



**Women's Initiative  
for New Growth and Skills  
Empowering Migrant Careers**

Project 2024-1-DE02-KA220-ADU-000247718



**Co-funded by  
the European Union**

# **Комплексна інтеграційна навчальна програма «Learn Forward: Кар'єрна трансформація жінок» для жінок-ВПО**

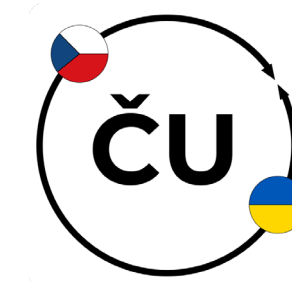
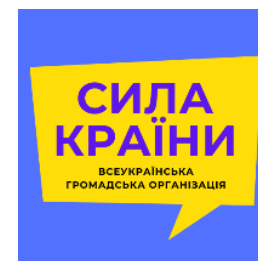
**Навчальна сесія 5:**

# **Мистецтво пошуку роботи**

**WINGS: Women's Initiative for New Growth and Skills - Empowering Migrant Careers**

**Жіноча ініціатива для нового зростання та навичок – розширення кар'єрних можливостей мігранток**

**01/09/2024 - 31/08/2026**





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# Finding a New Job: As an Art

A comprehensive guide to successfully stepping into your professional life in Turkey. Together, we will discover new opportunities.

# We Are With You On This

## Journey Your Story is Valuable

Searching for a job in a new country requires courage. We understand the challenges you face and we are with you every step of the way. We will share practical information and strategies to support you.

## What Will We Learn Today?

- Understanding the Turkish job market
- Preparing effective CVs and cover letters
- Job search strategies
- Interview techniques
- AI-powered tools
- Networking and professional development



# Understanding the Turkish Job Market

The job market in Turkey is dynamic and offers a diverse structure. Large cities like Istanbul, Ankara, and Izmir are the centers offering the most job opportunities. Textile, tourism, technology, healthcare, and education sectors are particularly open to foreign employees and are developing fields. Turkish business culture places great importance on personal relationships and professional networking. Respect, communication, and teamwork are prioritized in the workplace.

# Opportunities for



## Education Sector

Opportunities in language teaching, private tutoring, and educational consulting



## Healthcare Services

Nursing, care services, and health support positions



## Customer Services

Call center, sales support, and translation services



## Service Sector

Tourism, hotel management, and restaurant operations

# CV: Key to Your First Impression

Your CV is your first meeting with a potential employer. In Turkey, CVs are generally 1-2 pages long, containing clear and concise information. Including a professional photograph is a common practice and is positively received.

Clearly highlight your skills, experiences, and achievements in your CV. If you can speak Turkish well, be sure to mention it – this is a significant advantage.



# Key Elements of a Perfect CV

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## Personal Information

Your full name, phone number, email address, and city. Include a professional photograph.

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## Work Experience

Starting with your most recent position, work backward. Support your duties and achievements with concrete examples.

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## Skills

List your language skills, technical abilities, and soft skills.

## Summary or Objective

A strong 2-3 sentence introduction. Who you are and what you are looking for.

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## Education

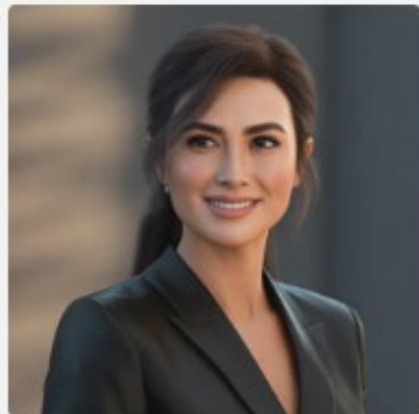
Your academic background, certifications, and special training you have received.

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## References

You can use the phrase "Available upon request."

# Sample CV: Marketing Specialist



## Personal Information

**Full Name:** Elif Demir

**Phone:** +90 555 123 4567

**Email:** elif.demir@email.com

**Location:** Istanbul, Turkey

## Skills

- Marketing Strategies
- Digital Marketing (SEO, SEM)
- Social Media Management
- Content Creation
- Data Analysis
- Customer Relations

## Languages

- Turkish (Native)
- English (Advanced)
- German (Intermediate)

## Professional Summary

Goal-oriented, dynamic Marketing Specialist with over five years of experience. Proven success in developing marketing strategies, managing digital campaigns, and increasing brand awareness. Adaptable to the Turkish business environment, with strong communication and problem-solving skills.

## Work Experience

Marketing Specialist | XYZ Tourism Inc., Istanbul

March 2021 – Present

- Planned, implemented, and optimized digital marketing campaigns.
- Strengthened brand presence on social media platforms (Instagram, Facebook, LinkedIn) and increased follower count by 30%.
- Increased organic website traffic by 25% through search engine optimization (SEO) strategies.
- Supported the positioning of new products and services by conducting market research.
- Prepared and presented weekly and monthly performance reports to management.

Marketing Assistant | ABC Technology Solutions, Ankara

July 2018 – February 2021

- Supported the marketing team in campaign execution and event organization.
- Managed email marketing lists and prepared newsletter content.
- Updated website content and contributed to basic SEO efforts.
- Collected and analyzed customer feedback.

## Education

Bachelor's Degree, Business Administration | Boğaziçi University, Istanbul

September 2014 – June 2018

- Key Courses: Marketing Principles, Strategic Management, Consumer Behavior.
- Graduation Project: "A Study on Brand Loyalty in the Digital Age."

# Things to Consider When Preparing a CV

## ✓ Do's

- Use a clear and readable format
- Support your achievements with numbers
- Include keywords
- Use impeccable English
- Provide up-to-date contact information
- Tailor it to the job advertisement

## ✗ Don'ts

- Do not include unnecessary personal details
- Do not use overly long or complex sentences
- Do not allow spelling and grammar mistakes
- Do not include irrelevant work experience
- Do not provide false or exaggerated information
- Do not use old or low-quality photos



# Cover Letter: Tell Your Story

A cover letter is an opportunity to go beyond your CV and showcase your personality and motivation. Employers in Turkey find cover letters important for evaluating a candidate's suitability for the company.

In your cover letter, emphasize why you want this position, how you can contribute to the company, and what makes you unique. Use a sincere and professional tone.

# Structure of an Effective Cover

## Letter

1

### Header and Salutation

Employer's name and position information. If possible, use the recipient's name: "Dear [Name]"

2

### Strong Opening

State the position you are applying for and where you saw the advertisement. Start with an engaging sentence.

3

### Main Paragraphs

Explain your skills and experiences with concrete examples. Demonstrate why you are a good fit for the company.

4

### Closing

Thank them for their interest and conclude with a request for an interview. Sign off with "Sincerely."

# Sample Cover Letter: Marketing Specialist

[Company Name]

[Contact Person's Name and Surname or Human Resources Department]

[Company Address]

[Date]

**Subject:** Application for Marketing Specialist Position

Dear [Contact Person's Name and Surname],

I read with great interest your advertisement for the Marketing Specialist position, published on [Platform Where You Saw the Advertisement]. With over five years of experience in marketing and my achievements in the sector, I believe I possess the qualifications you are seeking for this position.

In my role as Marketing Specialist at XYZ Tourism Inc., I successfully managed digital marketing campaigns, increased social media followers by 30%, and boosted organic website traffic by 25% through SEO strategies. In these experiences, I achieved concrete results in increasing brand awareness and customer engagement by utilizing my strong analytical skills and creative marketing approaches. Furthermore, my experiences as a Marketing Assistant at ABC Technology Solutions reinforced my competence in campaign execution and content management.

As a graduate of Boğaziçi University's Business Administration Department, I believe that by combining my theoretical knowledge with my practical experience in the sector, I can make valuable contributions to your company's marketing objectives. My native Turkish proficiency and advanced English skills will strengthen your company's communication, especially in the Turkish market and on international platforms. With my dynamic, target-oriented nature and adaptability to Turkish business culture, I aspire to be an important part of your team.

With my belief in the competencies required for this position and your company's vision, it is my greatest desire to continue my career with you. My CV is attached. I look forward to the opportunity to discuss my experiences and abilities in more detail during an interview.

Thank you for your interest and time. I wish you a good day.

Sincerely,  
Elif Demir



# Job Search: Use the Right Channels



## Job Posting Portals

Regularly follow platforms like Kariyer.net, Yenibiris.com, LinkedIn, Indeed Turkey, and Secretercv.com.



## NGOs and Support Organizations

UNHCR, IOM, and local associations offer special support programs for job placement.



## Networking Events

Expand your professional network by attending job fairs, seminars, and sectoral meetings.



## Social Media

Create an active profile on LinkedIn. Follow Facebook groups and professional communities.



# Most Popular Job

## **Kariyer.net**

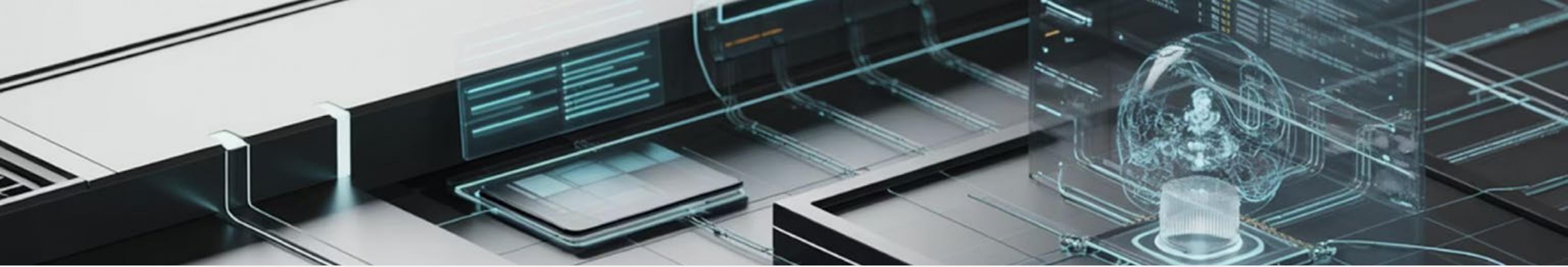
One of Turkey's largest job platforms. Offers a wide range of industries and filtering options.

## **LinkedIn**

A global platform for professional networking and job searching. Ideal for international opportunities.

## **Yenibiris.com**

A user-friendly platform with quick application features and a mobile app.



# Artificial Intelligence: The Power of Modern Job Search

Technology offers powerful tools to streamline your job search process. AI-powered platforms help you optimize your CV, enhance your cover letters, and find the right job opportunities.

These tools correct grammar errors, strengthen your content, and professionalize your applications. Free or affordable options are available.

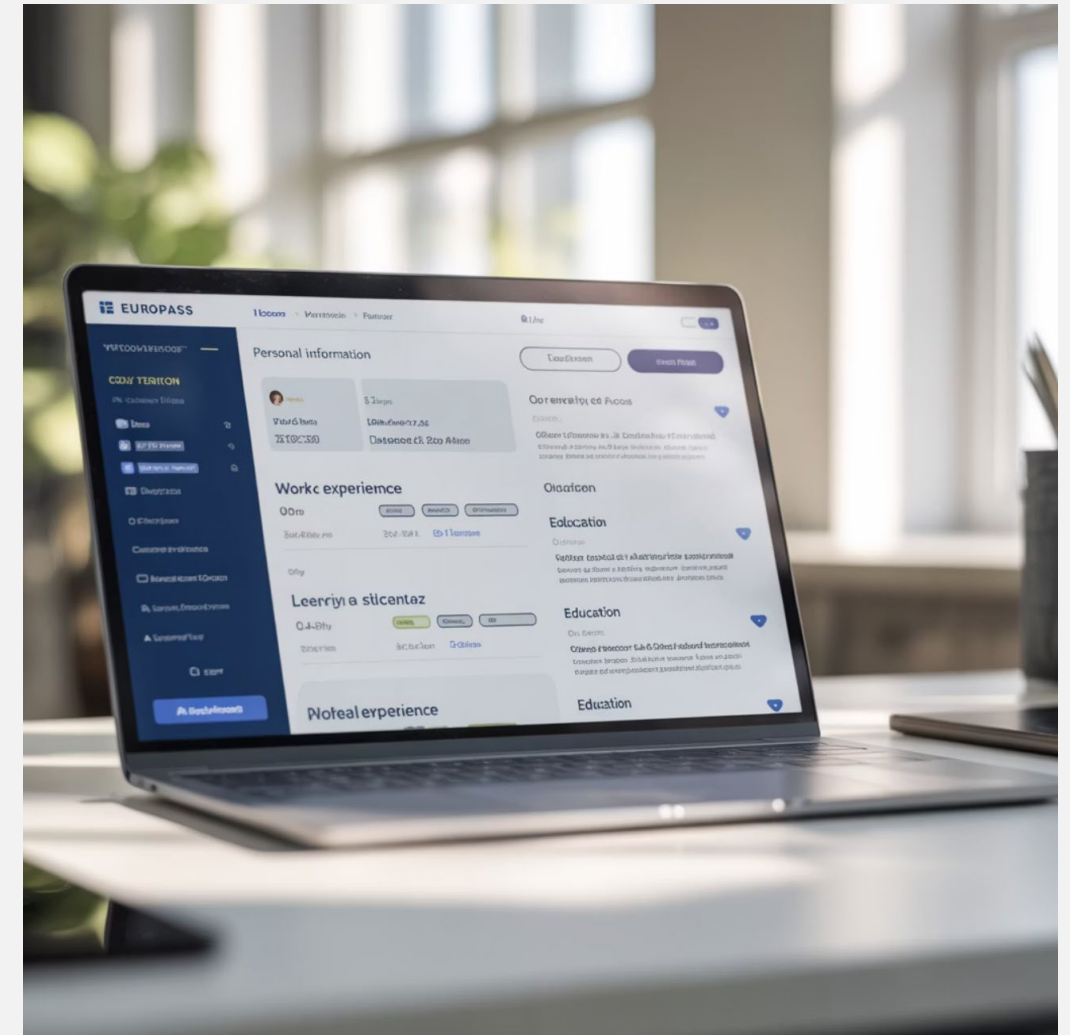
# Europass CV Builder: Perfect for

## You Why Europass?

Europass CV Builder is a free tool that allows you to create a CV according to European standards. It is available in many languages, including Turkish, and offers step-by-step guidance.

- Easy-to-use and intuitive interface
- Professional and standard format
- Multi-language support
- Free and reliable
- Download in PDF and Word formats

**Access:** You can create a free account at [europa.eu/europass](https://europa.eu/europass).



## Other Useful AI

### ChatGPT

You can use it to create CV and cover letter drafts, improve content, and prepare for interview questions.

### Grammarly

It corrects grammar and spelling mistakes in your Turkish and English texts, helping you use professional language.

### Canva

A user-friendly platform for creating visually impressive CV designs.

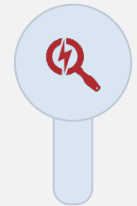


# Be Strategic in the Application Process

Applying for jobs is not a numbers game, but a matter of quality. Customize each application and tailor it to the requirements of the position. Carefully read the job advertisement and include keywords in your CV.

Follow up regularly: Sending a polite reminder email 5-7 days after submitting your application shows your interest and professionalism.

# 5 Steps for a Successful Application



## Examine the Job Posting in Detail

Understand the position requirements, company culture, and expectations.



## Tailor Your CV

Customize your CV for each application according to the relevant position and include keywords.



## Prepare a Cover

### Letter

Write a sincere and persuasive cover letter. Explain why you are a good fit for this job.



## Check Thoroughly

Carefully review all documents. Make sure there are no errors.



## Apply and Follow Up

Submit your application and gently follow up after a few days.



# Networking: Relationships Create Opportunity

In Turkish business culture, personal relationships are extremely important. Expanding your professional network increases your access to job opportunities and provides you with valuable insights about your industry. Keep your LinkedIn profile active, attend local events, and stay in touch with your colleagues. Remember: Networking is a continuous process throughout your career, not just when you're looking for a job.

# Tips for Effective

## Networking

### **Be Sincere and Engaged**

Build genuine connections with people. Approach it not just business-focused, but people-focused.

### **Stay in Touch**

Maintain regular communication with the people you meet.  
Connect on LinkedIn and message them.

### **Master the Art of Listening**

Being a good listener is fundamental to building strong relationships. Show interest in the other person's story.

### **Add Value**

Focus not only on receiving help but also on giving help.  
Build mutually beneficial relationships.



# Interview Preparation: Be Confident

The interview is your chance to showcase your skills and personality. Good preparation boosts your confidence and increases your chances of success. Research the company, anticipate potential questions, and rehearse your answers.

In interviews in Turkey, personal questions are often asked. It is important to be open and sincere, but maintain professional boundaries.

# Most Common Interview Questions

“

## Tell me about yourself?

Prepare a concise 2-3 minute introduction. Highlight your education, experience, and why you are suitable for this position.

”

“

## Why do you want this position?

Demonstrate your knowledge of the position and the company. Explain how it aligns with your goals.

”

“

## What are your strengths and weaknesses?

Be honest but positive. Describe what you are doing to improve your weaknesses.

”

# Interview Day: Make a Professional

## Impression

### Attire and Appearance

Dress neatly and professionally. In Turkey, the business world generally prefers formal or business casual attire. Ensure your hair and nails are well-groomed.

### Body Language

Make eye contact, smile, and stand tall. Your handshake should be firm. Radiate positive energy.

## Communication

Speak clearly and understandably. Don't worry if you have an accent in Turkish – showing effort is important. Answer questions thoughtfully.

### Be On Time

Arrive 10-15 minutes early. This shows your professionalism and interest. If you anticipate being late, inform them in advance.

# Detailed Interview Q&A Examples

Interviews are an opportunity to communicate directly with your potential employer and express yourself in the best possible way. The following examples will guide you on how to provide professional, sincere, and appropriate answers to frequently asked questions in the Turkish job market context.

1	<p><b>Why do you want to work for our company?</b></p> <p>I closely follow your company's leading position and innovative projects in the [sector/field]. Your work on [specific project or value] particularly impressed me. I believe that your mission's [point related to company mission] aligns with my career goals [your goals]. I want to contribute value to your company and its growth by utilizing my skills in this dynamic environment.</p>
2	<p><b>Where do you see yourself in five years?</b></p> <p>In five years, I aim to take on more responsibility as a competent professional in this sector, utilizing the experience and knowledge I gained in this position. I want to continuously develop myself, specialize in [a specific area], and advance to the next step in my career. I believe I can achieve these goals thanks to the career development opportunities and training programs offered by your company.</p>
3	<p><b>Are you suitable for teamwork?</b></p> <p>Absolutely yes. In my previous experiences, I achieved successful results by working harmoniously with people from different departments [give an example, e.g., 'in Project X']. I believe that the exchange of ideas and collaboration are critically important in achieving set goals. As part of a team, while fulfilling my own responsibilities, I am always open to supporting my teammates and contributing to shared success.</p>
4	<p><b>How do you manage a conflict situation?</b></p> <p>In conflict situations, I first try to remain calm and understand the situation from all angles. [Give an example, e.g., 'In my previous job, when I had a disagreement on a project, I tried to find common ground by listening to all relevant parties.']. Open and respectful communication is very important to me. I generally focus on getting to the root of the problem, adopting a conciliatory approach, and generating mutually beneficial solutions.</p>
5	<p><b>What are your salary expectations?</b></p> <p>Considering industry averages for this position and my own experience, I have an expectation of [state a specific range, e.g., 'between X TL and Y TL per month']. However, most importantly, it's the value I can bring to your company and the career development opportunities. I want to state that I can be flexible on this matter and would like to make the final decision after evaluating the benefits offered by your company.</p>
6	<p><b>Do you have any questions for us?</b></p> <p>Yes, thank you. [Ask 1-2 questions specific to the position or company, e.g., 'What are the top 3 competencies you see as most important for success in this role?' or 'Could you tell me a bit more about your team's dynamics?']. Also, I am curious about your company's approach to [a specific topic, e.g., 'employee development'].</p>

# After the Interview: Don't Neglect the Follow - Up Process

## Same Day

Write down your interview notes. Evaluate your strengths and areas for improvement.

1

## 5-7 Days Later

If you don't receive a response, you can send a polite reminder email.

3

## Within 24 Hours

Send a thank-you email. Express your interest and excitement for the position.

2

## After the Decision

Whether positive or negative, respond professionally when you receive feedback.

4



## Support Resources: You Are Not



### **UNHCR Turkey**

Offers job placement, education, and social integration programs for refugees. You can get support from their local offices.



### **IOM (International Organization for Migration)**

Provides comprehensive employment programs, vocational training, and consulting services for migrants.



### **Local NGOs and Associations**

Organizations like Support to Life and Refugee Support Association organize special programs and workshops.

# Your Success Story

## Begins



## Believe and Move Forward

Every success story begins with small steps. The difficulties you've experienced have strengthened you, and this strength will guide you in your **new life**. Building a new career in Turkey may take time, but your determination and effort will pay off. Every application is an experience, every interview an opportunity to learn.

"Success is the sum of small efforts, repeated day in and day out." - Robert Collier

# Key Advice: What to

<b>Be Patient</b> The job search process can take time. Be kind to yourself and maintain your motivation.	<b>Keep Learning</b> Improve your Turkish, acquire new skills, and follow your industry.	<b>Expand Your Network</b> Every person you meet is a potential opportunity. Value your relationships.
<b>Believe in Yourself</b> Your skills and experience are valuable. Move forward with confidence.	<b>Ask for Help</b> Don't hesitate to utilize support resources. Together, we are stronger.	

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**Contact:** For your questions, you can contact our local support centers. We are here to help you!

# DISCLAIMER



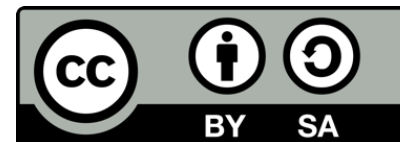
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