



Telstra

Understanding the Job Market



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Introduction

'Understanding the Job Market' is a critical component in the recruitment and selection process. Being able to tap into the visible job market is a vital part of being able to source appropriate job opportunities that suit your background, experience and skills. Being 'market ready' means you are equipped to complete online application forms, write a targeted cover letter, connect with recruiters, and search online job boards. In addition, having a strategic approach to researching will allow you to get rich and meaningful information about potential industries and companies.

This workbook is intended as an interactive workbook that you can update during your workshop or in the future. It contains templates, checklists and information that will support you in understanding the job market to assist in securing your next role.

Additional Workshops

This workshop is one of a series of workshops designed to assist you in becoming Market Ready. Additional workshops available include:

1. Developing Your Resume and Getting Market Ready
2. Building your Professional Community and Networking
3. Preparing for Interviews
4. Self-Employment
5. Being Retirement Ready

Please consider these workshops for more information on any aspect of your job search.

Personal Value Proposition

Your 30 Second Value Proposition

1. **Who you are going forward in your career**

Example: Sales Leader

2. **Your last position and what you did on the job**

Two sentences

3. **Your future focus; what you want to do next**

Approaching the Market

Market Ready Checklist

Telstra is committed to ensuring your earliest possible success in obtaining the right next role. As a guide to assist you, we have prepared the following list as a reminder of the key issues in ensuring you are 100% ready to approach the job market.

Please review the list and in particular identify any aspects you are unsure about.

1. Verbal Presentation

- ☐ Confident in explaining to others Reason for Leaving your Role
- ☐ 30 second 'Value Proposition' statement opens up opportunity

2. Career Direction/Ideal Role/Options

- ☐ Clearly identified
- ☐ Matches skills/experience/transferable skills
- ☐ Matches desired context: values, satisfaction points, etc.
- ☐ Enables positioning for future goals/roles
- ☐ Personal 'Value Proposition' positioned for each targeted option

3. Resumes

- ☐ Does resume sell you for each targeted option including key words and achievements?
- ☐ Confident in how to tailor resume for specific roles
- ☐ Aware of when to use various resume formats including functional/chronological
- ☐ Shortened resume for marketing purposes
- ☐ Can provide evidence of qualifications etc. If required

4. Referees

- ☐ Appropriate referees identified for each target and briefed

5. Job Search Plan

- ☐ Understand Unique Selling Point/s
- ☐ Identified target industries and organisations
- ☐ Plan in place that encompasses visible market strategies
- ☐ Process in place for managing contacts/resumes/job search activity
- ☐ Knows how to conduct research, via databases and search engines

6. The Visible Market

- ☐ Knows where to find job advertisements for targets
- ☐ Able to respond to ads effectively including using cover letters
- ☐ Confident working with Recruiters

7. The Hidden Market

- ☐ Understands the hidden market concept
- ☐ Knows how to find/create contacts
- ☐ Has identified a list of potential and actual contacts for job target.
- ☐ Established plan for making contact
- ☐ Knows how to reach decision makers for targets
- ☐ Understands how and when to approach a company directly
- ☐ Knows how to use key social media tools including LinkedIn
- ☐ Knows how to set up a purposeful profile and leverage the tools

8. Interviews

- ☐ Can talk credibly about relevant experience, skills and achievements
- ☐ Has credible answer for Most Common questions including “weakness” question
- ☐ Confident can manage interviews satisfactorily
- ☐ Prepared for salary discussions
- ☐ Has prepared a list of questions to ask at interview

9. General

- ☐ Feeling motivated?
- ☐ Committing regular time to job search activity?
- ☐ Identified any impediments to job search and has a plan to address them?

To assist you in becoming Market Ready we provide a range of skill building workshops such as Developing Your Resume and Getting Market Ready, Building your Professional Community and Networking, Preparing for Interviews, Self-Employment and Being Retirement Ready.

Analyse the Ad

Position

Organisation

Source (e.g. Internet, Newspaper)

Date

Job Requirements	Do I Match?	My Skills and Experience
	Yes No Maybe	
	Yes No Maybe	

Sample Advertisement

Finance Manager

High Profile Head Office Position

CBD Location

Generous Remuneration

Our client is an internationally recognised provider of infrastructure & managed IT services.

We currently have an outstanding opportunity for an experienced Finance Manager to lead the day to day financial management and to provide mentoring and motivation to our Asia Pacific Head Office Finance team.

Reporting to the Financial Controller, you will be responsible for:

- Preparation of management accounts
- Preparation of budgets and forecasts
- Audit
- Cashflow management
- Tax and statutory accounting

To be successful in this role you will need to have a Bachelor of Commerce, Accounting or equivalent tertiary qualification and a minimum of five years' experience in an accounting role. You will need to have a strong understanding of the financial audit process and staff management experience.

Experience with computer based accounting systems and intermediate to advanced Excel skills would be advantageous.

CA/CPA qualifications will also be highly regarded and experience within a service delivery environment would be viewed favourably.

Contact: Paul Johnson.

Phone: 08 9999 7777.

Email: Please click the 'Apply Now' button below

[APPLY NOW](#)

Responding to an Advert - Exercise

SAMPLE 1

Telephone: 9999 9999
Email: angelaroberts@onemail.com
LinkedIn URL: 9999 9999

Date

Paul Johnson
ABC Partners

Dear Mr Johnson

Re: Finance Manager, Seek [Date]

I wish to apply for the position of Finance Manager as advertised on Seek. My resume is enclosed.

My previous position was as Finance Manager within the Information Technology Services industry. The role involved leading a team of six Finance staff with training and development of this team a primary focus.

My qualifications include a Bachelor of Accounting and CPA and my career includes six years in Financial and Accounting roles with an additional three years in Audit. Throughout these roles I have developed a high level of proficiency in a number of accounting software programs including PeopleSoft. I am also proficient in Excel.

I look forward to the opportunity to discuss my skills and experience in an interview.

Yours sincerely

Angela Roberts

SAMPLE 2

Telephone: 9999 9999
Email: angelaroberts@onemail.com
LinkedIn URL: 9999 9999

Date

Paul Johnson
ABC Partners

Dear Mr Johnson

Re: Finance Manager, Seek [Date]

I read with interest your recent advertisement for a Finance Manager. I am an experienced Finance Leader with skills and experience that closely match your client's requirements. Below, I have outlined my qualifications and experience as they relate to the advertised criteria.

Qualifications:

- My qualifications include:
- CPA
- Bachelor of Accounting
- High level of proficiency in a number of accounting software programs including PeopleSoft
- Advanced Excel

Minimum five years' experience in an Accounting role

My most recent role was Finance Manager for an Information Technology Services provider. Over a period of six years I led the Finance team in a range of finance and accounting functions including:

- Monthly/year end accounting including audit and tax returns
- Tax and statutory accounting
- Preparing cash flows, balance sheets and covenants for monthly board report

Strong understanding of the financial audit process

My career includes three years in External Audit planning, conducting and coordinating financial audits and investigations for a number of clients. Additionally, the role involved reporting audit findings and recommendations to clients.

Staff management experience

A key element of my most recent role was leadership of a team of six Finance staff. A key achievement during this time was developing capability within the team to meet the expanded accountabilities following the acquisition and integration of another business.

There are other areas of experience in my resume that I believe would be of interest to you. I would welcome the opportunity to meet with you personally to provide you with further details of my qualifications and professional skills.

Yours sincerely

Angela Roberts

SAMPLE 3

Telephone: 9999 9999
 Email: angelaroberts@onemail.com
 LinkedIn URL: 9999 9999

Date

Paul Johnson
 ABC Partners

Dear Mr Johnson

Re: Finance Manager, Seek [Date]

I read with interest your recent advertisement for a Finance Manager. I am an experienced Finance Leader with skills and experience that closely match your client's requirements. Below, I have outlined my qualifications and experience as they relate to the advertised criteria.

Your Requirements	My Experience and Qualifications
-------------------	----------------------------------

Qualifications

My qualifications include:

- CPA
- Bachelor of Accounting
- High level of proficiency in a number of accounting software programs including PeopleSoft
- Advanced Excel

Minimum 5 years experience in an Accounting role

My most recent role was Finance Manager for an Information Technology Services provider. Over a period of six years I led the Finance team in a range of finance and accounting functions including:

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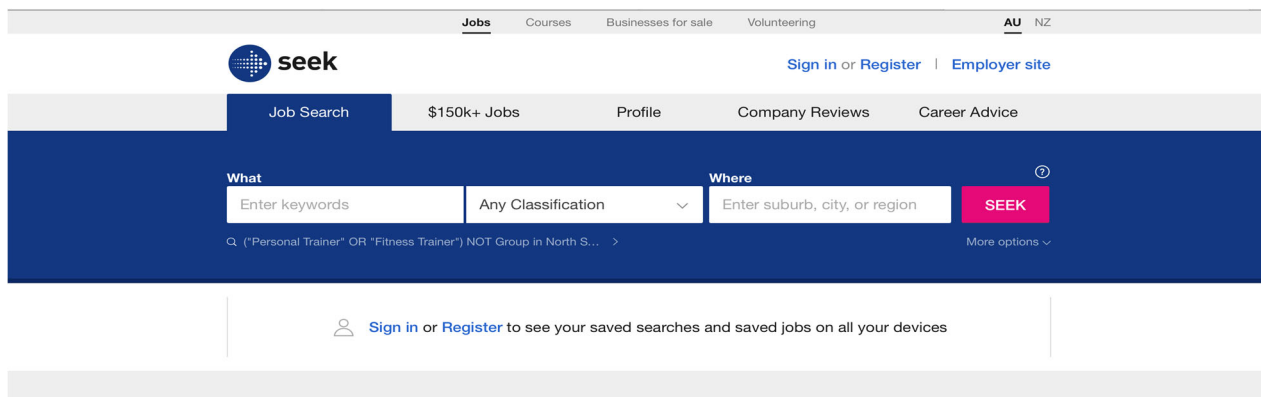
Yours sincerely

Angela Roberts

Online Adverts – Seek®

Seek is the largest online job board in Australia and is an important one when searching for a job. It is a structured database and every job on it has been classified, which makes searching easy.

Please note: Seek also uses Artificial Intelligence to broaden the search beyond your keywords entered. This may result in additional jobs coming up that you have not specified in your search.



The screenshot shows the Seek job board homepage. At the top, there are navigation links for Jobs, Courses, Businesses for sale, and Volunteering. The main header features the Seek logo and links for Sign in or Register and Employer site. Below this, there are tabs for Job Search, \$150k+ Jobs, Profile, Company Reviews, and Career Advice. The search bar is prominently displayed with fields for 'What' (Enter keywords), 'Where' (Enter suburb, city, or region), and a dropdown for 'Any Classification'. A pink 'SEEK' button is next to the search fields. Below the search bar, there is a link to 'Sign in or Register to see your saved searches and saved jobs on all your devices'.

Utilising search operators is a way to ensure your search is targeted and efficient.

Search Operator	Example	Definition	What does it mean?
Space / AND	credit analyst	Words are treated separately - search will look for all of the words	
OR	credit OR collections	Will find all ads with either of these words	
" "	"customer service manager"	Will treat words as a 'phrase'	
NOT	marketing NOT sales	Excludes words from your search	
()	(strategy OR planning) NOT assistant	Will run a combination of multiple search terms simultaneously	

Search for Jobs on LinkedIn®

Click on 'Jobs' and:

- Search jobs by job title, keywords or company name
- Click on 'update preferences' and:
 - Set and add to your preferences – job types, location, industry, company size
 - Turn on 'Let recruiters know you're open'
 - Discover jobs in your network – reach out to your connections for a referral
 - Save those that match target to receive regular targeted updates
 - Some results are exclusive to LinkedIn®

For more information on using LinkedIn® during your job search, attend the Building Your Professional Community and Networking workshop.

Online Job Boards

There are a number of online job boards advertising active job opportunities. It is advisable to have a mix of job boards that you use to source jobs. For example:

1. **Seek (seek.com.au)**
2. **LinkedIn (linkedin.com)**
3. **Aggregator site**

Example of Aggregator sites:

- Apply Direct
- Spot Jobs
- Simply Hired
- Tiptopjob.com
- positions vacant
- XPat jobs
- APS jobs
- All Jobs Australia
- Job Rapido
- Career Jet
- efc (efinancial careers)
- Jobaroo
- Neuvoo
- Recruit.net
- Career One
- Adzuna
- Job Serve
- Indeed
- One Shift
- Jora
- Byron
- Arts Hub
- Now Hiring
- ethical jobs

Internet Search Strategy

STEP 1	Think about and articulate your research question. A good idea is to write it down to see if it makes sense. You will not be able to research a question that you do not fully understand.
STEP 2	Ask yourself: Is it likely that the information will be available on the visible Internet? Would it instead be available in a news article database such as EBSCO, D&B Hoovers, a company directory, telephone directory or other databases? Should you try these databases first?
STEP 3	Identify the “keywords” you will use for your search. Brainstorm the actual words and phrases you will use. This is an important part of your search strategy so be as specific as possible. Remember that the keywords will be matched against the words from a web page or document. Don’t forget to think of alternative or synonym terms. Also, think about any limiters you can use such as date, language, type of document or country.
STEP 4	Enter selected words in the query screen of your chosen Search Engine. In most instances, you should use the Advanced Search screen and enter as many words and limiters as possible to narrow your search to your specific requirement.
STEP 5	Run your search and examine the results list to see if you are on the right track. Use the results to identify other words that can be used to broaden or narrow your search.
STEP 6	Evaluate your search results. The Internet is a large, unregulated self-publishing medium - anyone can place a web page on the Internet. You therefore need to evaluate the accuracy and currency of the information. There are no set rules to do this, but you should consider issues such as: - <ul style="list-style-type: none"> • Who wrote the web page and what were the motives for publishing? • Is the author an academic, government department, respected company, association or “crack- pot”? • Does the page design look professional, or has it been roughly produced, poorly written, and full of spelling mistakes?
STEP 7	If you cannot find the information you are looking for, or would like to locate further information, try using another search engine. Remember, all search engines offer a “help” feature.

Internet Search Engines

A *Search Engine* is a web site designed to help you find information on other web sites. It uses a software program that traverses the web from link to link, reading the text of each page and creating a huge database of words.

A *Search Engine* will have a query page in which you enter key words or phrases relating to the information you are seeking. It then searches its database and identifies *matches*, giving you a list of web pages that contain the words or phrases specified in your search criteria. These are usually listed in order of “relevance”.

There are many *Search Engines*, but some that may be of value to your business research include:

Google	www.google.com
Bing	www.bing.com
Yahoo	www.yahoo.com (Bing runs the Yahoo search)
DuckDuckGo	www.duckduckgo.com

Google is highly recommended for general searching. It stands out as the most popular web search engine because it:

- Is the largest.
- Has good “Advanced Search” features and relevancy ranking process.
- Indexes various document types such as PDF, Word, Excel and PowerPoint, as well as search over blogs, images, news etc.
- Consistently upgrades and innovates.
- Has a large-scale NEWS web-site search facility and news alert service.

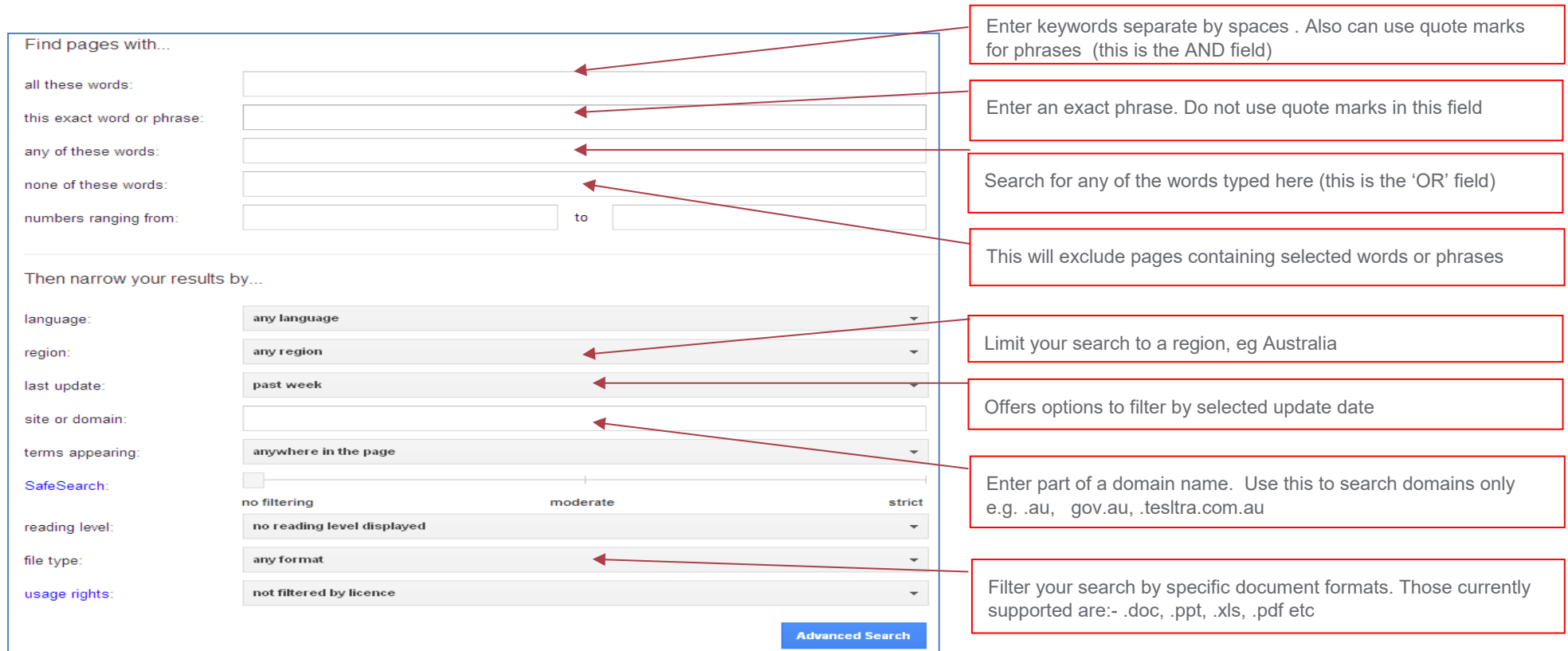
The largest search engines now include billions of pages and can sometimes return as many as hundreds of thousands of *matches*. It is therefore important that you carefully consider your search strategy and search keywords.

Remember, a **Search Engine** “recognises” words; it does not “understand” concepts – at least not yet. Even though a modern search engine like Google, will try to “help” by also including plurals and synonym words in your search, you should focus on your keywords; choose them carefully, include synonym words and word variations. For more details, see the “Internet Search Strategy” outlined on the next page.

Google 'Advanced Search'

http://www.google.com.au/advanced_search

To ensure your searches are effective, it is recommended that you always use the *Advanced Search* facility. Note that Google may change the format of this page without notice



The screenshot shows the Google Advanced Search interface with several callouts explaining the fields:

- Find pages with...**
 - all these words:** Enter keywords separate by spaces . Also can use quote marks for phrases (this is the AND field)
 - this exact word or phrase:** Enter an exact phrase. Do not use quote marks in this field
 - any of these words:** Search for any of the words typed here (this is the 'OR' field)
 - none of these words:** This will exclude pages containing selected words or phrases
 - numbers ranging from:** to
- Then narrow your results by...**
 - language:** any language
 - region:** any region (Limit your search to a region, eg Australia)
 - last update:** past week (Offers options to filter by selected update date)
 - site or domain:** (Enter part of a domain name. Use this to search domains only e.g. .au, gov.au, tesltra.com.au)
 - terms appearing:** anywhere in the page
 - SafeSearch:** no filtering, moderate, strict
 - reading level:** no reading level displayed
 - file type:** any format (Filter your search by specific document formats. Those currently supported are:- .doc, .ppt, .xls, .pdf etc)
 - usage rights:** not filtered by licence

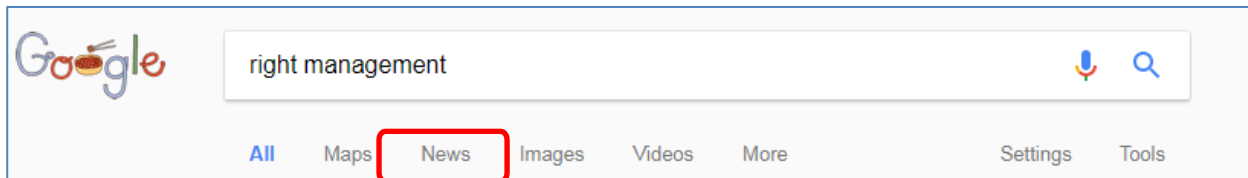
Advanced Search

Additional Advanced Feature:

Google will often search for word variations of the keywords you type in an attempt to broaden your search. To force the search for your keyword exactly are you specify it, use double quotes around your keyword. Also, you can use the "Verbatim" option under "Search Tools" once you have run the search.

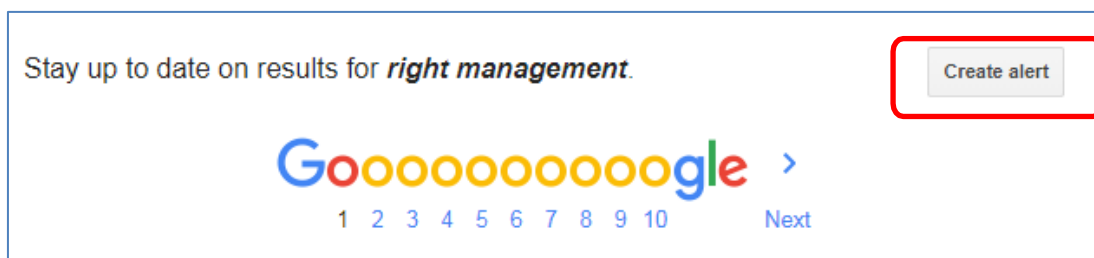
Google News

Google NEWS is a valuable business research tool that allows you to search news archives from thousands of news web sites from around the globe.



When you run your search, a list of News articles will display. You can choose to display the hits in “Relevance” or “Date” order.

In addition, it allows you to set up an ALERT service so that you can be notified by email of news events as they happen. At the end of the list of hits, you will find a link to “**Create an email alert**” Simply choose the type of Alert and enter your email address.



Alternative News search: www.bing.com.au/news

Industry Research

You are also urged to go to access valuable information within **databases and directories from your Local library network as well as your State Library and the National Library of Australia**. Membership to these libraries is free and database access is provided for your personal use only.

Some databases are only available from inside the library building but others can be accessed from home using your library membership card. To find the research databases on the library websites, look for a link to “e-resources” or “online resources”.

Here is a selection of recommended business information databases available from various libraries:

- **IBISWorld Industry reports:** Most state libraries provides access in-building and from home
- **Company360:** Company details for 50,000 private and public companies in Australia – (ONLY available inside some State Libraries)
- **B2B or KOMPASS:** Company details of 40,000 companies and allows you to search by product type.
- **Aspect Huntley:** Extensive data on all listed Australian companies
- **Morningstar DatAnalysis Premium:** Details of all Australian and New Zealand listed companies
- **EBSCO AU/NZ Business Reference:** News articles from many of Australia’s key national and regional newspapers
- **EBSCO Business Source Premier:** Global academic and industry journals
- **PROQUEST Business:** Global academic and industry journals
- **PROQUEST ANZ Newsstand:** News articles from many of Australia’s key national and regional newspapers
- **Factiva:** News articles from international and Australian newspapers and industry journals including the Australian Financial review.

List of public libraries together with contact details are available from the web sites below:

National Library:	www.nla.gov.au	State Library of NSW:	www.sl.nsw.gov.au
State Library of QLD	www.slq.qld.gov.au	State Library of SA:	www.slsa.sa.gov.au
State library of VIC :	www.slv.vic.gov.au	State Library of WA:	www.slwa.wa.gov.au

Additional Job Search Tools

Capture your research findings and job search plans on the ‘Job Search Action Plan’ template found on RightEverywhere®.

Notes