

## How I got my job: Michelle Norsten, 27, Minnetonka



**What does your business card say?** Director of community relations, Homewatch Home Care

**What do you do?** I manage [the company's] relationships with professionals in the long-term health care community, as well as our marketing and advertising efforts.

**Salary:** Typically, the annual salary for this type of position ranges from \$40,000 to \$90,000, based on experience.

**Education:** Bachelor's degree in business marketing, University of Iowa

**Job experience:** I spent a year as a marketing supervisor for a start-up home medical equipment company. Then, I spent three years with 3M's traffic safety systems division managing relationships and sales for the Southern California territory.

**How did you get hired?** I saw the position online at [CareerBuilder.com](http://CareerBuilder.com) and I was instantly intrigued because it was a fairly new position, in the field I wanted and with a company that was making a difference. I applied online and got a phone interview.

**Where do you think you'll be 10 years from now?** By 2020, we'll have more seniors in our state than children and this number will hit nearly 1.3 million by 2030. I think this business is going to boom because we offer the senior community what they want -- the ability to continue living in the privacy of their own home. I imagine our marketing and community relations department will grow in numbers and efforts, and I hope to be leading it.

**What's your typical workday like?** There isn't one, which is one of the things I like most about my job. Some days I'm redesigning our newspaper ads based on consumer research and other days I'm meeting with social workers at hospitals or nursing homes. There are also days I'm presenting at community centers or to other professionals about how Homewatch Home Care can provide the health care, transportation, social outings, etc., to make it possible for seniors to continue living at home.

**What have you learned about getting hired?** When I was looking for my first job out of college, I didn't boast enough about my accomplishments and abilities. Modesty usually doesn't get you the job.

**Advice:** Decide the criteria you want in a job, company and career. Make sure the companies you interview with will meet your needs. You need to impress them, but they should also impress you.

AIMEE BLANCHETTE