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—Malcolm X

# TIMES ascent

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## TO JOIN OR NOT TO JOIN

Evaluating a job offer can be rather like evaluating a marriage proposal. There are both pros and cons that leave you feeling utterly confused!

Ankita.Shreeram  
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It's funny – when you are really at your wit's end, there is rarely a single job offer on the horizon. But when you are not really looking, they rain down on you like the September rain! Deciding between various job offers is a decidedly complicated task. There are so many considerations in your head – profile, location, company, money, growth prospects. And then there are the unknown factors like who will be your boss, what kind of team mates you will have and how good the food at the cafeteria is!

Everyone loves to say that 'it is not just about the money'. But then, what is it really about? Lalitha Indrakanti, director and centre leader at Cargill Business Services, Cargill India lists a few key parameters to measure the job offer against:

- DNA of the company; look

for the fundamental basis on which the company stands. ● Have a clear view of what the position has to offer, ask questions on key responsibilities, what is expected of you, determine if the position has enough headroom for you to grow in the organisation.

● Money is important but it should not be the primary criteria for you to switch jobs. There is always someone who will be willing to pay a little more than what you are currently getting.

● Look for work-life balance; remember there is family, friends and life beyond your work also. ● Position yourself correctly; there should be a growth in your career responsibilities, monetary growth and visibility for the job and the team for at least 18-24 months.

● Understand the positioning of the company or product in the market; try your best to assess the macro-economic situation and its impact on the company.

● Last but not the least, meet your would-be boss at least twice, see if you can work for him/her.

Then again, if we all looked for perfection in our jobs, we might as well stay unemployed. Turning down every offer that comes your way in the hope of finding the elusive dream job is an approach that is fraught with risks. “Opportunity knocks once and we need to use it. Everyone may not get dream jobs as their first job but at the same time, it is always good to take up a decent job and keep trying for the dream job. Today, dream jobs in campuses are offered by MNCs with compensation of above 5 lakhs per annum. However, the candidates need to have a certain eligibility to appear for the interviews and in case they don't have it, there is always room to get a dream offer by at least gaining relevant experience in the field,” agrees Thirumal Raj, founder and CEO, STC Skills.

Consider this scenario – the job sounds great, pays well and it is what you have

always wanted to do. However, the company isn't well-known and you have heard a few unsavoury comments about your to-be boss. Are the negatives big enough to turn your back on an otherwise golden opportunity? “Pick a job on the basis of a good organisation - that matters more than an ideal job. What is the point if the job is good, but it is a drag to go to the office each day? That is death by a thousand cuts, I would say,” opines SV Nathan, partner and chief talent officer; Deloitte India. “The purpose and mission of an organisation, an engaged work environment, leadership strength, and most importantly a unique and compelling employer brand can help you make the right decisions,” echoes Ritu Kochhar, director - human resources, BD India (Becton Dickinson). “Your job must be able to offer you a higher purpose in life. You should look at the wealth of new and varied experiences you can gather in the new role for you to grow professionally. Try to opt to work in an organisation where you can be an extraordinary contributor. Your new job must provide you a sense of accomplishment from doing what is right,” she adds.

Those of us who are fortunate enough to be blessed with saleable abilities and possess the wisdom to pursue the field that matches best with these abilities may often find ourselves at a crossroads where we like our current job but are also bombarded with irresistible opportunities. It is definitely a nice place to be in, but it can also cause sleepless nights. So think carefully, take your time and make a mature decision.



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## Marketing & Communication Professionals

[www.Lntvalves.com](http://www.Lntvalves.com)

L&T Valves, a leader in engineered valves for hydrocarbon and power, looks for accomplished professionals for its marketing and communication team at Chennai. Applicants should be masters in multi-tasking with eye for detail and ability to deliver quality under pressure.

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- Conduct market research
- Work with sales teams to develop and implement marketing and communication strategies
- Track and increase effectiveness of initiatives
- Manage marketing and communication budget
- Create top management and marketing presentations

#### Qualifications:

BE (Mechanical / allied), MBA

#### Skill Set:

- Strategic thinking
- Problem-solving
- Planning and Project management
- Presentation skills

**Experience:** 10 years, in marketing industrial products

### ASSISTANT MANAGER – COMMUNICATION

To develop vibrant content for internal / customer communication channels and marketing collaterals. Candidates with corporate / marketing communication experience preferred. Experience in digital / social media marketing desirable.

#### Responsibilities:

- Create content for ads, brochures, newsletters and websites
- Develop story ideas, manage content pipeline
- Website updation, manage SEO and Analytics
- Copy / style check and quality assurance of all content
- Interface with agencies to ensure timely completion

#### Qualifications:

Masters in Mass Communication / Journalism or equivalent

#### Skill Set:

- Flexible writing style
- Project management and people skills

**Experience:** 5 to 7 years

### SENIOR GRAPHIC DESIGNER

To create high quality print and digital marketing collaterals. Designers with corporate experience (working with brand guidelines) preferred. Applicant who can interact with user departments to translate concepts into collaterals will have an edge.

#### Responsibilities:

- Design marketing collaterals (brochures, catalogues, manuals, newsletters, posters, etc.)
- Design campus / in-plant / office signage and displays
- Brand implementation and audit
- Interface with agencies, and ensure timely completion.

#### Qualifications:

Degree in Visual Communication or equivalent

#### Skill Set:

- Expertise in Adobe Photoshop, Illustrator, InDesign and CorelDraw
- Ability to create print files and manage print production

**Experience:** 4 to 5 years

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**(C) SUPER SPECIALITY** Professor : (1) Urology- 01-U/R **Additional Professor :** (I) Endocrinology-01-U/R **Associate Professor :** (I) Pneumology-01 U/R (II) Hospital Administration-U/R-01 **Assistant Professor :** (I) Cardiology-01-SC-Backlog-01 (II) G.I. Surgery-02 ST-01 Backlog, SC-01 Backlog (III) Endocrinology-01-EBC (IV) Nephrology-04-EBC-01 Backlog, SC (Female)- 01, EBC (Female)-01 Backlog, ST-01 Backlog (V) Urology-01-SC-Backlog (VI) Pneumology-02-EBC-01 & U/R (Female)-01 (VII) Hospital Administration-01-EBC-01 Backlog (VIII) Lady Medical Officer - 02 UR-01, EBC-01 (IX) "Casualty Medical Officer-04 UR-01, EBC-01, UR Female-01, SC-01

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