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The Jinfo Newsletter is a summary of the latest listings in the Jinfo database at:

<http://www.jinfo.com/>

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### In-depth information management reports from FreePint

Topics include: Freedom of Information; Information Auditing; Publishing eNewsletters; Acquiring Skills; Info-Entrepreneur Marketing

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### Asking for feedback

How many times have you applied for a position only to receive a "thank you, but no-thank you" letter a few weeks after the closing date? Well you are not alone.

Job-hunting can be a very difficult time, especially for those people who have little or no experience in marketing. You may have all the qualifications you would ever need, your skills and abilities are spot on, but if you do not know the basics of marketing, you may find yourself struggling to find (and get) that perfect job.

I can hear the mutterings and rumblings from here "Marketing?! The woman is out of her mind, marketing indeed! I am a ... " You fill in the blank.

Yes, marketing, with a touch of sales and advertising thrown in for good measure.

A good marketing executive will know that in order to get a good response to whatever it is they are selling, they will need a good sales pitch. But instead of blanketing their prospects and sitting back with fingers crossed, they send out a few trial letters first and wait to see what response they get. No response - they refine their marketing pitch and try again, and again until they do get the response they want.

So it should be with job applications. Some people seem content to use the same CV for every job they apply for, whereas a person who knows how to market themselves will tailor their CV for each and every job they apply for - how? By selling their relevant skills and abilities to the job that is on offer. Of course, this on its own does not make the perfect sales pitch, everything that you send, from the covering letter (Sales letter) to the envelope you use, can have a huge impact on your prospective employer - of course you should still be able to do the job on offer. But if you feel that you do have the right mix of skills and tailored your application and you still didn't get to the interview stage, remember there is one last thing you can do. You can ask them why.

Remember though, if constructive criticism is not for you, then you will find this extremely hard to do.

Suitable questions include:

I am interested in gaining some feedback on my application, and was wondering if you have the time to give me some comments."

Of course you should always wait to see if the person does have some time to spare before launching into the list of questions that you might have. But the most important questions to ask are:

- Could you please tell me why I didn't get short-listed for an interview?
- Was there anything in particular about my skills that precluded me?
- If you have the time, could you give me a few pointers on how you think I can improve my application for future opportunities?

"I have not failed. I've just found 10,000 ways that won't work."  
Thomas Alva Edison (1847 - 1931)

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Lorraine Bradshaw is the marketing and training coordinator for Information Enterprises Australia (IEA) <<http://www.iea.com.au>>, A specialist library and records management recruitment agency, consultants and trainers in Western Australia. For permanent staff placements and short-term labour hire solutions. Lorraine is also the author of "The First 4 Minutes: Understanding the Selection and Interview Process", Information Overload - IEA's monthly e-zine and is also the current editor of the Australian Record Retention Manual.



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### VIP Wire

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*"VIP provides me with an excellent source of reviews of all manner of relevant products. What better editorial team could there be than the people behind FreePint to report on products and news in the information market! I think this is positive testimony enough!*

*VIP's monthly compilation of proper in-depth reviews provides me with plenty of objective information from which to make decisions on products I might be interested in. It is also an excellent way to keep up with the latest content and functionality improvements.*

*VIP Eye is a great way to keep up-to-date in the fast-changing information world. Rather than be distracted with daily press releases, I much prefer the fortnightly round-up of what's important for me as an information manager in a large global corporation."*

Information Manager, UK

**FoI Programme Officer (added 13th May 2005)**

URL: <http://www.jinfo.com/go/j4056>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - City, United Kingdom

**Legal Library Assistant (added 13th May 2005)**

URL: <http://www.jinfo.com/go/j4055>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Subject Information Specialist  
(added 13th May 2005)**

URL: <http://www.jinfo.com/go/j4054>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: Bedfordshire, United Kingdom

**Head of Licensing (added 13th May 2005)**

URL: <http://www.jinfo.com/go/j4053>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London

**Head of Licensing (added 13th May 2005)**

URL: <http://www.jinfo.com/go/j4052>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Information Assistant (added 13th May 2005)**

URL: <http://www.jinfo.com/go/j4051>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - City, United Kingdom

**Records and Information Project Manager  
(added 11th May 2005)**

URL: <http://www.jinfo.com/go/j4050>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - South, United Kingdom

**Senior Information Manager  
(added 11th May 2005)**

URL: <http://www.jinfo.com/go/j4049>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Information Officer (added 10th May 2005)**

URL: <http://www.jinfo.com/go/j4048>  
Recruiter: D A Solutions Limited  
Location: Central London , United Kingdom

**Librarian (added 10th May 2005)**

URL: <http://www.jinfo.com/go/j4047>  
Recruiter: D A Solutions Limited  
Location: Central London , United Kingdom

**Administration Assistant (added 10th May 2005)**

URL: <http://www.jinfo.com/go/j4046>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Library Graduate Trainee (added 10th May 2005)**

URL: <http://www.jinfo.com/go/j4045>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Research Associate (added 10th May 2005)**

URL: <http://www.jinfo.com/go/j4044>  
Recruiter: D A Solutions Limited  
Location: Central London , United Kingdom

**Corporate Finance Researcher  
(added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4043>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: Cambridge, United Kingdom

**Sector Analyst (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4042>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Research Associate (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4041>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Records Manager (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4040>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Information Officer (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4039>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Junior Information Officer (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4038>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London - Central, United Kingdom

**Assistant Librarian (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4037>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London, United Kingdom

**Support Officer (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4036>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: West London, United Kingdom

**Research Librarian (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4035>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London, United Kingdom

**Team Librarian (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4034>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: South Coast, United Kingdom

**Resource Centre Manager (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4033>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: West Midlands, United Kingdom

**Part-Time Information Assistant (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4032>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London, United Kingdom

**Librarian (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4031>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: West Midlands, United Kingdom

**Information Specialist (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4030>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London, United Kingdom

**Senior Information Manager (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4029>  
Recruiter: Sue Hill Recruitment and Services Limited  
Location: London, United Kingdom

**Administration - Files & Archives Clerk (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4027>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Assistant Librarian (added 9th May 2005)**

URL: <http://www.jinfo.com/go/j4026>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Records Assistant (added 6th May 2005)**

URL: <http://www.jinfo.com/go/j4025>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Head of Research (added 6th May 2005)**

URL: <http://www.jinfo.com/go/j4024>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Librarian / Information Manager (added 6th May 2005)**

URL: <http://www.jinfo.com/go/j4023>  
Recruiter: D A Solutions Limited  
Location: City of London , United Kingdom

**Technical Researcher (added 6th May 2005)**

URL: <http://www.jinfo.com/go/j4022>  
Recruiter: Dyson Limited  
Location: Malmesbury, Wiltshire, United Kingdom

**Corporate Finance Researcher (CAMBRIDGE) (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4021>  
Recruiter: Glen Recruitment  
Location: Cambridge, United Kingdom

**Technical Librarian (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4020>  
Recruiter: Glen Recruitment  
Location: West London, United Kingdom

**Part Time Technical Librarian (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4019>  
Recruiter: Glen Recruitment  
Location: West London, United Kingdom

**Business Researcher (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4018>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom

**Litigation Information Officer - 9 month contract (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4017>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom

**Legal Information Officer - 12 month contract (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4016>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom

**Library Asst. (Graduate Trainee) - One year (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4015>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom

**Researcher (Maternity Leave - 10 months) (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4014>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom

**Library / Resources Manager (6 month contract) (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4013>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom

**Records and Knowledge Officer (added 5th May 2005)**

URL: <http://www.jinfo.com/go/j4012>  
Recruiter: Glen Recruitment  
Location: London, United Kingdom