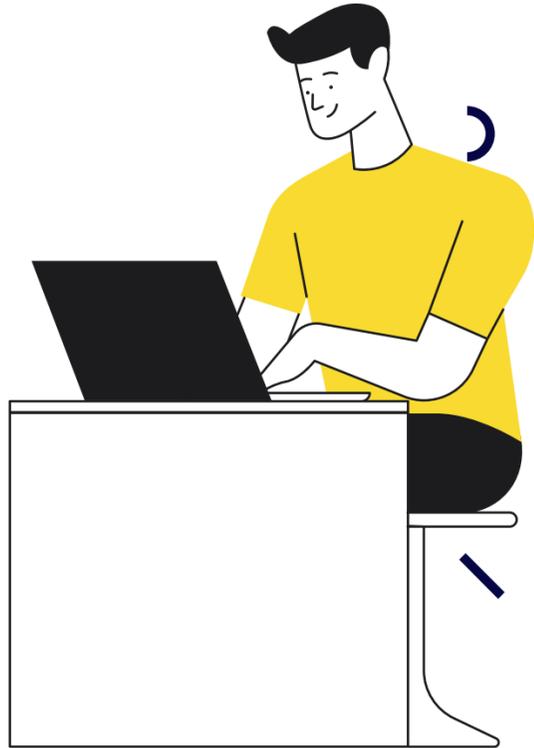
Don't take it personally

You weren't made redundant – your role was. And while it's entirely natural to feel a mix of emotions and to want to grieve what you have lost, it's important to stay logical about the financial and business reasons that led to your job loss. And in the meantime...



Keep busy

Need to keep your mind off your recent job loss and get back a positive outlook? Then get to work on your CV. Review your LinkedIn. Create a presence on your socials. Update your portfolio. Get networking and speaking to recruiters. YOU'RE in control. But, of course, it's a busy time out there and the competition is hot, so...

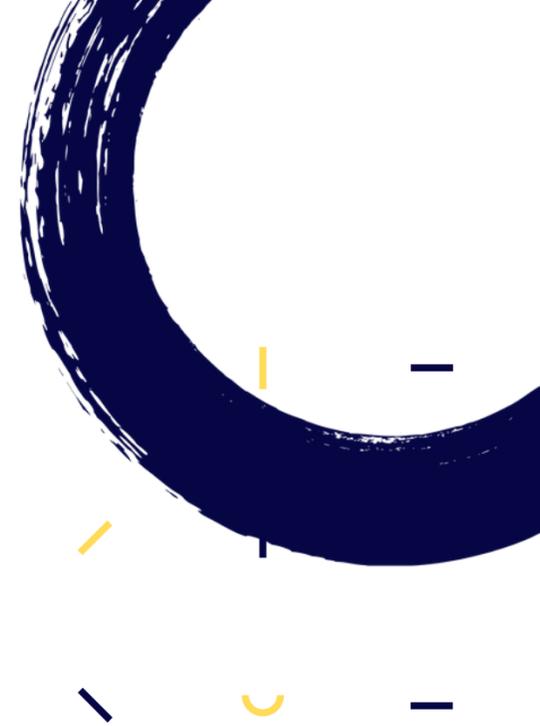


Get creative

You need to stand out, so use your CV and social as an opportunity to show your creative and marketing abilities. Consider the different channels and formats available to you, from audio to video. Think podcasts and video blogs rather than traditional posts or written blogs. And remember the times we are in; less physical events are happening, making face-to-face networking difficult; so getting across your personality online is crucial. And, even though you're behind a screen, always be authentic. However, to demonstrate the person you are and the expertise you can offer in a way that stands above the noise means you have to be bold and...

Market yourself

Make a list: what have you done? What projects have you delivered? What skills do you possess, and what experience can you take forward from your redundant role? Marketing is what you do every day; now it's time to do it for you. Find your niche and focus your efforts on that to build your professional identity. In addition, to really stand out above the noise of your fellow marketeers, you should...



Consider the current climate

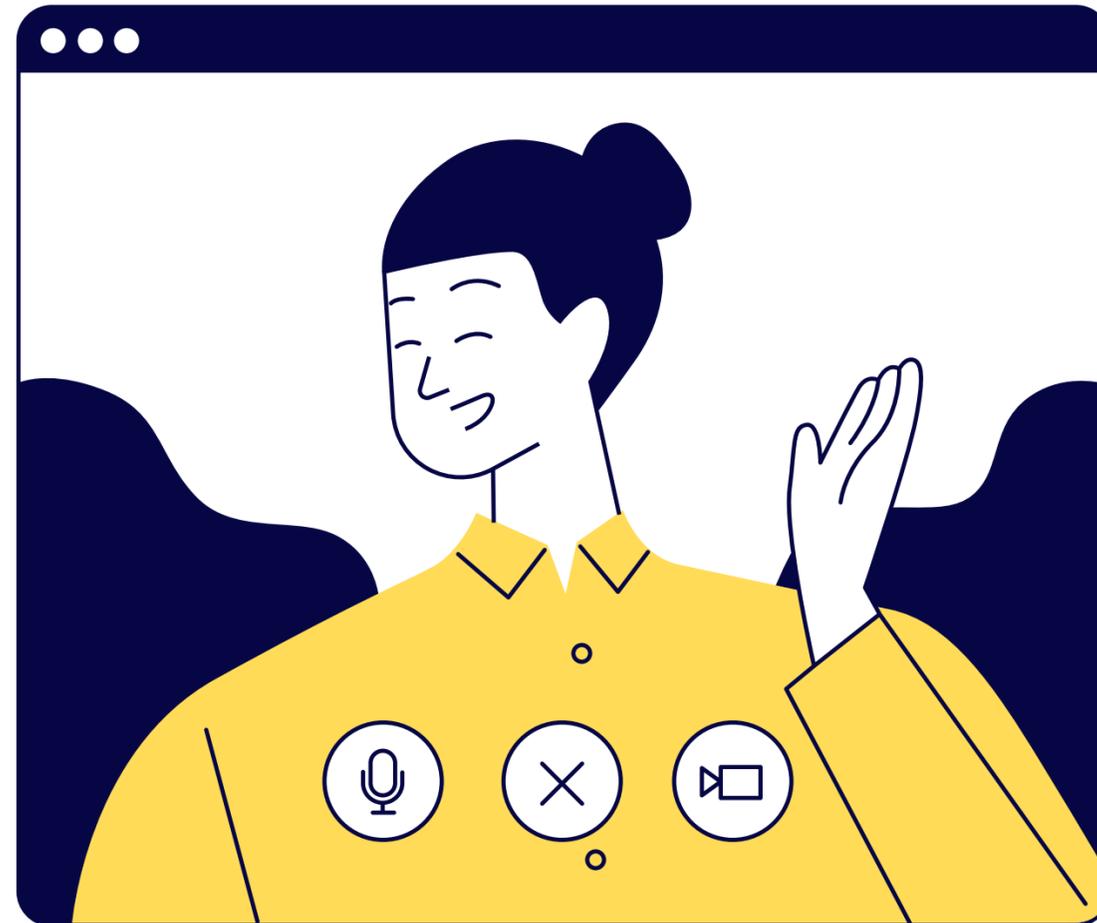
What are the challenges that businesses are up against post COVID-19, and how can you help? Marketing is changing as brands and agencies everywhere are looking to do more with less. There is a big focus on sustainability. Taking things online. There is a much higher awareness of the supply chain after the world came to a standstill at the start of 2020. Showcase your knowledge or abilities in all these areas – have conversations on these focus areas. Demonstrate your value to your audience and stay relevant in a changing landscape. And then, when you do land your new role...



Never stop looking for opportunities

Now is not the time to get complacent (if there ever was one). Keep striving within your role. Put your hand up for any new or potential opportunity. It's easy to get lost under a heavy workload, or to get comfortable doing only what you need to get by, but it's critical to your personal brand that you stay ahead. It all comes down to one thing: embracing change. If you can do this and develop an ability to adapt to anything, you'll be able to thrive no matter what surprises come your way.

Contact me



To discuss any of these areas in more detail or to go through your own goals and career plan, contact Jo on;

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¹ SOURCE: Data from the IPA Bellwether Report for the first quarter of 2020, which was compiled between 2 and 27 March, shows a net balance of -6.1% of companies revised their total marketing budgets lower.