

HOW TO GUIDE ON BECOMING A PROACTIVE JOB SEEKER

*A guide on how to become a more proactive
job seeker in a world that has gone mad!*

I know being out of work is, to say the least, frustrating....

I speak with people daily on how to make themselves more proactive so hence the reason for this how to guide.

It's easier to put all this down in one document so you can follow the steps and increase your chances of finding work.

So, lets dive right in!

1. Your CV
 2. Your LinkedIn profile
 3. LinkedIn for growing your network
 4. Posting on LinkedIn
 5. Job boards
 6. Facebook
 7. Recruitment agencies
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1. YOUR CV

Two things initially, I don't really like CVs and I really don't like cover letters!

Yes CVs are great as they demonstrate your skill and abilities but I think its an outdated way of getting you in front of a client – BUT – CVs are the main thing an employer likes to have as part of their recruitment process.

Cover letters – for me, are everything you need to be SAYING to an employer not writing war and peace about on an A4 sheet of paper.

When you are writing your CV put yourself in the shoes of an employer – do they really want to read a 7-page CV when they have 40 applications for the same role? Would you?

I can advertise a role and on average, I will get between 10 and 50 applications, dependant on the level of the role.

So, have a think about what sets you out from the rest, why should that employer pick you out of the multiple other CVs they receive?

A CV should be around 2 pages long and include the following;

- 4-5-line personal statement - your personal statement should be a small, bite-sized representation of who you are as a professional, and what you have to offer in terms of experience and ambition.
- Add your education history that is relevant, think about the 'relevant part'
- Add your employment history (there are many versions I see with this but here is what I would stick to)

Example: ... Looking to start my career in journalism in a role where I can build on the skills gained at university and through my editorial experience

- Job Title
- Company
- Dates of employment
- Reason for leaving (redundancy, contract role, temp role etc)

- Anything from 5-15 lines about your role is sufficient
- Bullet point the duties so it's not just text
- Make sure you use key words - keywords are critical to helping you get your info noticed by employers. ... Keywords are words or short phrases that relate to particular requirements for a job. They are the skills, abilities, credentials, and qualities that a hiring manager looks for in a candidate.

So, for example, if you have a role for a Technical Sales Rep, you need to be adding key words that relate to that role (technical / sales / targets / KPIs / new business)

A good way of finding key words is looking at the job spec and identifying what key words are used and add these to your CV

- Some recruitment companies will use an ATS (applicant tracking system) as part of the recruitment process
- The ATS will scan your CV for keywords and if those keywords aren't in your CV, the system will automatically reject you from the recruitment process.
- You will NEED to tailor your CV dependent on which job you are applying for, I know it's time consuming, but research has shown that <stat> of applicants proceed to the next stage of the recruitment process if their CV is tailored to the role.
- Maybe have 2 or 3 CVs saved that are specific to certain job roles

2. YOUR LINKEDIN PROFILE

Now we have your CV up to date there are things you need to add to your LinkedIn profile as, let's face it, who isn't on LinkedIn?!

On your headline if you are available for immediate work you need to add the following or if you have a date when you are free you can add this too

TIP – you can add more characters from your phone than a laptop

Immediately available for (job title) in (geographical area) – this helps employers / recruiters find you.

Look at LinkedIn as a virtual version of your CV – add as much info as you can to this including those pesky keywords!

In the about section you can add the personal statement you have on your CV so this expands on your headline letting people know who you are, what you are looking for and what you can bring to a role!

3. LINKEDIN FOR GROWING YOUR NETWORK FOR POTENTIAL EMPLOYERS

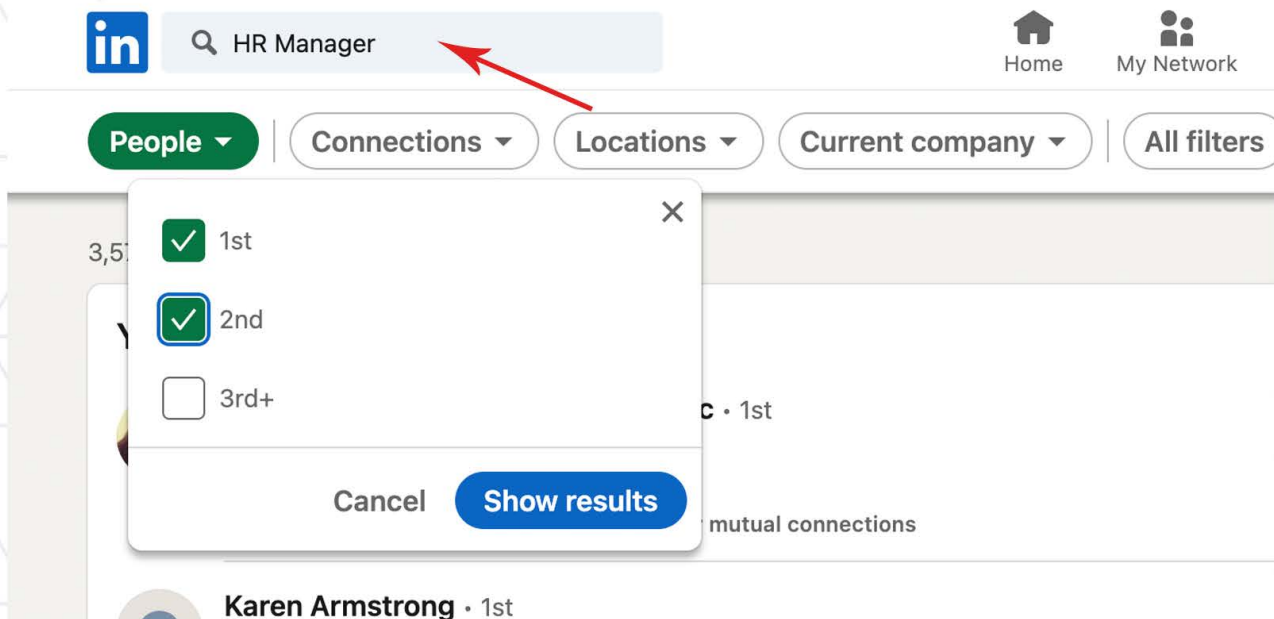
No one knew a pandemic was going to hit and growing your network has never been so important as you can reach out to people for recommendations and to see if they have any one in the industry that they can put you in touch with.

Here are some ways of finding people to connect with that could be your next employer!

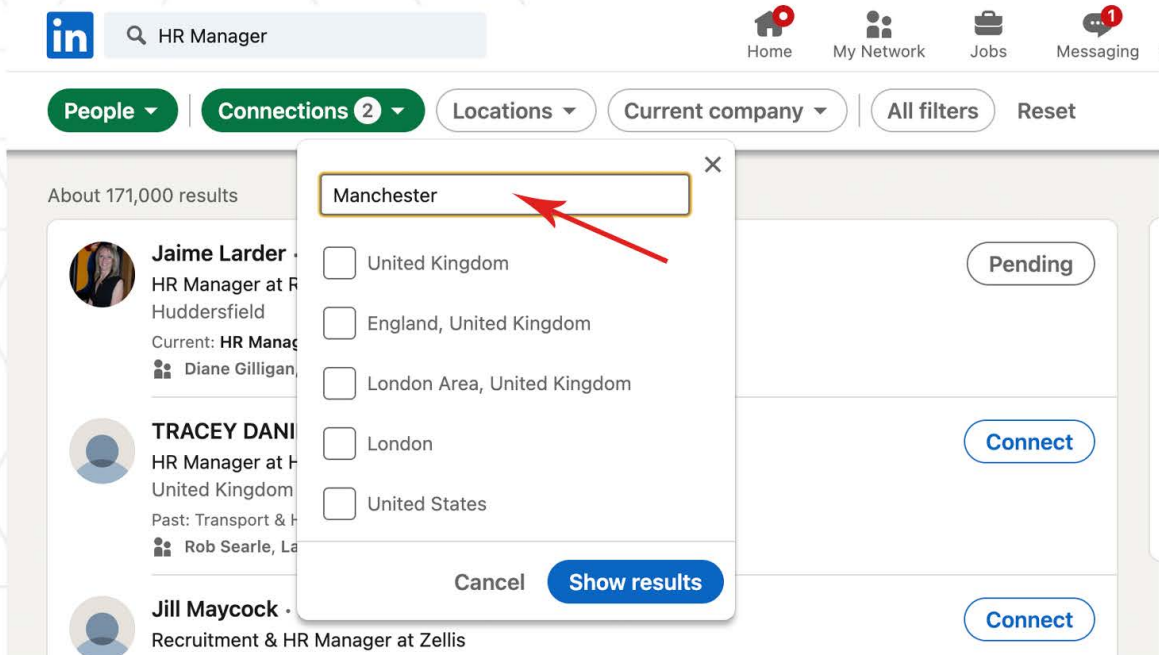
You need to be connected with people that have an influence over recruitment within the organisations that you're going to target. These job titles will be along the lines of:

- In-house recruiter
- Internal recruiter
- Talent acquisition
- Head of people
- People manager
- Human resources
- HR manager
- HR business partner
- Recruitment

- Click in the search bar at the top and click on people
- Click on connections and select 1st and 2nd – then apply

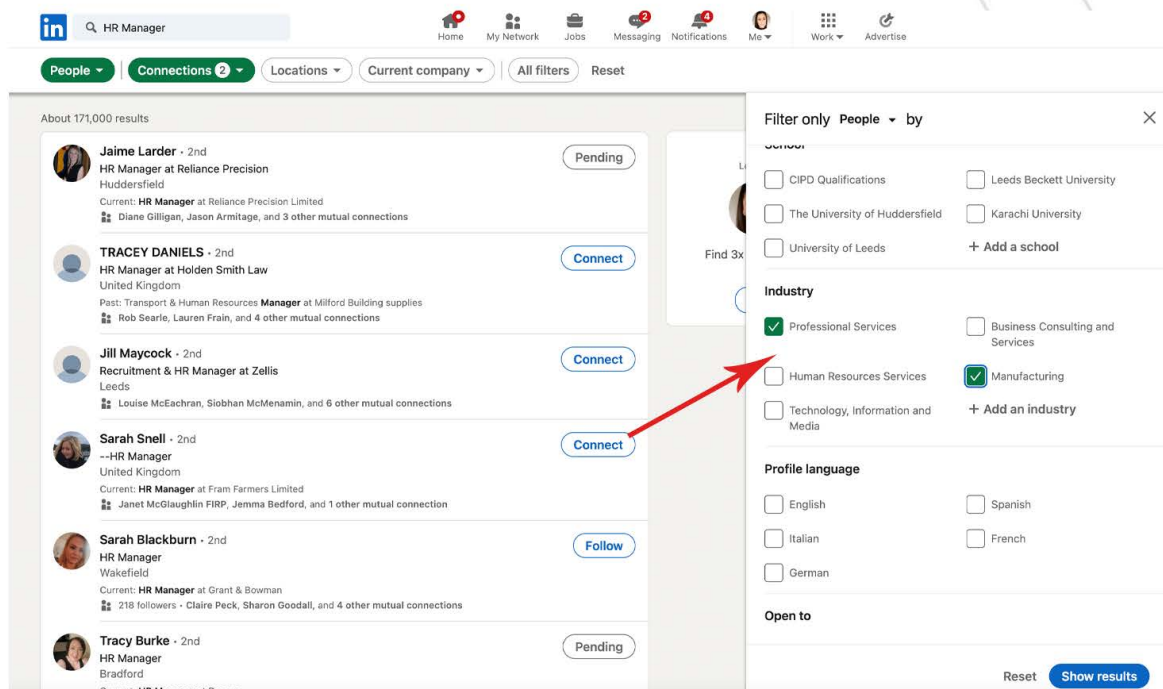


- Then in locations we are going to select the areas that are relevant to you
- Once you start typing up the area the system will give you an option to select
- As you can see Manchester is in there and so are many other areas in the UK
- You can add as many of few as you like
- One you are done click apply
- Then select all filters



To narrow your search down even further we can edit the search to show specific industries.

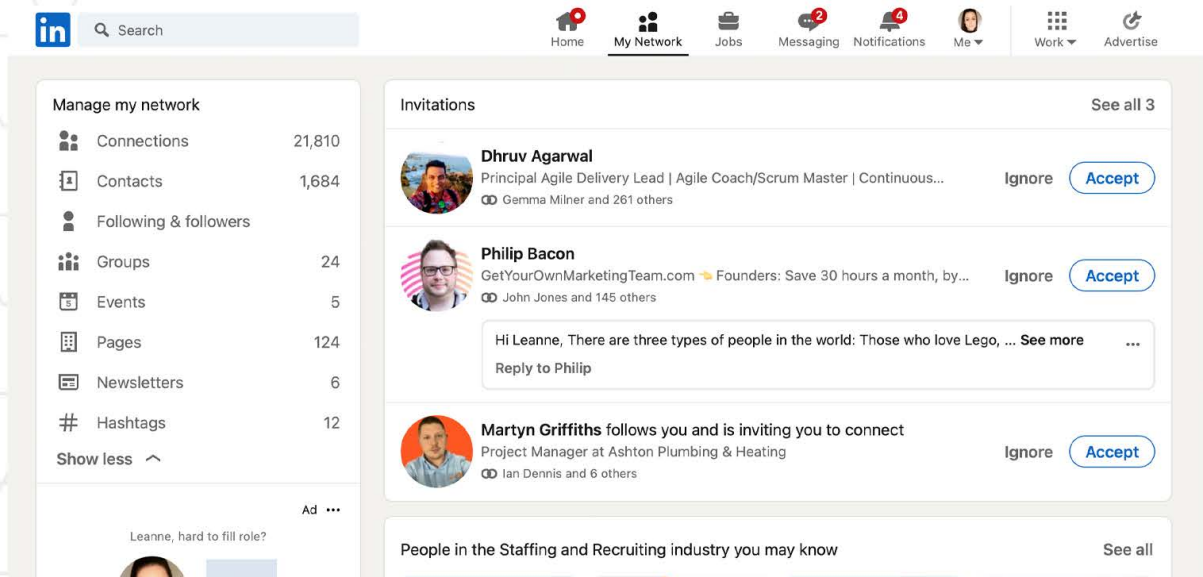
- Scroll down until you see industries, here you can select the industries that you are looking to expand your network in (marketing, Human resources, manufacturing, engineering, Accounts, PR etc....)
- Select as many or as few as you like and click apply
- Keep scrolling!



If this doesn't bring up masses of contacts then it will, once you start expanding your network.

Think of LinkedIn like a game, the more you use it the more levels it opens up!
 The more connections you have the more it shows you.
FOR ONE HOUR EVERY DAY – DO THIS SEARCH AND CONNECT WITH PEOPLE!

So every Friday go into 'My Network' (the second tab in at the top of the page) then go into connections on the left hand side (mine says 21,810 at the side) Keep scrolling!



You will then be able to see everyone that has accepted your connection – it says when the connection was made at the side of their names.

Then here's where you use LinkedIn to your advantage.
 Send the connection a message!

Tell them - thank you for accepting my connection request. Let them know you are out of work, that you are available immediately and you would welcome any information about job opportunities they have in their business or if they could use someone like you on a temp or contract basis as you can bring xxxx to their business.

You can also use the initial search above to gather a list of companies in your area, go on their website and see if they have any suitable vacancies for you. Most of the time there will be a recruitment email on the company's website where you can send your information to provisionally.

4. POSTING ON LINKEDIN

Now that you are growing your network you need to let your network know you are looking for work as they may be able to refer you to someone that is looking for someone with your skills set.

You could add something like this (as a minimum once a week – 2/3 times would be ideal).

Hi Network

I am available immediately for work for roles in (job titles) in the (geographical area).

I have (years) experience in this area and unfortunately because of Covid 19, I have found myself out of work (you can tailor this to your situation).

I would be grateful if my network can recommend me to any companies that needs someone with my skills set.

I would also be grateful if you can share this post with your network.

5. JOB BOARDS

I'm really not a fan – they are full of adverts that have been placed by recruiters that don't exist and employers are reluctant to post on them anymore as they just get hounded by recruiters.

It doesn't hurt to have your information on there.

Reed, Total Jobs, CV Library and Indeed are the most common job boards but be aware that you may be bombarded with recruiters asking you to register with their agency, if they have a genuine job then that's great but some ask you to register then add you to a 'talent pool' which usually doesn't result in being contacted again.

You also should have a look at sector specific job boards if you have niche skill set, always google job boards for (your ideal role) and see what job boards come up – its worth scrolling 2 or 3 pages to get the broadest results.

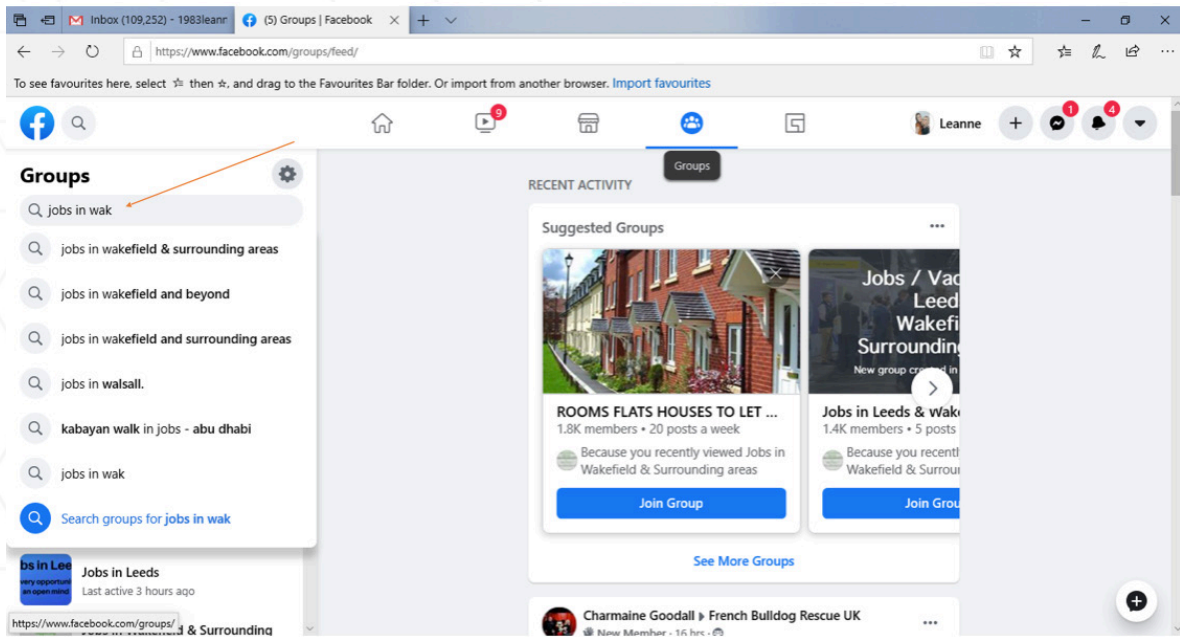
6. FACEBOOK

One of the places not a lot of people think to look!

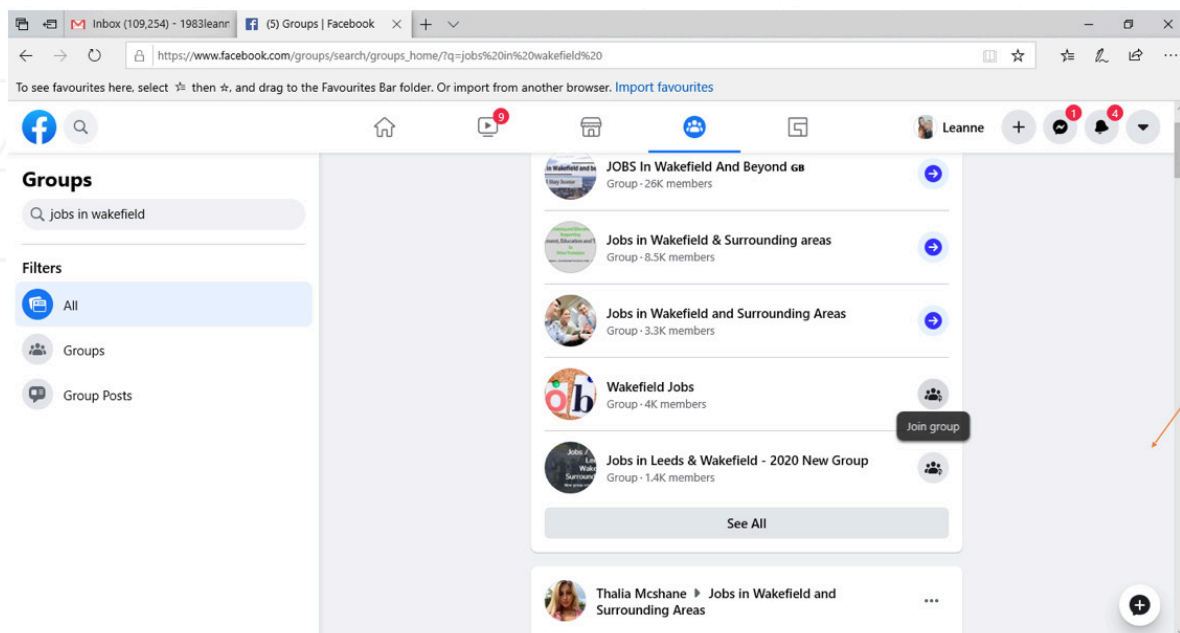
It can be a tad time consuming but its worth having your info on 3-5 groups so you can see what opportunities are being posted – also you can see which employers are still recruiting!

At the top of facebook – search for the Groups tab, then on the left-hand side where it says groups and the magnifying glass start to type in 'Jobs in (geographical area).

Keep scrolling down!



Don't worry about selecting anything – just hit return then you should see a page like this.



The groups that have a 'group' picture next to them with a little + sign are the ones you can join, select as many or as little as you like then once you accepted you will start to see the group activity on your feed.

Once you are in the groups you can also post, exactly the same as LinkedIn, to let people know you are available for work.

7. RECRUITMENT AGENCIES

Companies use agencies as an extension of their business so you may find some pockets of job opportunities in agencies.

The reason I've popped this one last is due to Covid 19 – recruitment agencies have really felt the impact.

Businesses don't have the finances to pay agencies but also companies aren't recruiting.

To find the right agency for you – you can do the searches above that I have shown you on LinkedIn and connect with recruiters.

Google recruitment agencies (add your skill set and the geographical area) and a mammoth list will pop up – I would always suggest scrolling for 2/3 pages to find the best results.

Bigger agencies like Reed, Michael Page, Hays are volume recruiters, I prefer working with smaller agencies as you get a better service (this isn't a fact, this is my opinion).

Looking for work, when done right and you consistent in your approach, can be quite fruitful

By going through the exercises above, you are using multiple platforms to maximise the amount of employers see that you are available for work

We have a tonne of helpful information that we have created especially to help people that are out of work, so check out the remainder of the goodies section and know, from you putting the hard work in, that something positive will come out if it!

Good luck!

I hope this has been helpful and this is a great way to start being a more proactive job seeker!

If something isn't clear in any of this document, then please pop **Leanne or one of the team a message.**

Many thanks for taking the time to read this and please feel free to forward this to anyone that may benefit from it.



Cheers!

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