

WHERE AND HOW DO I GET A JOB?

1: NETWORKING.

Networking as explained as explained in another document is an important factor in getting a Job.

2: WHERE AND HOW TO LOOK.

1) **Go online;** Search by both area and job title, and repeat your search every day. "The methods that pay most dividends are Google Alerts for the wider market and manually tracking specific companies you'd like to work for," "Register with caution with reputable job sites.

2) **Target organisations you'd like to work for;** Visit their websites and look for employment information – you may find jobs that don't appear elsewhere online. "Demonstrating that you have a genuine interest and real enthusiasm for an organisation can make you really stand out,"

3) **Look under your nose;** while many large firms use the internet to find employees, most small businesses do not. A local newspaper can still be a useful place to find jobs in your town. "Difficult times require more creative solutions and you will find more options by casting your net more widely," "Don't be put off by commuting. It can provide time for reading, learning or just thinking."

4) **Aim high and low;** Apply for jobs above and below the level you are currently (or were formerly) working at. It's hard to generalize, but particularly if switching a career, you need to be realistic about the level of opportunity that may be open to you.

5) Apply to unconventional places; You may assume your local hospital, for example, doesn't have any jobs you'd be suited to if you aren't a healthcare worker – but you might be wrong. "Most large organisations have admin, IT and HR staff," "Scan job vacancies widely and use your contacts when job-hunting wherever they work."

6) Professional or specialist journals; Jobs are also advertised in journals or trade magazines for your area of work. As well as carrying job vacancies, they include news on which companies are expanding and which have won new contracts. Even if they are not actually advertising vacancies you might like to approach these companies to make a speculative or 'on spec' application.

7) Job-centres; Job-centres offer the following facilities:

1. Job boards with vacancy details on them.
2. Job points - touch-screens with job vacancies.

Personal advisors can help you find the vacancies that are right for you, whether you're looking for your first job or returning to work. They can also tell you about government training schemes open to you. They will take into account any additional needs you might have, such as childcare or if you have a disability.

8) Look out for scams; there's no shortage of unscrupulous people out there waiting to take advantage of the unsuspecting. Scams can encompass everything from "work at home" to "pay for a list of available jobs". "Get some real detail on the position; if you have any doubt as to its genuineness, then don't apply."

3: HABITS YOU NEED TO EMBRACE IN JOB SEARCHING.

- **Treat your job search like a job in itself.**

It may sound clichéd but if you're unemployed, sustaining momentum is important. Spend time perfecting your CV, finding new places to submit applications and researching potential employers.

"Do something every day," "Finding a new job, especially if you are changing career is not easy; it can seem an overwhelming task at times. Keep busy, and step by step you'll get there."

- **Be easily contactable;**

The phone number you put on your CV should be one you can either answer immediately, or one that has voicemail. A smartphone makes it easy for you to pick up email on the go.

- **Think laterally;**

Opportunities can spring up in the least expected places. If you're not finding the right vacancy for you, try browsing related categories and searching by alternative job titles, or widen the geographical area of your search.

- **Beware of false opportunities;**

If a job sounds too good to be true, check a second time. Some recruitment sites overplay the vacancies they have on offer, just to try and get people to sign up with them. Look behind the pound signs before handing over your information or cash.

- **Do your research;**

It pays to find out about the companies you're interested in and what they're like to work for. Of course, you can visit individual company websites, blogs and social profiles.

- **Put yourself out there;**

Business networking sites such as LinkedIn are very popular among jobseekers who want to promote their skills. These sites allow you to develop relationships that can lead to finding unadvertised vacancies. A little bit of self-promotion can go a long way.

- **Read the terms and conditions;**

Many legitimate and genuine recruitment sites will keep your CV on a database, which employers can then search through when they have a vacancy. But, as with everything

you do online, be sure that a site is secure and reputable before posting your personal details. Some sites have been known to publish CVs to the web in an effort to attract employers. Read the terms and conditions or the 'about' section of the site before you hit 'subscribe'.

- **Take things offline;**

Online applications and registration forms differ from one site to the next. Always draft your applications offline – this way you can spell check your text. Saving an offline copy also means you are less at risk from the internet going down or your details not being saved correctly.

- **Don't become invisible;**

Applying online can sometimes feel like you're sending your details into a black hole. Don't be afraid to call or send an email asking if a recruiter has received your CV or application form.

- **Check your alerts;**

If the alerts you sign up to don't deliver the vacancies you want, unsubscribe. Unwanted job alerts can clog up your inbox and you risk overlooking any that could be useful. If you have signed up to alerts and they are not coming through, check your junk mail folder as your mail provider might be treating them as spam.

- **Never ignore offline applications;**

Finally, don't get caught in the online trap. Traditional methods of job seeking, such as newspapers, trade journals and networking can be just as effective. The wider your job search is, the more chance you will have of finding your ideal job.

Searching for a job requires you to do a lot of things the right way, avoiding missteps that can doom your efforts despite your strong qualifications and experience.

4: MAKE THE FIRST MOVE.

- 1) **Identify a new direction.** "Create a list of career options you think you'd really enjoy, not just the ones you think you can do," "Don't limit your thinking at this stage. If you really want to be a polar explorer, or start your own jewellery business, put them on the list. Then research how others changed into these careers."
- 2) **Think about things you're good at.** "Jobseekers who ask, 'What can I do with my degree/experience?' have it backwards "A good job search should start with you, not your CV. Are you an ideas person? Do you have the gift of the gab? Are you good at explaining things to others? Most of us don't think of ourselves as 'talented' – but look closer and you'll find something to guide you towards the sort of jobs you'll most enjoy."
- 3) **Then think about the skills you have picked up.** Is there crossover between the two? If so, use these lists to help identify the types of jobs and industries you are most suited to. "Get to know yourself and focus on your strengths." "What makes you come alive? Ask yourself what really motivates you? Understand your unique skills, abilities and interests."
- 4) **Do your homework.** "Many careers can sound exciting when you only know a little about them," "Make sure you know what's boring and awful about a job, as well as what's great – only then can you decide if it's the right choice for you."
- 5) **Dip your toe in before taking the plunge.** "Research what it entails, what training you may need and talk to people doing that job," "If it's possible, try it out part-time, or shadow someone in the role."
- 6) **Look around for inspiration.** Talk to recruiters in your sector to establish what they consider to be an above-average CV. If you can afford it, consider asking a CV-writing agency to help you.
- 7) **Create your own marketing pack.** Spending a little extra on good quality materials can really make your application stand out. "Choose a high quality

paper with matching envelopes," "A co-ordinate image can really impress; it's a small investment which could pay dividends."

- 8) **... But don't go over the top.** Applying too much bling, such as bright colours or whizzy picture effects, will just make employers fall over, as opposed to falling over themselves to hire you. "Be unforgettable for the right reasons. Impact comes from strong words, having a clear and logical layout, and detail about what makes you special." Tidy your CV before you send it off.
- 9) **Have some trusted friends give you feedback.** "When you've been tinkering with your CV for hours it's easy to miss glaring typos, so make sure someone else has seen it," "The best people to canvass are those already working in your chosen industry. Ask, 'If you were me, what would you change?' Be prepared for a variety of responses. It's a myth that there's a perfect CV – it's surprisingly subjective."
- 10) **Include a cover letter.** "According to a recent survey, cover letters are seen by almost 50% of recruiters as being equally as important as the CV itself," "Many people lose out not because of their CV but because of their cover letter – or lack of one."
- 11) **Consider a video CV if you are in a technical field, but be careful** – it's easy to do this very badly. I recommend putting one online, using professional makeup and lighting. "Produce a 30-second, a 90-second and a five-minute piece for your channel," "Make sure that channel – on YouTube – reflects the professional image you are seeking to cast and track viewing stats very closely to assess if your approach is working."
- 12) **Customize your CV.** "Put yourself in the shoes of each recruiter and make sure you've emphasized the bits they'll be most interested in," "Don't use jargon they won't understand and if your former employers aren't well-known, explain briefly the nature of each, before detailing what you did there."

5: BUILD AN ONLINE PROFILE.

- 1) **Put your CV online.** It creates a strong impression if your CV is available to employers to download. Try it once yourself to see how it looks, and make sure it prints out the way you expect it to.
- 2) **Use a universally accepted document format.** "PDF or Word-compatible are the best," suggests Innes. "If your CV is in a different format, you're immediately reducing the chances of someone being able to access it – and thereby your chances of getting a job."
- 3) **Use the right keywords.** If you post your CV online, make sure that lot of keywords that are relevant to your ideal job. The goal is to have your CV pop up at the top of the list when a potential employer searches for those keywords. "Gather as many job description and person specification documents as possible as you proceed with your search," "Then start to seed your CV with the right language – and keep it honest."
- 4) **Become an expert in your field.** The more people who know you and your work, the more chances you have to make a new contact when you are seeking a job. "Think about articles you could write for trade journals, talks you could give, blogs and other opportunities to build credibility in your field," says Yeung.
- 5) **Build online profiles.** "For findability, it's hard to beat a good profile on LinkedIn," Start it privately, polish it and then go public to a wider audience."
- 6) **Keep your profiles accurate and up to date.** "It's vital that the details posted in your online profiles match the details contained within your CV and cover letters," "Employers frequently use the internet as a quick and easy means of checking up on applicants. Don't get caught out."
- 7) **Behave yourself online.** If you use a more general social networking site, such as Facebook or MySpace, be careful to present yourself in the best light possible and make sure privacy settings prevent casual viewers from seeing your full profile. "Would you mind if your boss, or the members of your next interview

panel, read what you were saying online?" "Save the naughty jokes for when you are actually with your friends."

- 8) **Be old-fashioned.** Many employers are geared up to receive applications online, but sometimes simply submitting your application and following up by phone is the best approach, particularly when applying speculatively. "Different methods work for different industries – so be scientific," "Try everything and see what response you get. If something works, do more of it. If something doesn't, stop doing it."

6: DO'S AND DON'TS

Here are a few simple things to watch out for when your job-hunting campaign is underway.

1: Relying on human resources office;

You've heard it before, certainly, but the advice still remains valid: Don't send your CV to human resources, or the hiring department, or the hiring manager. In most cases, these departments serve only screen people out. You're much better off finding the name of a specific person, namely your prospective boss. If that person likes your qualifications, he or she might be able to push you through the human resources bureaucracy. Is it possible that that person may simply forward or refer you to human resources? Sure. But you've lost nothing in the attempt.

2: Using an unprofessional e-mail address;

You and your friends might think beautyme@aol.com is funny or clever addresses. Think, however, how a hiring manager might view them. That person might lack your sense of humor, and his or her reaction might hurt your chances. You're better off with simply your name plus, if necessary, a numerical suffix.

3: Having an unprofessional telephone greeting;

The same logic applies to your voicemail greeting. All you need say is that you're

unavailable — not that you're out clubbing. Why give a potential hiring manager a reason to pass you by? Having a funny callback tune, can also cost you a Job interview.

4: Overlooking misspellings in your cover letter;

Misspellings are never good, but they hurt you the worst if they involve the name of the company or the names of people. Check them out thoroughly before sending a letter. Names can be spelled in different ways, e.g. "Anne/Ann," "Michelle/Michele," "Scott/Scot." Furthermore, as companies merge or become acquired, their names often change accordingly. If in doubt, check the company Web site or simply call the receptionist and explain that you want to confirm a spelling.

5: Failing to write a post-interview thank you letter;

Contrary to what others may say, writing such a note is not signaling desperation on your part, nor does it constitute groveling. When you travel to a company for interview, you are a guest. The person who invited you had to do many things to prepare, such as reserving a conference room and coordinating peoples' schedules. Your note shows your appreciation for those efforts and gives you an additional chance to reinforce your strong points. Failing to write a note deprives you of that chance and may mark you as being unprofessional.

6: Dressing inappropriately for the interview;

If you're interviewing at a professional work place, dress like a professional. Forget the t-shirt, shorts, and sandals. Forget the too-high or too-tight skirts and too-low blouses. They're out of place and will hurt your chances. When in doubt, dress more conservatively. Even better, research how people dress and do likewise.

7: Omitting accomplishments from your CV;

Don't just list responsibilities on your CV. Talk about your accomplishments, and if you can, quantify them.

8: Arriving late for an interview without letting someone know;

If you're running way behind, call or text ahead to let the interviewer know you'll be late. Sure, it's better to be on time. But if you can't be, at least the people you're meeting with can continue with other work while waiting for you. The worst alternative of all is to simply show up late. It shows rudeness and unprofessionalism and may hurt your chances.

9: Bad-mouthing a former employer;

Much as you might be tempted, and even if the interviewer asks you, avoid bad-mouthing your former company, co-workers, or boss. All you need say is that while you learned a great deal, you felt a need to move on and gain more challenge. Bad-mouthing the old company may mark you as a troublemaker by your prospective employer.

10: Failing to leverage existing contacts;

If you're looking for a job, you don't have to do it alone. Think of other people who can help, such as former co-workers, vendors, and especially fellow alumni from high school or college. If you fail to do so, you simply make your own search more difficult and frustrating.

7: TOP 5 MISTAKES PEOPLE MAKE WHEN LOOKING FOR A NEW JOB;

There are many ways to give yourself the best odds when you're looking for a job -- and just as many ways to ruin them. Here are five common mistakes that people make that keep them from getting the job of their dreams.

1. Apply Without a Plan.

If you don't have a job now, you might feel like applying to every possible job can help maximize your chances of finding something that can work for you. In fact, this doesn't help at all and can distract you from going hard after the jobs you

really have a chance with. “People who say ‘I need to consider anything and everything’ are really doing themselves a disservice,” “A person who is general in looking for a job or in talking about what you have done is really going to be left behind in this market.” Instead, identify the job you really want and what you need to do to get it.

2. Ignore Your Online Presence;

A strong, professional online presence can be a big plus when you’re looking for a job. “More hiring companies mostly use those tools to do more due diligence on a candidate,” “One of the first thing recruiters ask is, ‘How many connections do you have on LinkedIn?’ That’s starting to matter.” Sharing information through your social networks about issues in your field can show hiring managers that you are plugged-in and keeping up with changes in your industry. “It will display your brand,”

3. Make a Laundry-List CV;

Many people put together CVs that are simply a history of where they’ve been over their working years. This history through your jobs is neither compelling nor useful to people making hiring decisions. Instead of highlighting the position and dates you worked at, talk about skills you gained, problems you solved, and any recognition or promotions you got because of them. Make your CV less about descriptions and more about actions. “You have to have a really clear message,”

4. Never Researching the Company;

This sounds like a no-brainer, but you would be surprised at how often it happens. Take the time to research the company you’re applying at -- its core mission, its strengths and its challenges. Has it been in the news lately? Why? If it hasn’t, why not? Whether you know anything about the business will come through in your cover letter and interview, so do your homework and find out what you can.

5. Underestimate Your Value;

Once you've identified the job you want, polished up your CV and online presence, and done your homework on the company, don't settle for less than you deserve. Find out what similar positions pay and your opportunities for advancement. "Go out there and know what your value is in the market and don't deviate from that," Too many times, she says, people tend to settle for something less. That affects the entire profession, lowering the value for the skill set.

8: EIGHT TIPS FOR JOB HUNTING DURING THE RECESSION;

1. Concentrate on Growth Industries;

Check on the industries which are growing and focus your energy on them, banking, hospitality, IT, and many more, do your research and also check what you can change in your industry, which impact you can make, be very clear on your growth prospects to the employers.

2. Work Your Network;

Hinson's new gig came from an old connection. "I'd spoken to the company's founders about a year ago and stayed in touch," he says. "Then I ran into one of them at a networking function." So flip through your Rolodex or business social media contacts and let them know you're looking.

3. Sell yourself;

San Francisco PR account executive Samantha Rubenstein launched a job search just as the economy began to flag. After three months, she got a great offer from Atomic PR. She attributes her success to doing more than learning about the company. "Preparation [includes] learning how to talk about yourself in a meaningful and powerful way," she says. "I created a list of potential interview questions and typed up bulleted answers to create speaking points."

4.Consider Freelancing;

Russ Carr, a designer and writer in St. Louis, has twice had a line on a job only to see it slip away when the employer lost a key account or decided to distribute the duties among current employees. To keep some money coming in, Carr started freelancing. "I haven't stopped trying to shop myself for a full-time gig again, but freelancing certainly has kept food on the table," he says. "If you're in a field that supports it, don't think twice -- just do it."

5. Take a Temporary Position;

If freelancing isn't practical, try temping. "Consider interim staffing to fill a temporary slot for work that needs to be done despite the economy," advises Ronald Torch, president and CEO of the Torch Group, a marketing staffing firm in Cleveland. Or temp with a company that interests you. "Many of these options pay well and can carry the burden of bill-paying until a permanent position comes along," he says.

6. Sweat the Small Stuff;

"Don't forget the personal touches," counsels Felicia Miller, assistant director of career services at the Art Institute of Las Vegas. "Don't use a template cover letter -- make sure each letter addresses specific skills or qualities the company is looking for. And always send a thank-you note or email after the interview. Use this correspondence as an opportunity to revisit weak areas of your interview."

7. Stay Positive;

The most important thing when searching for a job in tough economic times is to retain a positive attitude, says Carol Vecchio, founder and executive director of Center point Institute for Life and Career Renewal in Seattle. "Even in a job market with 10 percent unemployment, there's 90 percent employment," she says. "There is an average of over 3 million jobs available in the US per month -- and each job seeker is looking for one. Those are pretty good odds."

Struggling to find a great job in a bad economy can be a drag, but undertaking even a few of these tips will improve your chances of landing a gig. “Remember it doesn’t matter how many jobs are;

9: SEVEN KEYS TO A SUCCESSFUL JOB SEARCH IN TODAY’S COMPETITIVE ENVIRONMENT:

1. Create a portfolio of job-search documents.

Want a way to distinguish yourself from the crowd of applicants? According to the Career Brainstorming Day pros, many job seekers are supplementing their CVs with collateral leadership briefs, blogs that establish their robust online professional identity and, among senior-level managers, one-page executive summaries.

2. Keep your CV short and to the point.

Despite reports of its impending demise, the experts said CV is still very much an essential tool of the job search. But hiring managers (and the computers they use to sort through CVs) are in a rush. So you need to format your CV to be read quickly and in small bites. These days, a typical CV is scanned for just six to 10 seconds, often on a mobile device.

Limit your contact information to just one phone number and your LinkedIn profile URL

3. Consider hiring a coach to perfect your video interview skills.

More employers are relying on Skype for long-distance and initial screening interviews. As a result, more job seekers are using coaches to help them excel in video presentations.

4. Dive deep into LinkedIn.

Over the past few years, using LinkedIn to find work has gone from a good idea to essential.

“Having a sharp LinkedIn profile may be even more important than having a great CV,” Nonetheless, the experts said, all too many job candidates fail to fully embrace this tool, especially older job seekers. To maximize the use of LinkedIn, engage more frequently with your LinkedIn networks. One of the best ways to do this is to actively participate in LinkedIn’s industry and interest groups.

Find relevant groups by going to your LinkedIn home page, clicking on the Groups tab and search the “groups you may like” or “group’s directory” tabs. Then join a few groups and post links to interesting articles, participate in discussions and share helpful resources. You will become known as a go-to resource and improve the likelihood that you will get noticed by recruiters, referral sources and hiring managers.

5. Use Twitter and other forms of social media to attract the attention of employers who are hiring.

According to the white paper, “employers will move from using external recruiters to an internal hiring process that will depend heavily on identifying prospective employees through their online presence and through referrals of existing employees. Personal websites, social media presence, development of subject matter expertise and a well-defined personal brand will be the requirements for gaining the attention of prospective employers.”

6. Start your search sooner rather than later.

The hiring process has been growing longer, with more steps and delays between the time people apply for jobs and receive offers.

It helps to approach a search as though you are in sales: keep building your network pipeline, don’t let your momentum flag and expect to hear “no.”

All is not doom and gloom, though. The report says career professionals are finding “growing demand for workers” and that businesses are worrying about losing managers and other key talent.

10: 5 SECRETS TO SECURING A JOB AFTER GRADUATION

Do you want to secure a job after graduation?

Ensuring your career path is set upon heading off to the real world isn't all that overwhelming...if you're doing the right things. You're probably asking, "Well, what are the right things"? Let's walk through five important steps toward securing a job after graduation.

1. Have the Right Attitude;

One thing to remember in your search for securing a job, it is imperative to know that there are no quick fixes and that you must have critical soft skills. Of these skills, it is most important to remember that you must be:

•**Self-Motivated.** One of the most common mistakes people make is expecting a job to find them. In your quest to finding a job, ensure that you are making an honest effort to get noticed by employers.

•**Confident and excited.** It's all about making a good impression, and why would an employer be excited to hire you if you do not appear confident and excited about what you can bring to the company?

2. Make a Connection

Don't expect to show up for a job interview and think you have the leg up because of a fancy suit, or an expensive haircut. Getting a job is increasingly associated with creating connections on a personal level with recruiters and other employees at a respective company. These employees may even be alumni that you reached out to in effort to make a connection. When reaching out, remember to:

•**Be Yourself.** It's important to show somebody the "real you", so that they can make an honest evaluation of the type of person you are. After all, you're trying to establish a working "friendship" in essence. This brings us to our next point.

•**Provide Value.** Show the people that you reach out to that you are not just looking to take from them. Make them feel like you truly value their time, ask questions, and from time to time, ask these people what you could do for them.

3. Make an impressive CV.

Your CV is the first piece of information that a potential employer learns about you, aside from your name. This will perhaps count as much toward forming an initial impression as your first conversation with a potential employer.

Here is a quick pointer on building a strong CV:

•**Two Pages, Period. Keep it to two pages.** It doesn't matter if you've accomplished enough to write a five page essay. With thousands of applications gunning for a limited number of spaces, employers aren't interested in doing more work than they have to. Whatever information doesn't make it to the first page can be considered absent, and worse off, your CV might be tossed to the side altogether.

4. Be Professional.

Your appearance and demeanor go a long way in determining whether employers will like you. No, you won't get hired based on your professionalism alone, however it could open the door to further conversation, or be the hook to get you that interview. Follow these rules to make yourself stand out from the crowd.

•**Work on your hair style.** One of the first things other people notice about you is your hair. Keep your hair in order. That doesn't mean you have to shave your hair down to the skull, however, you should make sure your hair is styled and sharp looking.

•**Dress the role.** It's important to make sure you're not underdressed; however, it's not necessary to spend thousands on a suit either. Most often, people overlook wearing a belt, and black or blue dress socks, as opposed to ankle high gym socks.

•**Eye Contact.** When talking to a potential employer, make eye contact. It will show that you're interested and engaged in what they're saying and keep the ball rolling.

•**CV.** Carry your CV. At one point or another, a potential employer may ask you for a copy which you might not have. You will regret not having it.

5. Use Brand Yourself.

Now more than ever, your brand management and online presence are extremely important. Interviewers and potential employers will be searching the internet to ensure that you, the applicant, are a qualified individual, with no mishaps that would bring anything negative to the company. Employers may view negative as posting party pictures to your Facebook account. Brand yourself will do the following:

- Set you up with the correct accounts on social networking sites to meet the right people and increase your online presence
- Take control of your online reputation and your "brand name" as a whole
- Ensure that employers get Google search results they are looking for when they type in "YOUR NAME" into Google.

Keep away from people who try to belittle your ambitions. Small people always do that, but the really great ones make you feel that you too can become great.

Mark Twain