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Opportunities for language graduates

Career prospects with languages: explored and explained.

In a globalised environment, the opportunities for a career with languages continue to expand. Ireland is an attractive location for major international companies to locate their EMEA (Europe, Middle East, and Africa) base. Their core operations in Ireland often focus on providing support to business and private customers across the EMEA region. As a result, these companies are seeking language skilled graduates to fill multilingual customer support or technical support roles, multilingual accounting and multilingual sales roles. Many graduates with a business, technology or science background that have combined their studies with a language are finding employment opportunities in a number of industry sectors.

There is a demand for graduates with fluency in a European language, notably for German, Spanish, French and Italian, as well as other European languages such as Norwegian, Swedish, Portuguese and Dutch. There are also increasing opportunities for graduates fluent in a language relevant to an emerging market. A degree and fluency in Chinese, Russian or Arabic are increasingly sought after by employers, as many multinationals and indigenous companies hope to

capitalise upon the business opportunities available in growing overseas economies.

Careers in translation and interpretation are available and remain a popular evolving career path for many. However there are a growing range of different careers open to language graduates today. Irish businesses, and multinationals located in Ireland, are doing business with a vast number of countries around the world. Multilingual graduates, equipped with language skills and cultural awareness, are ideally placed to support these businesses as they tap into new markets. Careers in business, marketing and IT sectors, amongst others, are widely available for language graduates.

Employers frequently cite a shortage of multilingual candidates in Ireland as a possible barrier to growth. For example, the Irish food export industry, which is responsible for delivering the best of Irish produce across the globe, aims to establish and grow a presence within markets such as China, Brazil, India and Russia. The need for multilingual graduates with business acumen in this sector is clear, with opportunities in many business areas including sales, marketing and logistics.



Fluency in the client's language along with cultural awareness can lead to better client relationships and ultimately, more business.

Ireland's software localisation and IT sector are experiencing rapid growth, with a vast number of exciting career opportunities available for bilingual graduates. A software localisation specialist translates software from English to native languages and adapts software to reflect cultural sensitivities. The most important skills for somebody considering a career in localisation include linguistic expertise, cultural awareness, communication skills and an avid interest in technology and business.

Exciting career opportunities exist for graduates with a combined background in business or marketing and languages. Language and business graduates, who have often spent a year immersed in another culture, can demonstrate language fluency and an interest in international business, both important qualities that can support a company's international markets. Roles such as export sales assistant and export sales manager require dealings with overseas clients and potential clients. Fluency in the client's language and cultural awareness can lead to better client relationships and ultimately, more business.

The demand for professional translators and interpreters exists largely within government-based institutions and international organisations, such as the European Union and the United Nations. A high level of fluency in two or more languages is needed in order to secure employment with these agencies. Working on a freelance basis is a common path taken by multilingual graduates in this field. Commercial enterprises and public service agencies often contract translators and interpreters. When choosing to become a self-employed translator or interpreter, it is important to market yourself and your services through extensive networking and registering with professional bodies such as the Irish Translators' and Interpreters' Association (ITIA) or the International Association of Conference Interpreters (AIIC).

As a language graduate, you are equipped with a valuable skill which can be viewed as a real asset by employers from a wide range of industries. No matter what career you choose to pursue, your language fluency has the potential to open many doors in many different professions.

Employment trends

The statistics below outline results from individual universities' First Destination Reports, where graduates are surveyed six to nine months after graduating to establish whether they are currently in employment, in further study, seeking employment, or not available for work. However, current research into graduate employment patterns does not differentiate between degree subjects, therefore many of the statistics available do not accurately reflect what language graduates are doing. The most useful figures come from individual third-level institutions that offer degrees in applied languages and international business, such as University of Limerick (UL), Trinity College Dublin (TCD) and University College Cork (UCC).

TCD statistics

Most recent statistics from Trinity College Dublin (TCD) show that 81 per cent of graduates of business and a language degree were in employment, with 19 per cent going on to further studies. A number of employers such as Accenture, PayPal and Jameson's graduate programme had recruited these graduates in roles such as accounting, PR, sales and finance. TCD reports on employment trends of graduates with a degree in European Studies show 74 per cent were employed, with a further 26 per cent pursuing further study. Major employers like Deloitte, New Ireland Assurance and Orion recruited European Studies graduates in various roles such as accounting, administration and recruitment. Similarly, TCD statistics show that 43 per cent of graduates with a BA in a language found employment, while 50 per cent choose to pursue further studies. Employment opportunities for single subject language graduates included tourism, teaching and customer services.

UL statistics

Recent statistics from University of Limerick statistics show that 28 per cent of applied language graduates secured work overseas, while 44 per cent found employment in Ireland. Graduates found employment in business, finance, IT, teaching and telecommunications sectors. Statistics show that 62.5 per cent of graduates with a Bachelor of Arts (Education) in Languages degree found jobs in Ireland, and 15 per cent secured employment overseas. The employed graduates filled positions in a number of fields such as business, finance, law and accountancy.



University of Limerick statistics show that 62.5 per cent of graduates with a Bachelor of Arts (Education) in Languages degree found jobs in Ireland.



UCC statistics

University College Cork graduate destination survey showed that 57 per cent of Bachelor of Commerce (European with Languages) graduates are currently employed and working in a variety of sectors such as education, IT, marketing and customer relations. A further 31 per cent chose to pursue further study or training, while the remaining 6 per cent were seeking employment. Major employers include Glanbia, EMC, AIB and Deloitte, with roles varying from marketing assistant to trainee accountant, PR intern and financial assistant.

57 per cent of graduates with a degree in commerce and a European language have successfully secured employment within six to nine months of graduation.



Languages and the IT sector

At university you may have had the opportunity to combine your science, engineering or technology studies with a language. This combination gives you a competitive edge when moving from college into the workforce. Ireland's IT sector is experiencing rapid growth, and opportunities for multilingual graduates in this sector are widely available. Software companies are not the only employers interested in recruiting IT graduates. Many multinationals have set up their EMEA (Europe, Middle East and Africa) bases in Ireland, which has created a large number of multilingual technical support and customer support roles in recent years. Furthermore, employers such as Deloitte, PwC, First Derivatives Plc, Lidl and SIG actively seek to recruit IT graduates. Ultimately, an IT and languages degree opens the door to employment opportunities across a broad range of sectors.

Although job opportunities for bilingual IT graduates are plenty, the Irish Government is attempting to further develop our IT sector with the information communications technology (ICT) skills action plan. This initiative aims to ensure that the highest quality ICT skilled workforce is located here in Ireland. This programme will facilitate work placements for IT graduates and further assist with job seeking and recruitment in this sector.

During the recruitment process, most employers in this industry will place their primary focus on your relevant IT skills, such as programming using specific software, but fluency in a language will often be considered as an added bonus, and can help you to stand out from other highly skilled graduates. An IT role with a multinational company can often involve working with an international team, and having a second language can help by facilitating communication lines and improving team efficiency.

Additionally, having language fluency can place you in an ideal position to travel abroad on behalf of a company to promote international business development. As Ireland's IT sector is experiencing steady growth, starting salaries for graduate positions are relatively high, averaging €30,000 according to gradireland's current research.

Language fluency can be useful in a number of IT roles, such as:

- **IT consultants** advise, plan, design and install information technology systems for their clients. This role often involves working with international clients and on multinational projects. Good communication and language skills are attractive attributes when

companies are seeking a candidate to fill this position. The ability to establish stable business relationships is very important, with language skills a real asset. Technological aptitude and sound problem-solving skills are also valuable qualities.

- **Research and development** professionals are expected to take on a number of responsibilities, such as identifying solutions to problems occurring with existing IT systems, to analysing and developing the newest IT processes. This role can often entail working with an international team, where your language skills may prove to be a distinct advantage. Working in this field can be both challenging and exciting, as you may find yourself involved in many different projects across a variety of sectors. An innovative mindset and well-developed teamwork skills are also important.
- **Technical support** professionals are responsible for delivering rapid quality assistance to clients and colleagues. Maintaining computer systems and providing technical solutions can involve both face-to-face or phone interaction. The ability to converse in a client's mother tongue while providing technical support is highly valued.

Ideal candidate

A technical degree, such as computer science, engineering or maths is often a job requirement. Language fluency in addition to a technical qualification can be a significant asset during the application process for an IT position. During the application process, it is important to demonstrate your transferable skills, such as language fluency, which employers will consider a real asset.

If your primary degree is not IT related, but you have a degree in languages, it does not mean you are not of interest to an IT-sector employer. Candidates who have obtained a postgraduate qualification in a technical discipline can offer a variety of skills to a position. Strong problem-solving skills, teamwork and communication skills, combined with a passion for all things technical, are important attributes for professionals working in this sector.

Further study and training

There are a number of Level 8 courses that can facilitate a future career in IT. Qualifications in computer science, engineering, maths or science are commonly sought by IT employers. If your undergraduate degree does not reflect a

hi-tech aptitude, it's not too late. Building your skill set to include a technical qualification is an option. There are a number of postgraduate courses that can help you to qualify for an IT role. Third-level institutions such as Dublin Institute of Technology, University College Dublin and Dublin City University all offer postgraduate and conversion courses in IT.

As mentioned on page 6, the Irish Government has highlighted the importance of a skilled IT workforce. For that reason, there are a number of diploma and degree courses available at Level 7, 8 and 9, which aim to integrate industry needs with the Irish education system. The ULearning Skillnet, which connects industry with academia, was recently established to maintain industry growth by addressing the skills gap in the Irish labour force. The principal training providers are UL, IT Sligo, NUIG and UCC.

Finding a job

IT roles exist in software companies, or companies that specialise in IT support. Other key employers are large multinational companies that require an in-house IT team to support their business needs, meaning you could find yourself working in almost any industry.

IT employers look for talented graduates from a variety of disciplines. Larger recruiters run graduate programmes to which you can apply directly. To find a job in IT, attend employer's events on campus, recruitment fairs and milkround presentations and speak to each employer to find out what type of jobs they can offer. Research and know your market: find out all the IT employers in the specialist area you're interested in and review company websites and specialist IT recruitment websites, such as gradireland.com/employers.

Major IT Recruiters (as featured in gradireland's 100 Leading Graduate Employers 2018/19)

Google, Apple, Microsoft, Facebook, IBM, Accenture Technology Solutions, SAP, Dell, Blizzard Entertainment, BioWare



Catherine Walsh

Employer GLG
Degree Trinity College Dublin, B.A English Literature & French
Language French

With no idea of the type of job I wanted to get, I relied on my ability and interest in literature and language to direct me. From publishing houses to a French insurance company, the beginnings of my career were focused on language and communication skills. From there, GLG seemed like the perfect fit – a growing company with a global presence (we have 22 offices worldwide), multi-cultural employees, and a global membership of diverse experts. Working with our membership of experts and our clients allows me the opportunity to gain valuable experience within the corporate world whilst continuing to utilise my language, communication and research skills on a day-to-day basis.

My ability to speak another language, but more importantly, my desire to keep improving and learn new languages was a huge factor in my acceptance here at GLG. It wasn't the only thing however – the active roles I held in clubs and societies throughout college and the various internships were also very important.

GLG's business is based on high volume, fast-paced efficiency – not always the easiest start on a Monday

morning! However, GLG provides us with a fantastic work environment – our office is full of driven and intelligent young professionals who are always at hand to guide and teach new joiners. Working with GLG's clients has very much impacted my own confidence in a positive manner and has changed both how capable I feel tackling my work and tackling the steps to progress in my career.

My work is different everyday – new projects, new requests from clients, and new learning opportunities. On a day to day basis, my role focuses on building and managing our network of senior executives and organising conversations, meetings, mentorships, and other interactions between these executives and our clients. This community is very international and my language skills are therefore extremely important when reaching out and communicating with these experts. I'm very happy in my current role and am hoping to continue my progress with GLG for the next few years. With new opportunities opening not only in Dublin but in our offices globally, I'm looking forward to seeing where my career takes me, whether that's in Ireland or abroad.

Languages and localisation

Software localisation is the process of adapting computer software to suit the needs of a particular country, language and culture. A multilingual workforce is required in order to translate and adapt software to reflect cultural sensitivities. As Ireland is a desirable location for major multinational corporations to locate their European headquarters, opportunities for localisation roles are growing rapidly. Major software companies, such as Google, LinkedIn and PayPal all have a localisation and customer support team based in Ireland. There are a number of sectors that require localisation teams, such as financial services, multilingual customer care, the video games industry and the medical device industry.

Language experts within a localisation team need to have specialist knowledge and to be able to handle complex terminology. Language staff can be required to translate all types of software, computer programs, technical manuals and documents for customer support. Core activities include translation from English to a target language, using computer-assisted translation technologies (CAT) and adapting the translated text to fit the cultural context of the target audience, which is a crucial element of localisation. Failing to adhere to cultural sensitivities can damage a company's reputation, brand and their profits.

A position in localisation offers a world of opportunity to bilingual graduates. Given the global nature of localisation, the job can involve international travel. For localisation language experts, this can sharpen their language skills, as well as provide them with the chance to explore different cultures. Salaries are competitive in this profession. The average starting salary is €25,000, and with a proven level of experience and expertise, salaries may increase to over €50,000. Currently, the localisation sector employs up to 16,000 people in Ireland, with that number set to grow.

The process of localisation involves a multidisciplinary team. Therefore, there are a number of different positions available to language graduates in this field.

- **Localisation linguist/translators** are required to translate an array of material, such as online content, marketing campaigns, product manuals and documents for customer support. Native fluency in the language they are translating into is required, and professionals working in these roles are usually multilingual graduates with an interest in a business area.

They are often employed by major multinational companies, however many also choose to work on a freelance basis with a translation agency.

- **Localisation project managers** are responsible for the overall coordination of localising a product. They put together a team of localisation engineers, testers and translators and liaise closely with the product development team. They often manage projects in one or two different languages. Employers look for management skills as well as language fluency when recruiting for this role.
- **Software localisation engineers** are involved in every aspect of the localisation process. They often analyse changes to be made to the localised software being developed. They identify the specific elements that need to be translated or adapted to the new cultural context, and prepare them for the process. Therefore they often work closely with the localisation translating team. A technical background with strong communication and linguistic skills are usually necessary for this role.

Ideal candidate

To pursue a career in localisation, a language qualification is generally not enough to impress an employer. A localisation position requires a suitable qualification and a combination of skills; a third-level degree in a technical, science or business related course, in addition to a language skill, is usually essential. A postgraduate conversion course in IT or translation can also launch a career in localisation. An ideal candidate for this type of role is one who demonstrates a passion for culture, language and who is interested in business and IT relations. The ability to work effectively as part of a team, a willingness to learn, problem-solving skills and initiative are also important.

Further training and study

Localisation acts as a crossroads between business, computing, language and culture; there are a number of ways to develop a career in this field. There are several



A localisation position requires a combination of skill including a third-level degree in a technical, science or business course.

level 8 courses that can facilitate an exciting and international career in localisation. Choosing a course that focuses on one or two of the disciplines of localisation, such as business and a language or IT and a language, will provide you with the right educational background for this field. Dublin City University, Trinity College Dublin, University College Dublin and University of Limerick all offer level 8 courses that can support a future career in this profession.

There are a number of postgraduate courses that can also support a career in localisation. Whether you choose to pursue a specialised postgraduate degree in localisation or decide to build upon your skill set through a postgraduate degree in IT or translation, there are a range of options available.

Finding a job

Employers may be multinational companies or localisation service providers, with jobs generally being advertised through specialist recruitment agencies and websites that either deal with language skills, or IT, or both. Translation websites and journals are also a good source of information. Many of the largest recruiters of localisation staff are based in Ireland, as multinational software companies often employ their own teams of language specialists. More commonly, companies employ the services of specialised localisation and translation services, and a sizeable number, such as Moravia, are located in Ireland.



Tom Ryan

Employer Nova Pitch Perfect English Translation

Degree BA French and Irish, Mary Immaculate College; MA Advanced Language Skills, NUI Galway

Language French and Irish

I studied French and Irish as part of a liberal arts degree at Mary Immaculate College with the aim of becoming a teacher. However, having studied a language you'll find that there are many other opportunities available, and so during my undergrad course, I came to realise that translation was in fact the path for me. I then went on to complete a masters in advanced language skills in NUI Galway, which explored the area of translation and interpretation in depth.

I'm currently working as an in-house translator and project manager for a company called Nova Language Solutions based in Cork. We translate, edit and proof texts in many areas including marketing, tourism, IT and publishing as well as providing terminology management, third-party review and content creation services. The work offers a lot of variety and each day I get to work on translating and localising texts as well as liaising with customers and managing projects that require daily input, for companies such as Google, Sony and Expedia.

A solid background in languages is obviously essential in my line of work. I use my languages on a daily basis and communicate with translators and customers from a variety of locations, such as UK, France, Germany, USA, to name but a few. We help customers in Ireland reach a global audience and provide foreign companies with a distinctive English

voice so that they can expand into English-speaking markets. Working in localisation and translation means that languages are the foundation of my career. Companies no longer have to limit themselves to selling products and services within their own countries, and travelling is easier than ever. Localisation and translation play a pivotal role in helping people and businesses to communicate with different audiences and adapt their message to new markets. Whether you want to work at an international level or a local level, languages give you a major advantage.

If you want to work in this sector, it is of course important to research which languages are increasing in popularity in the field of localisation and translation, and then my advice would be to keep your language skills as fresh as possible. It may be a cliché, but languages are a living entity and are constantly changing. I'm currently doing an Irish grammar course one night a week in UCC to brush up on my Irish language skills. In terms of localisation and translation specifically, practice really does make perfect. Ireland is offering increasing opportunities in the localisation industry, tourism and IT. Internships are also a great way of gaining experience and getting your foot in the door of the industry, which is still quite small in Ireland, but is growing exponentially.

Languages and the food export industry

Ireland's food and beverage export industry is thriving, with several Irish firms ranked among the world's top 50 food and beverage providers. Multinational food and beverage firms continue to have a strong presence in Ireland. This industry offers language graduates a number of job opportunities in Ireland and abroad.

According to the HEA Expert Group on Future Skills Needs (EGFSN), future success for Ireland's food export industry relies on the ability to identify and understand customer needs. Graduates with well-developed cultural awareness and language fluency are well placed to provide expert customer care to a global customer base. Graduates with proficiency in a European language such as French, German and Spanish remain in demand, while there is also an increasing demand for graduates fluent in Chinese, Russian or Portuguese, to enhance access to emerging markets.

Roles in marketing, sales, management, customer services, design and development and distribution are all available to bilingual graduates with the right skill set. Graduates who combined their language studies with a degree in science, marketing or business are well suited to this industry. Language skills can be applied to a number of positions in this sector, such as:

- **Export management** professionals oversee the entire export process and liaise with and advise export personnel and business partners. Key tasks carried out by an export manager include; strategic planning, developing export sales plans and analysing new industry opportunities. Team work is an important element of this role. A candidate must have strong language and communication skills in order to work cohesively with both their team and international clients.
- **Marketing and sales** teams are essential for promoting a company's product or services, and establishing strong customer relations with international clients. This position entails working closely with customers, promoting products and building sales. Language skills are an asset in this role, as they facilitate the building of relationships between the company and buyers. These strong relationships can lead to a better growth in market share, and can open up the possibility of becoming preferred suppliers.
- **Design and development** roles demand an innovative and multilingual team. The design and development team's job is to identify with customer needs and respond accordingly. A language skill can make

communication lines more efficient between the exporter and client.

- **Customer service and support** professionals monitor customer satisfaction. Their job is vital to the maintenance of existing client relations and acquisition of future international customers. Understanding and catering to the customer is crucial to the continued success of Ireland's food export industry.

Ideal candidate

The ideal candidate for roles in the food export industry should have a combination of qualifications, such as a degree in business, engineering or IT, combined with fluency in one or more languages. Cultural awareness is also a key skill desired by employers. The ability to identify and understand a foreign market will boost export opportunities abroad. Knowledge of e-commerce and product development is often a requirement for graduates in this sector. Other highly sought transferrable skills include the ability to work effectively with a team, well-developed communication skills and an analytical aptitude.

Further training and studies

There are a number of level 8 courses that will provide you with the education to launch your career in the food export industry. It is important to maintain your language skills while developing a hard skill through your primary degree. Some Irish universities offer specialised courses in food business, such as a BSc in Food Marketing and Entrepreneurship offered by UCC and a degree in Food and Agribusiness Management offered by UCD.

There are also postgraduate programmes that can expand your skill set and make you a more valuable candidate to a potential employer in this industry. An MSc in Food Business or Food Marketing is offered by UCC. A number of food export orientated graduate programmes are also offering postgraduate programmes to their employees. These include Bord Bia's Marketing Fellowship, which has collaborated with UCD Michael Smurfit Graduate Business School to offer an MSc in International Marketing. Similarly, Ibec's Global Graduates Programme has collaborated with DIT to include a postgraduate diploma or masters in International Business. These courses aim to upskill Irish graduates and adequately prepare them for food industry export employment roles.

Graduate programmes that offer experience and placements in Ireland's food export industry are a popular

choice for graduates looking to pursue a career in this sector. Often, these programmes offer placements in an international setting. Ibec, with their Global Graduates Programme, and Enterprise Ireland run two of Ireland's most prestigious food export programmes and places are available to graduates with the right credentials, see their profiles on gradireland.com for details.

Finding a job

Career opportunities in the food export industry exist in both the private sector and state supported bodies, such as Bord Bia and Enterprise Ireland. Jobs are usually advertised on company websites or through individual third-level career services websites and targeted websites such as gradireland.com. Both indigenous and multinational food and drink corporations are actively

seeking graduates from a variety of disciplines with language skills. This sector has continued to flourish despite recent economic difficulties and employment opportunities for multilingual graduates are frequent.

Major Food and Drink Recruiters (as featured in gradireland's 100 Leading Graduate Employers 2018/19)

Jameson – Irish Distillers, Kerry Group, Glanbia, L'Oréal, Dairygold Ingredients Ltd, Coca-Cola, Diageo



Max Taucher

Employer Lidl

Degree DCU, Global Business (Germany), International Management, European School of Business, Reutlingen

Language English and German

I had just finished 2 years of study in Germany and was looking for a dynamic, interesting role in a large multinational company and came across the Lidl Careers Website. I had met some Lidl employees in Germany at a careers fair and felt the company overall offered everything I was looking for. Buyers in Lidl require a good level of German due to the interaction with suppliers and other Lidl countries around the world. It was the ideal company for me and my academic background.

My degrees had a massive focus on the international environment that is modern day business which is very applicable to the role of a buyer. Having my course split between 2 years in Ireland and 2 years in Germany was definitely an advantage as I got to understand how the different countries operate in the business field.

The selection process in Lidl was a bit different than how it is now. I had two interviews, with the second consisting of me presenting a case study. Having the language was fundamental as a good level of German is a key need for a buyer to operate effectively. There is rarely a day in my role where I don't speak German.

The buying team operates in a fast-paced, pressurised environment and that can take some getting used to. I look at it as a positive as you are always busy and never get bored on the job. Traditionally young graduates aren't given a lot of responsibility, however in Lidl that isn't the case. Young

managers in Lidl are entrusted with a high level of responsibility which I found slightly intimidating at the start but is something I am very proud of and comfortable with.

We are very proud in Lidl Ireland of our export business with our Irish supplier around Europe and having German is a key component of this. Unlike a lot of multinational companies, that have English as their internal language, we speak German when it comes to interacting with our colleagues in different European countries regarding export projects and promotional activity. On top this we have a lot of dealings with international suppliers of ours based in Germany, Austria and Switzerland and it is key that we are able to communicate with them effectively.

Getting working experience with your language of choice is a major benefit. Being able to converse and write in a social context is obviously a great skill to have however, if you want to stand out, knowing how to use the language in a business environment can be a major highlight for an employer. I would recommend that any young graduate involved with languages goes out and makes the effort to go and work in the language that they are studying, ideally in a native speaking country. Most of Europe is familiar with the internship model and this something that is rarely availed of by Irish students outside of Ireland, but it is something that could bring your language skills to a whole new level.

Marketing and sales with languages

Marketing is the process of promoting the goods or services of an organisation and takes place in all areas of industry. Advertising involves creating awareness and managing a company's 'brand image', as well as their products and services. PR (public relations) is closely linked with marketing and focuses on managing the reputation and public perception of companies, organisations or individuals. PR aims to build and maintain goodwill in the eyes of stakeholders and the public. Excellent communication skills are required for a role in this field. In order to excel in a globalised market, the ability to communicate through a variety of different languages is of key importance.

A company's sales team is responsible for selling their companies brand, product or services. Exciting career opportunities in this field exist for graduates with a combined background in business/marketing and languages. For example, roles such as export sales assistant and export sales manager require interaction with potential and existing overseas clients. Fluency in the client's language along with cultural awareness means better business relationships and more overseas clients.

Large advertising agencies promote international brands in multiple markets, and need to be aware of the multi-cultural international environment in which they are trying to drive sales. Every advertising campaign must reflect and suit the different cultural contexts of individual countries. A multilingual graduate working in this sector can leverage their skills to tailor an ad campaign according to the national audience. They can also more readily contribute to the process of creating fresh branding and marketing ideas with international clients. Foreign advertisement companies will often contract an Irish advertising firm to promote their campaign in Ireland. Language skills can help the agency to accurately comprehend a client's vision, and to deliver a successful strategy.

There are a number of roles that apply to the business, marketing and sales industry which require a multilingual workforce. Recruiters for roles in event management, public relations, sales, brand management and advertisement, to

name a few, often seek language graduates.

Communication and interpersonal skills are at the core of these roles. The growing number of multinational corporations in Ireland together with indigenous companies' increasing interest in accessing foreign markets creates employment opportunities for multilingual graduates with an interest in marketing and related roles.

The ideal candidate

Marketing, sales and business recruiters are relatively flexible with their graduate requirements. A 2:1 level 8 degree in a range of disciplines is the general prerequisite, but, a business related qualification may be useful when applying for a role within this field. This sector demands candidates with a fresh, innovative mindset, who can bring novel and creative approaches to the workplace. The ability to maintain business relations with clients is crucial to a role in these fields. Excellent communication skills are therefore a must. A candidate must have the ability to articulate with both the written and spoken word, while the ability to identify with and comprehend a variety of different people and digital media is essential if considering a career in this field. IT skills are also valued attributes which employers often look for in a candidate. Depending on the specific role, language fluency can often be a definitive job requirement.

Further study and training

A level 8 qualification in almost any discipline is normally essential before pursuing a career in marketing and sales. A postgraduate conversion course relevant to a career in marketing, business and sale, is not a requirement but can often be useful when applying for job positions in this sector. While there are non-marketing/business graduates who transition into this field without a level 9 qualification, it is a viable option for recent graduates who would like to specialise and enhance their chances of securing a job in this field. It is also important to keep in mind that for students without a background in marketing and sales, demonstrating transferable skills, such as language fluency, will be of interest to employers.

The Chartered Institute of Marketing (CIM) offer a range of marketing courses at level 7, 8 and 9. Many national universities, such as UCD's Michael Smurfit School of Business, NUI Galway's J.E. Cairnes School of Business & Economics and UL's Kemmy Business School, all offer post-graduate conversion courses in marketing and business, which accept graduates from a variety of disciplines.



A multilingual graduate working in this sector can leverage their skills to tailor an ad campaign.

Finding a job

With Ireland being a popular location for multinationals to locate their EMEA headquarters, employment opportunities for bilingual graduates seeking jobs in marketing or sales are widely available. While some large recruiters offer marketing roles as part of their graduate scheme, this is an area where working for a smaller company is often the best route in. Smaller employers with in-house marketing departments tend not to offer graduate roles but recruit into their marketing departments as needed. Look for jobs advertised with the job title of 'marketing assistant', 'marketing executive' or 'advertising executive'. Entry-level positions are also available at marketing agencies for those with the right skills.

Major FMCG Recruiters (as featured in gradireland's 100 Leading Graduate Employers 2018/19)

Jameson – Irish Distillers, Diageo, Kerry Group, Coca-Cola, Glanbia, L'Oréal, Unilever, Procter & Gamble (P&G), Johnson & Johnson, Dairygold



Scott-Pierre Cahill

Employer Irish Distillers Pernod Ricard
Degree Dublin Institute of Technology, Business and Management
Language French

I was aware of the Jameson Graduate Programme long before my final year, I had heard of people who had been on the graduate programme and what an amazing experience they had. As I was specialising in Marketing and Communications in my final year, I thought that this would be the perfect opportunity for me to use what I had learnt in the classroom and apply it to a real brand. Fortunately, my language abilities give me some great opportunities with Jameson as I am more flexible in terms of what markets I can go to. This enables me to get a global view of the strategies within Pernod Ricard and enhance my skills by working in different markets as an Ambassador.

Firstly I had to complete an online application and also include a video about myself. I really liked the aspect of the video because it gave me the opportunity to get my personality across which can sometimes be difficult on paper. I was then invited to the first round assessment day where I had to present in front of the other applicants and the interviewers about a passion of mine. We also had to do a group assessment, language assessments and finally an interview.

In the second and final assessment day I had to give a presentation on the topic of 'innovation' followed by another group assessment and then three interviews with panels of interviewers from Jameson's International Team.

My daily work involves connecting and creating strong relationships with key bars and influencers in my market and educating and mentoring bar staff and consumers about Jameson and the other whiskeys in our portfolio by

hosting whiskey masterclasses. As Jameson Brand Ambassadors we work to develop the brand further by organising events that spark our consumer's interests, while working alongside and supporting our Brand Teams.

Challenges and advice

One of the biggest challenges I have faced so far is that in France, consumers have a preference for Scotch Whisky because it is generally peated but also because it's judged to be a status symbol. By hosting consumer tastings and events that appeal to our target market I have been able to present Jameson as a smooth, flavoured and easy to drink whiskey which appeals to many people upon sampling.

Today, having additional languages opens up many doors to work around the world. I would highly suggest learning a second language; this can only benefit you in the future if pursuing a career at home or abroad as employers will find you more attractive because you are not confined to one market.

What is great about Irish Distillers Pernod Ricard is that it is a global company which means that there are plenty of opportunities for progression around the world but also at the offices in Dublin. I have met many people who have progressed within the company who started out as Jameson Brand Ambassadors like me, for example Simon Fay who started out as a Jameson Brand Ambassador in South Africa and is now our International Marketing Director. This is very inspiring to see and I certainly see myself staying with Irish Distillers Pernod Ricard because the company is so dynamic and offers many opportunities with different brands in other markets.

A career in translation

Translators translate texts and documents from one language into another, and always deal with the written word. Most translation is of a scientific, technical or commercial nature and texts are hugely varied, ranging from technical manuals to promotional literature, to legal contracts. Key industries that employ translators include engineering, insurance, banking, medicine, law, computers, pharmaceuticals and many others.

There are a number of tasks involved in the translating profession. Generally a translator compiles terminology and information to be used in translations, including technical terms such as those for legal or medical material. They often are required to read material such as legal documents, scientific works or news reports and rewrite it into specified language or languages following established rules pertaining to factors such as word meanings, sentence structure, grammar and punctuation.

The recent expansion of the European Union (EU) now means that there are 24 working languages in the Union. This has created more job opportunities for translators. However, there is increased competition for jobs in this profession and it is now a prerequisite to have proficient knowledge of a third language for roles with the EU. It is an advantage to be able to offer one of the lesser-spoken languages in the European Union such as Greek, Danish or Portuguese. International bodies and the private sector have a growing demand for translators, especially those skilled in a language relevant to an emerging market such as Chinese, Russian, Arabic or Hindi.

Salaries can be varied depending on whether you are freelance and self-employed, working for a large multinational organisation, employed in a civil-service position or employed within EU departments.

Employment paths

It is common for translators to work on a **freelance** basis. In this case, they are generally registered with an agency and are therefore contracted by commercial enterprises as well as by the public service. One of the advantages of freelance work is that the work can be very versatile and interesting, however work can be irregular and provides little job security, and can involve quiet periods with no income.

Government institutions and international organisations, such as the European Union (EU) and United Nations (UN), are key employers of translators. Job roles include:

Staff translators are usually employed on a full-time basis with large companies, government departments or international organisations such as the UN or the EU departments (Directorate General). To work for the EU, it is a necessity to have three working languages, two of which are at expert level. To work for the UN, you must have perfect command of one relevant official language of the UN; this is considered the candidate's main language. Arabic, French, Russian and Spanish translators must have excellent knowledge of at least two other official languages, as tested by the relevant United Nations competitive examination. English translators must also have excellent knowledge of at least two other official languages, one of which must be French. Chinese translators must have excellent knowledge of English, and knowledge of an additional official language is desirable.

Working as a staff translator is not limited to international work; there are opportunities available for staff translators hoping to access a job translating the native Irish language. Most Irish translation jobs exist within the civil service, working in the Houses of the Oireachtas or the Department of Education. Irish is also a working language of the European Union. Positions are available for translators with Irish as one of their three languages.

The ideal candidate

An effective and reliable translator must have a knowledge of, and/or interest in, specialist areas such as computing, law, science, medicine, engineering or finance/banking as well as fluency in two other languages. The range of qualifications needed varies depending on the type of work. A degree in languages and a qualification in translating along with one or more specialist interests is the most frequently required background. Other essentials include excellent word processing skills, a good working knowledge of IT, well-developed written communication skills in your mother tongue (including an exceptional knowledge of grammar and spelling) and a good sense of personal integrity. The material dealt with can often be of a sensitive and confidential nature, which calls for the utmost discretion on behalf of the translator. Resourcefulness, problem-solving and the ability to work under pressure are also much-used skills, as difficult tasks and narrow deadlines make their demands on translators. A natural curiosity and willingness to learn are vital qualities, as you may be constantly required to explore new and different areas of knowledge.

Further study and training

Continually practicing and refining your language skills is vital to maintain fluency. There are a number of Irish universities that offer level 8 qualifications in language studies, which is often an industry requirement. There are many courses available at level 7, 8 and 9, that specialise in this field, which can help you to build your language fluency and develop a career in translation. NUI Galway, Dublin City University and University College Cork all offer postgraduate courses in translation studies, which will provide a language graduate with the necessary skills and preparation for the competitive nature of a career in translation.

When seeking to improve your language fluency to the expert level required to work in this field, it is important to consider the accreditation of a particular translation/interpretation course. The EU established a universal qualification, European Masters in Translation (EMT), offered by a range of European institutions, in order to improve the quality of translator training.

Finding a job

Most translators in Ireland are freelance or work for agencies. Make contact with several translating agencies. Many are very small operations but some of the larger ones contract out assignments. Register your skills and abilities with them.

A small number of large multinational companies will employ their own translators but most of their needs are met by agencies. Research multinational companies based in the country in which you want to work, then search the 'careers' section on their website and see what opportunities might be available to language graduates.

Translating jobs are more plentiful in Ireland, particularly in technology fields. Microsoft's European Development Centre, the largest outside the US, employs a large number of translators for localisation processes. Apple's European Operations Centre employs more than 1,000 staff and many of those working in tele-services and financial services are employed for their language skills.

For more information on careers with languages in the EU, check out www.eujobs.ie

Rónán Mac Murcháidh

Employer European Commission

Degree European Business Studies, University of Ulster

Language French and Irish

My interest for language studies dates back to my secondary level education. I chose to study French for my Leaving Cert, which I pursued into my third-level education. I combined French with a degree in European Business Studies at the University of Ulster, during which I spent a year abroad, living with a French farming family in the South of France. This experience allowed me to wholly immerse myself in the language and culture, and most definitely assisted with the development of my language skills. In my opinion, taking a year abroad to spend in a country relevant to the language you are learning is ultimately the key to achieving fluency in a second language.

After time spent working in the financial services industry, I decided to further develop my language skills with a translation course through EUROPAS. Afterwards, I entered a competition presented by the European Union (EU) and earned a translating position in Brussels under the EU's Directorate-General for Translation. After three months, I was transferred to Ireland's European Commission Office. Ireland was in its first month of its EU presidency at the time, so the working environment was exciting. I am currently the first person to fill the position of field officer. My daily activities include translating a variety of papers into Irish, including political speeches, legislative documents, and daily news updates. I also organise and run events, which include visiting schools and talking to students about the importance of acquiring a second language in today's globalised society.

I believe that all languages are an asset to you, whether that is an EU language, the native Irish language or an international language, such as Chinese or Arabic. My three working languages are English, Irish and French. Irish is now an official EU language, and can be counted as your third language. The EU offers a range of opportunities to language graduates. You may start in a translating position, like myself, however, often times funding for further training is available, which could facilitate a career move into other positions. The salary is also attractive. It is important to establish a multi-lingual workforce to represent Ireland in the EU – without them, our national voice will struggle to be heard.

As a whole, it is important to combine a language with a technical skill, such as a language with science or business, to give yourself the best chance possible when seeking employment opportunities.

With access to international radio, TV stations and foreign literature through the internet, it is now easier than ever to learn a language. Language students should take advantage of the resources available to them, and immerse themselves in the language any way they can. Developing your language skills this way, enables you to get a feel for current phraseology and familiarise yourself with connective phrases. My best piece of advice is to read, read and read. Study material in a different language that interests you, whether that is fashion magazines, sports articles or cook books. In this way, you will be able to make a connection and embed the language into your mind.

A career in interpretation

Interpreting is a form of translation that uses the spoken word. Interpreters translate verbal statements from one language to another. The core responsibilities involve listening to, understanding and memorising what is said and accurately conveying it in a different language. Interpreting is usually from a person's second language into their mother tongue; communication can either be one way or two ways, depending on whether the situation involves a dialogue or a speech.

Interpreting is a highly skilled profession that requires a number of competencies combined with your language fluency. A lot of advance preparation is required, particularly for specialist areas, and interpreters often request papers, glossaries and agendas several days before an assignment.

Core activities will include researching specific terminology and vocabulary and preparing paperwork in advance of the meeting or event. On the day, the interpreter's main activities are listening, analysing, understanding and memorising content in order to reproduce it in mother tongue quickly, accurately and confidently, and making 'on the spot' decisions to convey meaning.

Interpreters need to reach a high level of language competency which can often only be gained by immersion in the native environment of the languages they have studied. Taking the time to complete an ERASMUS or a work placement abroad will drastically improve your language skills and is ultimately the key to fluency, a requirement for a career in interpreting.

Depending on the employer, there can be extensive travel opportunities for interpreters. Salaries can be varied depending on whether you are freelance and self-employed, working for a large multinational organisation, employed in a civil-service position or employed within EU departments. The best-paid jobs are in Brussels, Strasbourg and Geneva.

Employment paths

Conference interpreting can be conducted in two different ways: simultaneous or consecutive. Simultaneous interpreting involves sitting in a soundproof booth, listening to what is being said through headphones and simultaneously translating this into the interpreter's native language. This is the most common type of interpreting at large events such as European member-state meetings. Consecutive interpreting involves waiting until the speaker has finished speaking before

interpreting; accurate note-taking is an essential part of this method.

Community interpreting A career in interpreting can also extend to working in a community setting. Doctor/patient consultations in hospitals, legal consultations, business meetings, corporate dinners and social events, can all require the expertise of an interpreter. A community interpreter will interpret obscenities and colloquial language and will not simplify language used, and works both in and out of his/her mother tongue in face-to-face situations.

Other types of interpreting include **video conferencing** – this is usually used by large multinational companies, **remote interpreting** (telephone interpreting) often used by politicians, and **media interpreting** for TV and film.

Ideal candidate

The ideal candidate for an interpreting role will need to have an excellent command of the English language and fluency in two other languages. Proficiency in a third language is desirable and advantageous. You should be well-educated in a general sense and possess a knowledge of current affairs, politics and other cultures, have well-developed powers of concentration and a good memory. Interpreters need the ability to process and analyse information quickly; they should be alert and intuitive and have the ability to adapt instantly to situations, people and topics.

Interpreters also need to be increasingly IT skilled; software technology has been developed to extract specialist vocabulary and build up a database of vocabulary banks.

Acceptable entry requirements are varied; a combination of a degree in languages and a qualification in interpreting is the most conventional route into this profession. A degree in another relevant discipline and postgraduate training could also be a requirement. A pre-entry postgraduate qualification is not always necessary but is a distinct advantage.

Further training

There are a number of Irish universities that offer level 8 and 9 qualifications in language studies, which is often an industry requirement. Courses in conference interpreting are available in Ireland. A qualification in interpreting may be required in order to specialise your languages degree and develop a career in interpreting.

The establishment of the European Master's in Conference Interpreting (EMCI) was designed to provide expert interpretation training in both European and non-

EU languages. The core curriculum of this qualification reflects global trends and new developments. This qualification is offered by a range of European Institutions in order to improve the quality of interpreter training.

Finding a job

To advertise yourself as a freelance interpreter, register with the Irish Translators and Interpreters Association (ITIA); your details will be listed on their website. Progression can be difficult initially, but at an international level, prospects are good. It can be difficult to get established as a freelancer, but once established you can be selective in undertaking work.

Interpreting is a highly skilled profession and requires extremely high standards. It can take several years to become thoroughly qualified in the field. Spending significant periods of time abroad improving fluency is an essential part of training. Most interpreters work freelance and getting started is a challenge – the majority register with an agency and are given small,

relatively easy assignments to begin with. Depending on success, larger assignments are then taken on. It is very important to become a member of the Irish Translators and Interpreters Association, as your name and profile are then listed.

Major recruiters for translators and interpreters

The European Commission is the biggest employer of interpreters and translators; they are selected on the basis of highly competitive examinations and interviews. All EU interpreters are employed in the Directorate General for Translation of the European Commission (DGT).

Other recruiters include

- United Nations
- The World Health Organisation (WHO)
- The North Atlantic Treaty Organization (NATO)
- The Court of Justice of the European Communities.



Barry Doran

Employer Freelance Conference Interpreter

Degree BA French and Maths, NUI Galway (1999); Master Interprétation de Conférence, ESIT – École Supérieure d'Interprètes et de Traducteurs (2006–2010); Conference Interpreting, NUI Galway (2009–2010)

Language French, Spanish and Irish

I started my Arts degree in NUI Galway in 1999. I wish I could say that back then I had already begun planning for a career in languages, but that was not the case. I simply had no idea what I wanted to study, so I chose a degree that would allow me to continue the two subjects I enjoyed most in secondary school: French and Maths. I began my degree studying French, Maths, an *ab initio* German and Spanish, and went on to graduate with a BA in Spanish and Maths.

When choosing my degree, one major motivation for studying a language was that it would give me the chance of spending a year abroad on Erasmus. I ended up doing my Erasmus year in Salamanca – and it was a great experience!

After graduation, I went to France to teach English. A friend told me about an interpreting school in Paris, called ESIT. Interpreting sounded like my dream job – working with foreign languages, helping people to communicate with one another and having the opportunity to learn other new languages. I went on to complete my interpreter training in ESIT, where I learned to interpret with English, French and Spanish. I then completed an interpreting course in NUI Galway, which allowed me to add Irish to my working language combination.

My current role as a freelance interpreter involves interpreting at meetings for the European Commission, European Parliament or the Council of the European Union. I work mainly in Brussels, but frequently travel to Strasbourg and Luxembourg for work. My job consists of listening to

several different languages (French, Spanish, German and Irish), understanding them fully, and orally transmitting the message in perfect English. I don't need to be able to speak my working languages flawlessly, just English.

Because of the variety of meetings I interpret at, my use of my mother tongue needs to be flexible enough to deal with very technical meetings (knowing legal and economic vocabulary, for example), political meetings where politicians can sometimes get carried away with themselves, or meetings that require an in-depth knowledge of the workings of the EU.

Incidentally, working as an interpreter in Brussels, knowledge of EU languages is far more important than knowledge of non-EU languages, whereas in organisations such as the UN, there is a demand for interpreters with non-EU languages, such as Russian.

For anyone considering a career in translation or interpreting, it's important to ensure that your language skills are up to scratch before starting a translation or interpreting course. The workload is very high on such courses, meaning that you won't have time to both improve a weak language and learn the techniques necessary for professional translation or interpreting.

I would say that if the idea of constantly learning appeals to you (whether learning a new language, perfecting an existing language or improving your general knowledge), then a career in interpreting or translation could be the right choice

Other sectors where languages are important

There are a vast range of job sectors in which languages are seen as an asset. Employers right across the spectrum are looking for graduates with a specific combination of skills, knowledge and qualities, and proficiency in a foreign language is just one of those skills. The following are some other categories where your language skills could prove to be valuable:

Tourism – the tourism industry includes tour operators, travel agents, airlines, incoming travel specialists and tourist boards. Tourism Ireland has offices in several of the main European cities, with the aim of developing incoming tourism in Ireland. Irish graduates with languages are recruited for this role. Tour operators have seasonal employment opportunities for client representatives in all of their holiday destinations and knowledge of the local language is a must. These jobs can provide exciting opportunities for graduates to spend time abroad perfecting their language skills. Airlines only employ air and ground stewards with a foreign language and it is a very competitive sector.

Education – secondary school teaching has traditionally been one of the most popular career paths for language graduates. A secondary school teacher normally deals with all levels of subject knowledge, from raw beginners in their first year to higher level Leaving Certificate students. While the curriculum content for languages and its objectives remain largely unchanged from year to year, the creative scope for how it is delivered can be broad and exciting. The ‘ideal’ teacher needs to be in possession of a rich range of resources, qualities and skills in order to enjoy the job and

do it effectively. Two essential qualities for successful teaching are the ability to relate well to young people and to have enthusiasm and a love for your subjects. Energy, drive, self-motivation, adaptability, creativity and excellent communication skills are all highly desirable qualities and skills. In order to pursue a career as a post-primary teacher, a language graduate must complete a Prof. Masters in Education (PME), a two-year level 9 postgraduate course.

Teaching English as a Foreign Language (TEFL) – TEFL teaching refers to the work of teaching English as a foreign language, which is considered a popular choice among graduates of all backgrounds. Most will view it as a temporary occupation, before they apply themselves seriously to their ‘real’ career. TEFL teaching is an opportunity to spend a year or two abroad while perfecting fluency in a foreign language. It provides an ideal possibility for language graduates who wish to gain a high level of proficiency in order to use their linguistic skills professionally.

Courses are run throughout the country, both by private commercial institutions and universities. Courses must run for a minimum of 70 hours and must be RELSA approved (Recognised English Language Schools Association). A limited but growing number of full-time employment opportunities exist in Ireland, but the demand for qualified TEFL teachers abroad continues to be high, especially throughout East Asia in countries such as China, Thailand and Japan. Teachers need to have well-developed communication skills, be outgoing and sociable, enthusiastic, inventive, imaginative and energetic.



Working life

Language has given me exposure to some of the world's most influential organisations

Eimhin McEvoy

Job Consulting intern, United Nations Headquarters, New York

Education Bachelor's of Corporate Law and French (NUIG, 2014), Master's in CEMS International Management (UCD Smurfit, 2016)

Language French



Why were you interested in an international career?

I wanted to gain a new perspective on life and to build a network outside of the typical Anglophone world within which Irish people usually travel, study and work. I wanted to broaden my horizons and increase the opportunities available to me internationally, opportunities that can only come if you speak another language.

How did your degree contribute to you working with UN?

My Bachelor's and Master's degree furnished me with all the organisational, legal, technical and collaborative skills required of the position as well as the pre-requisite global mind-set and international outlook to be compatible with the UN's own organisational culture. I approached the UN through its online INSPIRA platform and applied for an internship within the procurement division which manages purchasing and logistics principally for the United Nations' overseas peacekeeping missions. Though English is the language of choice, as with most of the international governmental organisations knowledge of French is either a requirement for entry or highly desirable in applicants.

What does your daily role involve, and what's been one of the biggest challenges?

As a regulatory compliance intern I work for and support the Headquarters Committee on Contracts, tasked with ensuring regulatory compliance and a strong business case in all UN purchases, on a case by case basis, for all purchases over \$1 million. My biggest challenges were getting to grips with the UN's overly complicated structures. But I now have the experience required to

move on to obtain some private sector experience in my career to further broaden my skillset.

What's exciting about your job?

Being able to contribute to the successful execution of United Nations' peacekeeping missions internationally and supporting refugees while they remain under UN protection.

What advice would you have for students and graduates?

Pick a third level course that has a strong international aspect. Get your language skills tested by one of the international grading organisations like Alliance Française or the Goethe-Institut and don't forget to maintain them – if you don't use it, you lose it! Obtain international experience through internships, volunteering and university exchange programs like Erasmus. My course at NUIG allowed me to study French and to study abroad in France for one year and intern in Belgium with the European Parliament. My Master's at UCD Smurfit enabled me to spend six months studying and interning in São Paulo Brazil followed by another internship with the OECD in Paris.

How do you hope to see your career developing over the next few years?

I'm entering the PwC graduate consulting programme this September in Dublin, which I'm really looking forward to. Choosing to make a language an integral part of my studies has given me exposure to some of the world's most influential international organisations which has in turn given me leverage when it comes to applying for some of the more competitive graduate programmes.

The advice I will give to students and graduates is to be open minded and travel and learn

Anaís Ruav

Job Supply Chain Associate, Wayfair

Education Degree in Languages, Literature and Foreign Civilizations (University of Angers, France, 2013)

Languages English, French, Spanish, German



Could you provide us with a summary of how you became interested in a career using languages?

I have been interested in having a career in the language sector as far back as I remember. When I was 13, I got chosen to go on three weeks trip to Dublin with my school. I did not speak much English at the time but I loved the language and the people and I discovered that I have learned more in three weeks than I did since I started learning English. After this, I started to learn Spanish and German. Then, I entered a European High School in France where languages and linguistic trips were encouraged and promoted. I graduated from high school in 2010 where I took intensive English classes and then went to University to study English in depth. By the end of my degree, my level of English had really improved thanks to my involvement and my interest in the language. When I decided to leave France and go to Erasmus in Ireland – I knew I would use my language skills in my career. I have now been three years living in Ireland, using my language skills on a daily basis and developing further skills.

How did your degree contribute to you working with Wayfair, and what was involved in the selection process for the programme?

My degree had a huge impact on getting my job in Wayfair. English is now the language I use every day in my role. My English got better while working in Wayfair and I communicate with people from all over Europe and the world, using English. It's integral to my work.

What does your daily role involve, and what's been one of the biggest challenges so far?

I have only been working in my current role only for a short period of time, but one of my biggest challenges is to manage my own time as we are entrusted with a lot of responsibility and autonomy. In my role in I can manage my own time as long as I am getting the work done by the end of the day. This involves contacting suppliers via phone or email to ensure their inventory is available on our database to provide daily or weekly updates and to prevent backorders on our site. I really enjoy this role as I am practicing my languages skills and I also learn to work faster and also to see what is the priority during my day.

What's exciting about your job?

I learn something new every day. We are working in open spaces and it is easy to ask questions. We have colleagues from all over Europe and so many different languages are spoken around the office and that is a part of the job I really enjoy. I am learning Portuguese at the moment thanks to the people who are surrounding me in the office.

What advice would you have for students and graduates?

The piece of advice I will give to students and graduates is to be open minded and travel and learn. It really helps you to find your path. When I arrived in Ireland, I did not really know what I wanted to do as a career. I found my path while travelling and meeting new people. It is also important to have contacts with new people – that's what helped get me this job in Wayfair.

How do you hope to see your career developing over the next few years?

I hope my career will help me develop my language skills and I will also like to be more involved in the company I work for. I think my new role will allow me to do this so I'm looking forward to exciting times ahead.



Highlight your language skills

Language skills are well regarded by employers and it's important to clearly show these skills when you are looking for work. Here are some ways that you can highlight your language skills in your CV and on your social media profiles.

Your CV

There are many places in your CV where you can write about your language skills. Mention your languages in:

Personal profile

"A BA International Business graduate with fluency in French and German who possesses strong intercultural skills developed during Erasmus studies in Berlin, with experience developing promotional campaigns for two student societies, currently seeking an entry level marketing role in an international company"

Skills section

Languages:

- Russian (upper intermediate)
- German (intermediate)
- French (beginner)

Education section

BA Chinese and International Business – 2.1

Dublin Institute of Technology

Modules included:

- Chinese First Class Honours 72%
- Chinese Cultural Studies 67%
- International Marketing 68%

Other courses/training section

"Summer 2018: Intensive Business German Course, Goethe Institute, Dublin 2"

Experience

"Sales Assistant, Celtic Crafts, Galway, Ireland

- Provided multilingual customer service to tourists from Europe and South America
- Created VAT refund information leaflet and translated into Spanish and Portuguese"

Your online profile

LinkedIn can provide a platform for you to show employers what you can do. Write about your language skills in the following sections:

The headline

BA European Studies graduate, fluent French and Italian speaker

The summary

You can include text about your language skills, for example:

"I am a fluent Portuguese speaker, having studied Portuguese for the past four years and spent a summer working in a restaurant in Porto"

The experience section

As above in "Your CV – Experience"

Skills and endorsements

Add each of your languages to the skills section. Your LinkedIn connections can then endorse you for your language skills.

Groups

Join relevant groups eg "Russian speaking professionals – international recruitment", "French speaking sales, marketing and communications jobs"

Languages

List the languages that you speak, and your level of proficiency in each, in this section.

Undergraduate courses on offer in Ireland



Dublin City University

- DC110 Business Studies International (FR, DE, ES, ZH, JP)
- DC112 Global Business (FR, ES, DE)
- DC155 Applied Language and Translation Studies (FR, DE, ES, ZH, JP)
- DC291 Arts (Joint Honours) – Media Studies (FR, DE, ES)
- DC292 Arts (Joint Honours) – Law (FR, DE, ES)
- DC293 Arts (Joint Honours) – International Languages (FR, DE, ES)

Dublin Institute of Technology

- DT518 Languages and International Tourism (FR, DE, ES, ZH, IT, GA)

- DT517 Languages and English Studies (FR, DE, ES, ZH, IT, GA)
- DT555 International Business and Languages (FR, DE, ES, ZH, IT, GA)

Institute of Technology Sligo

- Business in International Marketing and Sales with a Language (FR, DE, ES)

ITT Tallaght

- TA328 Computing with Language (FR, DE, ES)

Letterkenny Institute of Technology

- LY218 Business – with Spanish or Irish – Level 8 (FR, DE, ES, GA)

National University of Ireland Galway

- GY101 Arts Joint Honours Degree (FR, DE, ES, IT, GA)
- GY110 Arts with Children's Studies (FR, DE, ES, IT, GA)
- GY111 Arts with Creative Writing (FR, DE, ES, IT, GA)
- GY112 Arts with Film Studies (FR, DE, ES, IT, GA)
- GY113 Arts with Human Rights (FR, DE, ES, IT, GA)
- GY115 Arts with Performing Arts Studies (FR, DE, ES, IT, GA)
- GY119 Arts with Journalism (FR, DE, ES, IT, GA)
- Commerce (International) with a Language (FR, DE, ES, GA)

The National University of Ireland, Maynooth

- MH109 Media Studies
(FR, DE, ES, ZH, EL, GA)
- MH101 Arts (FR, DE, ES, ZH, EL, GA)
- MH102 Music Technology
(FR, DE, ES, ZH, EL)
- MH106 Psychology – 3 years
(DE, ES, GA, EL)
- MH108 European Studies
(FR, DE, ES, ZH, GA)
- MH401FIN – Finance (DE, ES, EL)
- MH208 Biological and Biomedical
Sciences – Level 8 (ES)
- MH401IFE – BA International
Finance and Economics
(FR, DE, ES, ZH)

Trinity College Dublin

- Law and a Language (FR, DE)
- TR080 Global Business
(Bachelor in Business Studies)
(FR, DE, ES, PL, RU)
- TR081 Business, Economic and
Social Studies (BESS)
(FR, DE, ES, IT, PL, RU)
- Business Studies and a Language
(FR, DE, ES, PL, RU)
- TR039 Computer Science and
Language (FR, DE, GA)
- TR084 Social Studies (FR, DE)
- TR024 European Studies
(FR, DE, ES, IT, PL, RU)
- Joint Honours (FR, DE, ES, IT, PL, RU)

University College Cork

- CK102 Social Science
(FR, DE, ES, GA)
- CK110 World Languages
(FR, DE, ES, IT, PT, JA, KO, ZH, GA)
- CK101 Arts (FR, DE, ES, IT, PT, GE, ZH)

- CK108 Arts International
(FR, DE, ES, IT, PT, GE, ZH)
- CK104 Music (DE, IT, PT, GE, ZH)
- CK112 Drama and Theatre Studies
(FR, DE, ES, IT, ZH)
- CK116 Sports Studies and Physical
Education (FR, GA)
- Commerce (International) with a
Language (FR, DE, ES, IT, GA, ZH)
- CK301 Law International
(FR, DE, ES, IT, ZH, GA)
- CK302 Law and French (FR)
- CK401 Computer Science
(FR, DE, ES, IT, ZH, GA)

University College Dublin

- DN520 Arts (two subjects)
(FR, DE, ES, IT, GA)
- DN530 BA Humanities (English,
European & World Literatures)
(FR, DE, ES, IT)
- DN530 Humanities (Languages,
Linguistics & Cultures)
(FR, DE, ES, IT, EL, GA)
- DN541 Modern Languages
(FR, DE, ES, IT, PT)
- DN600 Law with Chinese (ZH)
- DN600 Law with French Law (FR)
- DN660 Commerce International –
Level 8 (FR, DE, ES, IT, ZH)
- DN250 Food Business with
Chinese (ZH)
- DN700 Social Sciences – Level 8
(FR, DE, ES, IT, GE, ZH, GA)

University of Limerick

- LM002 Arts (offered in conjunction
with Mary Immaculate College)
(FR, DE, ES, GA)
- LM044 Applied Languages – Level
8 (FR, DE, ES, JA, GA)

- LM040 European Studies
(FR, DE, ES, GA)
- LM056 International Business
(FR, DE, ES, JA)
- LM029 – Bachelor of Laws
(Law Plus) (FR, DE, ES)
- LM050 Business Studies
(FR, DE, ES, JA)

Waterford Institute of Technology

- WD048 BWL Business with a
Languages (FR, DE, ES, GA)
- WD151 Software Systems
Development – Level 7 (FR, DE)
- WD200 Arts – Level 8 (FR, DE, ES)
- WD210 Software Systems
Development – Level 8 (FR, DE, ES)

Language codes

FR = French
DE = German
ES = Spanish
GA = Gaeilge
GE = Greek
IT = Italian
PT = Portuguese
JA = Japanese
KO = Korean
ZH = Mandarin Chinese
RU = Russian
EL = Greek
PL = Polish

Further information

Useful websites

- **gradireland**
gradireland.com
- **Dublin City University**
www.dcu.ie
- **University of Limerick**
www.ul.ie
- **University College Dublin**
www.ucd.ie
- **University College Cork**
www.ucc.ie
- **Maynooth University**
www.maynoothuniversity.ie
- **College of Europe**
www.coleurope.eu
- **Ecole de Traduction et d'Interpretation: Universite de Geneva** www.unige.ch/eti/
- **Prospects UK**
www.prospects.ac.uk
- **Language Advantage**
www.languageadvantage.com
- **Irish Association of Translators and Interpreters**
www.translatorsassociation.ie
- **Institute of Translation and Interpreting**
www.iti.org.uk
- **Irish Association for Applied Linguistics**
www.iraal.ie
- **Institute of Linguists**
www.iol.org.uk
- **CILT National Centre for Languages**
www.cilt.org.uk

- **European Union** europa.eu.
- **European Parliament**
www.europarl.europa.eu
- **EURES (European Employment Services)**
ec.europa.eu/eures/public/homepage
- **European Movement (formerly The Irish Council for the European Movement)**
www.europeanmovement.ie
- **European Commission traineeships**
ec.europa.eu/stages/index_en.htm
- **European Commission temporary and permanent employment opportunities**
epso.europa.eu/apply/job-offers_en.
Applications for stages in EU translation department are sent to:
DG Translation RL-1
JECL 7/8A
European Commission
B-1049
Brussels
Belgium
- **Eurograduate**
A resource for graduates who wish to work or study in Europe
www.eurograduate.com
- **One Voice For Languages**
A network of professionals lobbying for greater focus on languages in Ireland
www.onevoiceforlanguages.com



Job websites

Recruitment agencies focusing on linguistic skills include:

- www.bond-personnel.com/multilingual
 - www.1800people.com
 - www.edenrecruitment.ie
 - www.workskillsfirst.com
 - www.myjob.ie/multilingual-jobs.htm
- Other career and work-related websites include:
- www.aiesec.org
 - www.educationposts.ie
 - www.translatorscafe.com
 - www.translation3000.com
 - Information on companies that employ linguists
www.geocities.com/aishasaid/companies
 - Enterprise Ireland listings of software companies in Ireland can be found at
www.enterprise-ireland.ie
 - IDA Ireland www.ida.ie



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gradireland.com/get-started-fyi

