



# JOB SEARCHING

Job searching can be difficult but with good preparation and hard work, finding the right career move can be akin to pinpointing the proverbial needle in a haystack. However, if you know where to look and you can put into practice some useful techniques, success can be yours. Here are a few hints that may help!

**Using an established recruitment consultancy can help you to find the ideal career opportunity. They have excellent contacts in the industry and we are made aware of vacancies before they are advertised. They will do most of the searching for you. However, there is still a great deal that you can do yourself to maximise your options and discover that dream career move!**

Keep up to press with the job ads! Newspapers and journals seem to be an obvious source of career opportunities, however job ads account for only a small percentage of jobs that are actually filled. None-the-less, you should scan ads in relevant publications, not only to seek out a new employer, but also to gather market intelligence. Adverts, even in seemingly unrelated disciplines, can still help you spot opportunities, identify potential employers, and evaluate your worth.

Read job ads carefully highlighting skills, qualifications, experience and personal qualities. Then assess how well you match the requirements. Don't waste time chasing lost causes! If advertisements invite you to ring for more information, then do so. It gives you the chance to make a good first impression and gather vital additional information about the post.

## **Internet searching**

The internet is one of the largest means to search for a job, from looking at specialist agencies to viewing information from a specific organisation. By using keywords you can immediately access information at the touch of a button; social media sites such as LinkedIn now offer job boards.

## **The importance of networking**

The majority of jobs are unadvertised and hidden from public view. Effective networking could be your gateway into this vital and lucrative market. If you haven't already built a network of contacts, a good place to start is to write down all the potential contacts you could develop. Get on agency job alert listings and you might also consider customers, suppliers, competitors, past employers and former colleagues or bosses. Social and community contacts can also be useful. Networking has its own rules. Always ask for advice, never ask for a job outright. Be honest and open about issues such as redundancy. Keep to a manageable number. Don't ask or expect too much. And always retain the initiative.

## **The direct approach!**

Using the market intelligence you may have gained from the job ads or the 'tip off' you may have been given by one of your contacts, be direct! Write to your target employers and advertise yourself as the ideal solution to their needs.