

Laura Herdman

Goals and Objectives Paper

Job Description

The two jobs that I am currently applying for are both located in Cincinnati, OH. Both are Marketing Communications with General Electric Technology Infrastructure-Aviation. The first job is a Marketing Communications Specialist job, which is the job I believe I am more qualified for and the role, as listed in the GE careers website is to plan and execute events, meetings, and other activities with customers and executives. Also, to develop and execute objectives for self and others, ability to effect short and long term business goals and to problem solve. The job description also provided a list of desired characteristics which include strong communication, organization, and interpersonal skills which are all areas of skills I excel. The requirements are a Bachelor's degree and minimum of four years of experience in customer service position.

The second job is a Marketing Communications Manager and the role, as listed in the GE careers website is to lead an experienced team of marketing communications professionals in public relations, business press relations, branding, brochures, product data sheets, advertising, promotions, and customer events. The job desired characteristics are multi tasking, knowledge of GE products and services, brand management knowledge, and broad knowledge of print, video, and web-production technologies. The requirements are Bachelor's Degree and five years additional experience in Corporate Communications or Marketing Communications.

When comparing the two jobs, I am far more qualified for the Marketing Communications Specialist because I have the skills the job calls for and I do have four years experience in customer relation positions. The Marketing Communications Manager position is a bit over my head, I don't know a lot about GE and its products nor do I meet the requirements of having five years job experience in Corporate Communications or Marketing Communications.

The reason I'm focused on GE jobs is because my long term goal is to apply for the Start Program through GE after working for a year and you have to be a GE employee to be accepted into the program. The program allows you to travel around to different GE branches around the world and learn what it is they do at each branch. You move every 3-4 months and do this for 2-3 years. At the end of the program you are guaranteed a corporate position, if you finish the program. Since both of my jobs are in Cincinnati, I decided to compare the cost of living in Cincinnati to Charleston, SC because I have friends and family that live in the area and I love the atmosphere.

Location, Cost of Living, and Salary

In terms of scenery hands down, no question, pack my bags for Charleston, SC and leave my parka at home! I have always wanted to live at the beach and I have been to Charleston, SC many times. The city has a great vibe; there is always something to do such as live music, art shows, and the beach. It is also a plus that my boyfriend has a house there and we both have family that live there, but the down side is that there are no GE jobs in Charleston, SC and as of right now the GE path seems to be the best career choice for me. This is why Cincinnati is starting to look like the better option right now. Unpack my parka and head back to the cold weather is a downfall for me, but I am a fan of having all four seasons I just wish the cold seasons went by a little faster! I am not familiar with the Cincinnati area, I believe the last time I was there was junior year of High School when my volleyball team went to Cincinnati University's team camp. My roommate is from Cincinnati and I've been picking her mind about the city and learning more about its environment and what it has to offer. One big plus is that Cincinnati is closer to home, although that isn't a deciding factor, if I did need to go home it

would be about 4 and a half hours which is about half the distance of Charleston, SC which usually takes me about eight hours.

For the two websites I used to examine salary and cost of living in Charleston, SC and Cincinnati, OH I stated my annual salary as 35,000 and stated my occupation as a Marketing Specialist. According to payscale.com the cost of living in Charleston, SC is 8% higher than Cincinnati, OH. The website breaks down budget areas into these groups, utilities and transportation are less in Charleston, SC and groceries, housing, and health care are less in Cincinnati, OH. None of these categories are significantly different, they range from groceries being 21% higher in Charleston, SC and transportation being 7% lower in Charleston, SC.

I also compared payscale.com with sxz.salary.com Cost of Living Wizard. I used the moving relocation calculator and found that the cost of living in Charleston, SC is 8.3% higher than in Cincinnati, OH. Therefore, you would have to earn a salary of \$37,891 to maintain your current standard of living. Employers in Charleston, SC typically pay 6.6% less than employers in Cincinnati, OH. Therefore, if you take the same type of job in the same type of company in Charleston, SC you are likely to earn \$32,682. So basically, for a marketing specialist the salary is lower in Charleston, SC and the cost of living is higher than Cincinnati, OH. This definitely makes Cincinnati a little more appealing, even though the differences aren't huge. Both resources I used to find the differences in cost of living and salary were practically the same results but they broke down the information in different ways which I found to be helpful and provided neat bar graphs to better understand the differences.

The Big Comparison

The biggest plus about Charleston, SC is that I do have family and friends there, I already have a place to live, and the weather is beautiful! Biggest negative about Charleston, SC is that

there aren't any GE jobs in the area. I can most definitely say that if Cincinnati doesn't work out for me in terms of finding a job with GE there isn't really anything keeping me committed to Ohio. The biggest plus about Cincinnati is that there is a perfect job for me there, it's just a matter of landing the job. Another plus is that the cost of living is lower in Cincinnati compared to Charleston, SC and the salary calculator stated that my salary would be higher in Cincinnati than Charleston, SC. The negatives to living in Cincinnati are that the weather is not as lovely as it is down South and I don't know anyone in the area. By completing this assignment I learned about websites that compare the cost of living in different areas that I was not aware of before and although it is important to know about the area that you will be moving to, the deciding factor for me will be where I get a job! So, I am glad that I now have the ability to compare different areas in terms of cost of living and salary if I would happen to have two job offers in different areas.