



Banking ON MY CAREER

Careers in Banking, Wealth Management & Insurance

This Site Demo Outline will help you guide users through the site. It's best to spend at least 20 minutes navigating the site on your own so you are able to quickly answer questions that come up as people begin to better understand the site.

We recommend guiding new users through the following pages:

- Homepage
 - Review top navigation (will appear on the bottom of screen if viewing on a small screen such as a smartphone or tablet)
 - Briefly talk about the video
 - Introduce *the Matching Tool* where users can spend 5 minutes or fewer inputting information about their skills, interests, and education to get matched with careers on the website (We'll come back to this)
 - Briefly mention that there are local education providers profiled on the site
- Scroll back up to the *Matching Tool*, click to launch the tool.
 - Input information about skills, interests, and education (that a student or job seeker might have or want to get). Select one of the top matching jobs.
- Job Description
 - Review the estimated salary, mention the job description has real-world, relatable information and does not have industry jargon. Point out the right rail below the photo to see how the interests and skills for this job match up to what you entered into the Matching Tool. Point out the link out to Indeed.com at the bottom of the right rail.
- *Career Types*
 - Select this from the header. Briefly talk about the different areas of Financial Services and what students and job seekers can learn about how they might be a good fit for Retail or Commercial banking if they like working face-to-face with people or if they are comfortable with computers and software like excel they might look at the jobs in Risk & Compliance or Auditing.



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- *Who is Hiring*
 - Select this from the header. Click on a company name to see the company profile. On the right side of the company page you can find links to their website and job board pages.
- *Education & Training*
 - Select this from the header. Click on a school name to see the profile. You can read a description of the school as well as see links to their Financial Services or related programs.
- *About Financial Services*
 - In this section you'll find valuable information about Financial Services in the NYC area.
 - *Working in Financial Services* provides a look into what employers tell us is needed to be successful in the industry.
 - *Benefits of Financial Services* helps website users understand how much the industry and its' people contribute to the NYC. Users can also see links to professional associations that will help them feel at home in a Financial Services career.
 - *Social Impact* has some great information about all that the Financial Services industry contributes to NYC and surrounding areas.
 - The *Glossary of Terms* contains words and phrases commonly used in the industry.
 - A *Registrations and Licenses* page helps users begin to understand that some jobs in this industry will require credentials. Links are provided for further exploration.
- *Help Getting a Job*
 - Select this from the header. The organizations listed on this page can help people find jobs in many industries, including but not limited to Financial Services.