



IPAC Community, the alumni network of IPAC students



After 27 years, IPAC has a network of former students to inform them and lead them. This is the reason you should be a part of **IPAC Community**.

- *Be part of meetings and events**
- *Share your professional experiences**
- *Entertain us by telling your stories**
- *Job offers and post your CV**
- *Refresh your career (recognition from our RNCP qualifications)**

<http://community.ipac-france.com/>



Guide des Métiers

Job opportunities guide

IPAC Community, the alumni network of IPAC students



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Alberville - Annecy - Chambéry - Genève - Genevois-Léman - Vallée de l'Arve

EDITORIAL

A job opportunities guide to give you confidence

Of all the questions which students (or their parents) ask us during their recruitment interviews, the one which is the most difficult to answer is this: "what kind of job can I expect to get with this qualification?" It is a simple question, yet it has many answers. Professions today are complex, taking on new names, overlapping different sectors and adapting to our ever-changing society.

Even if we were able to answer the question "what kind of job can I expect to get with this qualification?", would this answer be sufficient? Choosing a career which suits you right to the core is a constant search, and involves lots of investigation. For those who doubt and worry about their future, we reassure them and persuade them with the following suggestions:

- Education is a method, not an absolute. The job is the absolute.
- You find your path easily if you are determined to find it. "There is no wind for he who does not know where he is going" said the philosopher.
- Optimize your studies with work placements and experiences, by being patient and listening
- You can double your chances by persevering, investing in yourself and never giving up

In summary, the world of work is open to you if you understand the codes and practice, and if you understand overall what is expected of you.

This way, you can enter the world of work calm and confident.

We know this world well, and we will discuss it and decipher it with you.

Others have done so before you, now you can read their stories.

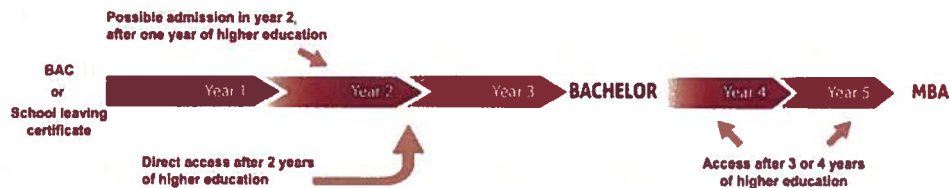
"Yes you can" and "just do it"!



Jean-Michel Delaplagne - president of IPAC

The European Study System

As part of the harmonization of European higher education curriculum, higher education in France is now based on 3 qualifications: Bachelor (French 'Licence'), Master and Ph.D. This new format, called the 'L.M.D' system, has plenty of flexibility by allowing students to travel whilst continuing their education, and to allow them to have a certain mobility between subjects and levels. IPAC has implemented this programme ever since it came into force.



Elzbieta Bojarun-Campart, Nicolas Campart -
Alumni club co-ordinators

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Neeskens

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Seminar co-ordinator

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Human resources judicial manager

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Marketing Manager

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Press and PR Manager

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Sales and Development Manager

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**ELZBIETA BOJARUN-CAMPART
NICOLAS CAMPART**

Alumni club co-ordinators



Courses taken at IPAC and when:

Elzbieta has a Masters in Commercial Development and Entrepreneurship, with a speciality in international promotion. She graduated in 2008.

Nicolas graduated in 2001 with a BTS in Commercial Activity.

Elzbieta and Nicolas are currently the co-ordinators for the alumni club, IPAC Community, as well as the managers of Actess: a company providing IT services to businesses and local authorities.

Why start IPAC Community?

We felt that there was a need for past students to be unified within a club. In order for a network to be created, you must have the means to get in touch and to help each other from a professional point of view. Sales, Human Resources Managers, CEO's, communicators, everyone finds an interest here!

Contributions to current IPAC students

There is an expectation of students following their studies, therefore it's an opportunity to pass professional experience on to new students, showing them the importance of a network in order for opportunities to be created. Its an important project to help them and train them!

What is the future for IPAC Community?

We hope that in the long term, IPAC Community will become a club of privilege recognized by businesses, with a feeling of belonging for all of our members.

NEESKENS
Chanteur

BTS International Commerce
with Promotion - 2001



Tell us about your past..

After my BTS in International Commerce, I worked for Mobalpa for two years as an organizer for Benelux salons. But my passion for music took over and I decided to give everything up to focus on being a musician. For that I had to take on a lot of small jobs in order to live for my music

And your current profession?

I am about to sign a 5 year contract with Sony Music and my first album goes on sale today at Fnac. A lot of my concerts are in the region so I can stay close to my roots, but I also have concerts in Paris.

Skills required

It is essential to be perseverant and there is nothing more important than creating a good network

Advice to students

Follow your dreams, and it is important to believe in yourself.

Highlights of IPAC

I liked the teaching staff and the professional guest speakers, as well as their network of businesses.

Seminar Co-ordinator

Code Rome : E1103

Definition of this role:

- The co-ordinator creates the link between commercial services
- The creation and production within the organization of an event
- It is the Seminar Co-ordinator who makes the transition between different services
- They are always contactable throughout the agency

Candidate profile:

The right candidate must:

- Have a good sense of organization
- Be rigorous
- Be good at socialising
- Have good teamwork skills

Salary:

€30,000 per annum



ANASTASIA RIVIERE

Coordinatrice séminaire au
Palace de Menthon

BTS Hôtellerie Restauration
Cycle M
Promotion 2008

Tell us about your past..

I completed my BTS in Hospitality and Catering with a placement at Novotel, where I was voted the 'best intern in France' by the Accor group for whom I worked for as a receptionist.

I continued to do a Masters degree with a placement at Palace de Menthon. After Bac+4, they offered me a permanent position as a wedding/events planner and accounting assistant. From there I went on to become a seminar co-ordinator.

And your current profession?

I am the Seminar Co-ordinator at Palace de Menthon. My role involves gathering together the demands of seminars, and to draw up quotations adapted to a clients needs. I co-ordinate the transmission of information between different services and I keep track of customer relations.

Skills required

You have to have good interpersonal skills, patience and diplomacy. Organization, rigor and team spirit are also valuable skills

Advice to students

Do a work placement with your studies to have a global view of your career.

Highlights of IPAC

Christine Canova, head of hospitality, has very good socializing skills and is always available to students. I liked the teaching and the visits from professionals, as well as the network of friends.

Legal Manager in Human Resources

Code Rome : E1103

Definition of this role:

- To advise individuals or companies on their problems and actions with judicial information
- To uphold legalization and regulations, and to adapt them to a client by interpreting judicial texts
- Constantly study and analyse legalization, regulations, court reports, theory and law commentaries

Candidate profile:

An ideal candidate must:

- Be persuasive and convincing, with excellent interpersonal skills
- Have skills in negotiation
- Display rigor, diplomacy and perseverance
- Have observation and analytical skills
- Possess a good sense of organisation and able to make decisions

Salary

€39,000 per annum

SEBASTIEN DUMONT - SAGAERT Responsable juridique RH/ FRCV-LR

Master en Management de Ressources Humaines
Promotion 2008



Tell us about your past..

Before doing my Master 2 Human Resource Management, I spent my first year of my Masters degree in Social Law. This course allowed me to get into the legal area of work relations and the strategy side of human resources. I think that today the world of HR cannot be isolated from social law.

And your current profession?

After my work placement and being in a role as a temporary replacement, I signed a contract for a permanent position as a Legal Manager in HR. My responsibilities are mainly giving advice to companies on social aspects of HR, notably in recruitment, training, redundancy, disciplinary management, elaborating work contracts, electing personnel representatives, and management of collective relationships

Skills required

This post, like many other general posts in HR, demands a certain rigor, fairness, interpersonal and educational skills, as well as the ability to pass from one file to another in a matter of seconds.

Advice to students

The main piece of advice that I can give to

students is to give 200% effort in your work placement. This is the key to professional success. Personally, I knew that I could not stay in the same business after my placement. But that did not discourage me, and I invested even more in myself to leave a good impression and to learn all that I could. The result of my hard work was that my human resources manager asked around her network of companies and found me a job for after my placement. Never forget that the people that you work for know many others in the industry, and this can be to your advantage...

Highlights of IPAC

The best part of the course for me was:

- Being taught by professionals
- A one year placement, equivalent to 80% full time, which is a boost to your career after your studies.

Marketing Manager

Code Rome : 33114

Definition of this role:

- Offer advice on product strategy
- Gather information on the market, and also the needs and expectations of clients
- Technical monitoring
- Ability to define opportunities in the market and create action plans

Candidate profile:

An ideal candidate must:

- Have good listening skills
- Have a good understanding of consumer behaviour
- Possess persuasive skills
- Like to travel
- Have an excellent level of English

Salary:

€45,000 per annum

PAUL-ERIC CHAMAY

Responsable de projet
marketing/ SALOMON Annecy

Bachelor Marketing Management
Promotion 1990



Tell us about your past..

After my tour of the USA and my military conscription, I pursued my goal: to work with Salomon! Originating from Annecy, I have a keen interest in winter sports! This passion allowed me to enter into a business as a ski tester under seasonal contracts. Then I was the field testing manager for two years after the creation of roller skating. Following that I helped create promotional material for new winter sports (roller skating and snowblading) for 5 years at Salomon France, before becoming the International Sport Marketing Manager for five years. After a reorganization at Salomon, I am now the marketing project manager of the alpine boots range.

And your current profession?

My current profession involves determining the needs of consumers in order to develop new projects. I have to think about "what will be the alpine boots of tomorrow?"

I organize 'focus groups' with consumers, retailers and internet searches, then I elaborate the marketing plan and I improve it during trips to Asia and USA. It's a passionate career for professionals!

Skills required

Rigor, creativity and strong persuasive skills in order to sell your project to the rest of the staff at the company (designers, researchers and developers) but also outside your company (sponsors and retailers)

Advice to students

Perseverance! It gives you the chance to achieve your dreams

Highlights of IPAC

The atmosphere!

Press and PR Manager

Code Rome : 32213

Definition of this role:

- Develop the creation, quality and coherence of forms and contents of internal or external communication with a fixed strategy
- Conceiving or implementing all the methods and actions of communication to help business relations within the environment
- Perform all or part of the technical activities of communication
- Participate in other aspects of communication in the commercial, technical and social aspects, as well as in emergencies

Candidate profile:

An ideal candidate must:

- Have an excellent level of English
- Have good interpersonal skills
- Be able to work under pressure
- Be flexible with their working hours
- Be able to work in a team and independently

Salary:

€37,000 per year

MARINE COUTURIER
Responsable presse et relations
publiques junior / Ralph Lauren.

Master IDE
Promotion 2008



Tell us about your past..

After getting my BTS in International Commerce from IPAC, I went on to study a Masters. I did a work placement whilst on my Masters course at Caran d'Ache in Geneva as an additnant product manager. I looked for a job even before I had finished my studies. I was fixed on my objectives: to work in communication services or in marketing for a luxury brand. But without experience, it's not an easy task. I therefore accepted another 8 month work placement with Ralph Lauren Watch & Jewelry company, which was a huge benefit. And today, I am now one of their employees.

And your current profession?

My profession consists of promoting the image of the brand: I participate in communication strategy, making press reports or other forms of communication, and organizing events when new boutiques are opened. I manage relations with all those involved with communication: agencies, press and VIPs. I also work closely in collaboration with Polo Ralph Lauren who have offices in New York, USA

Skills required

You must have a good level of English, and be able to work under pressure because the hours are quite long and there is a significant workload. Team spirit is essential, but so is the ability to work independently. And without a doubt, in my career you have to appreciate the world of luxury brands, where every detail needs a lot of attention.

Advice to students:

Know how to be patient, and do not hesitate to do work experience to boost your credibility

Highlights of IPAC

Doing my degree alongside a placement was great, and also the professional experience and the technical theory. Also the professionals who give their classes based on their professional experience

Development and Sales Manager

Code Rome : M1707

Definition of this role:

- Define and implement the commercial strategy of a business in line with economic efficiency
- Direct a service and co-ordinate a team
- Organize and develop the international or e-commerce commercial activity of a business

Candidate profile:

The ideal candidate must have:

- Mastered trade law
- Have knowledge of management techniques
- Have knowledge of marketing techniques
- Be able to manage a budget
- Have knowledge of commercial techniques

Salary:

Between €27,000 and €30,000 per annum

BENOIT SCEMAMA

Responsable développement et
animation des ventes
Bachelor Marketing Communication
Promotion 2007



Tell us about your past..

After finishing my BTS MUC, I enrolled in the Bachelor in Marketing course at IPAC Annecy. I did my course part-time with a placement at Arval, an affiliate of BNP Paribas. Convinced that it was necessary to have international experience, I then enrolled onto a Business Administration course in America, before finding a job in Oxford, England as a marketing and events manager at the MINI factory (part of the BMW group)

After the effects of the economic crisis, I returned to France in 2009. Since then, I have been the marketing project manager at Prévost

And your current profession?

I am now the development and sales manager; this role consists of driving the network of distribution, looking for new products, and the creation and management of the web site. I also organize international events, which allow me to regularly travel in Europe and to the USA. I manage a team of four people

Skills required

You have to have a good level of English in my job! It is important to know how to manage your priorities, stress and organization!

Advice to students

Be mobile! Take on experience abroad!

Highlights of IPAC

The highlights for me were the teaching and the advice from professionals. Not forgetting the alumni network! Actually it was a previous student employed at Manpower who helped me find my current job!