

OFFICE OF CAREER SERVICES

THE PITCH

Summarization of Goals

A “pitch” is a concise and articulate summary of your work experience, career aspirations, and specific interest in a given organization. In a situation that potentially might lead to an employment opportunity (a networking event or email, informational interview, or an actual job interview) you should be ready to clearly verbalize your career goals in a concise manner.

In order to prepare your pitch, it’s important to be able to clearly articulate your goals. This should be a precise statement, reflecting your desired job title, ideal job responsibilities, and geographic location. This will show employers your focus and determination or potential interest to work in a particular field.

Using the following structure will help you easily formulate your career goal:

Action Verb + Program Type, Product, or Service + Type of Organization +
Geographic Region

For example: “I would like to **manage** the implementation of **policy dealing with the homeless** for the **Department of Housing and Urban Development in New York City.**”

For informational interviews, you may be less certain about a particular goal and therefore your pitch may be “I’m **researching development consulting** in **New York City.**”

Following is a sample template and three examples of pitches:

Sample Pitch Template

“I’m a _____ (self-descriptor – state role or professional field). I have more than _____ (number of years) of experience, specializing in _____ (area of expertise). I’ve earned a B.A. in _____ (undergraduate major) from _____ (undergraduate school) and a Master of International Affairs (or Master of Public Administration) from Columbia University’s School of International and Public Affairs. I believe my skills in _____ and _____ (areas of expertise) and my training in _____ and _____ (sectors or fields) make me an ideal candidate for a role in the _____ (functional area) of _____ (industry or company name).”

Sample Pitch for a Specific Job

"I'm a **project manager** in the **development** field. I have more than **four years** of experience, specializing in **Costa Rica and Brazil**. I've earned a B.A. in **Business Administration from the University of Georgia at Atlanta** and a Master of International Affairs in Economic and Political Development at Columbia University's School of International Affairs. I believe my skills in **project management and Spanish** and my training in **nonprofit management, accounting, and emergency assistance** make me an ideal candidate for the position of **Assistant Director of Latin America with Care International**."

Sample Pitch for General Networking Purposes

"I'm a **project manager** in the **development** field. I have more than **four years** of experience, specializing in **Costa Rica and Brazil**. I've earned a B.A. in **Business Administration from the University of Georgia at Atlanta** and now I'm pursuing a Master of International Affairs in Economic and Political Development at Columbia University's School of International Affairs because I want to formalize my training in international development. I believe my skills in **project management and Spanish** coupled with my training in **nonprofit management, accounting, and emergency assistance** will enable me to pursue a career in disaster and emergency relief in a Latin American country."

Sample Pitch for Career Changers

"I have more than **ten years** of experience in **investment banking**, and I'm now seeking to move into **nonprofit management**. I want to use my **analytic and interpersonal skills** in an area where I feel I can have more of a direct impact. I've recently returned to school to pursue a Master of International Affairs in Economic and Political Development at Columbia University's School of International and Public Affairs. I believe my skills in **financial management, experience working in Latin America, and fluency in Spanish** coupled with my current **training in nonprofit management, accounting and emergency relief assistance** make me an ideal candidate for the position of **Assistant Director of Latin America with CARE International**. Everything I have been learning at SIPA has convinced me this is the right step for me now."