



FINDING A JOB

Tips on finding your dream career!



INTRODUCTION

Employers want you to understand their business and explain why you are the right fit for the job.

They also want to know a bit about you and your story.

This pack talks you through the steps involved in your journey to a job, the sources you could use and what you need to do to secure your dream career.

Job Hunting

To be successful at finding work you need to plan to try a range of activities that help you to develop your personal brand

Personal Brand

- Your unique set of skills, knowledge and experience that you can offer employers
- Understand the value of these skills in the current job market.

Explore opportunities

- Find vacancies that best match your experience.
- Explore your personal and professional networks.
- Explore new career ideas and upskilling or retraining options.

Online presence

- Sign up to job vacancy websites.
- Create a LinkedIn profile.
- Remember to tailor your CV to each job.

Personal presentation

- Keep a neat and tidy appearance.
- Communicate clearly in interviews.





PERSONAL BRAND

KNOW YOUR SKILLS
KNOW YOUR VALUE

Know what you are looking for

Prior to any job search it is always useful to sit back and reflect on where you have been and where you want to get to. What truly interests you in a role? Are you looking for the same type of role or something entirely different? Have you reviewed your CV and LinkedIn Profile so that they are in a position where you need to tweak if you find that dream opportunity?

Ask yourself the following questions:

- What have you achieved in your career so far?
- What are you proud of?
- What have you enjoyed and why?
- What have you not enjoyed and why?
- When are you at your best?
- What are your strengths?
- What do others say about you/what feedback have you had?
- What is important to you about a job?
- Where do you want to work?
- What hours do you want to work?
- What type of company do you want to work for e.g. large corporate, SME?
- What sector do you want to work in?
- What type of work do you want to do?
- What responsibilities would you like?
- Would you consider short term, interim or self employed work?
- What salary and benefits do you need?
- What type of culture do you want to work in?
- What are you prepared to compromise on?
- What are my career goals for the next 12 months, 2 years or 5 years?



Know your skills

Your skills, qualities, values and accomplishments are part of what is unique about you. They are part of what you have to offer an employer. They help you tell your story.

Skills come from your work and life experience and this blend of skills is what forms your personal brand. It is essential to understand your set of skills so you can transfer them to a job.

Skills come in two different elements.

1. Technical skills - skills particular to a job such as software development, nursing or heavy vehicle licence.
2. Employability or personal skills - skills you take with you from job to job such as problem solving skills, leadership and customer service.



Over the next few pages there is a list of the top 10 skills that are wanted by employers nowadays. To progress and succeed in the workplace today's worker needs to be aware of the increasing emphasis placed on having/developing these skills. Have a go at thinking about examples that you can demonstrate for each of these skills or think about opportunities you might need to experience in order to develop these skills. You may have already thought of these when producing your CV but even so it might be worth using this as a means of reflecting on whether you currently demonstrate your value to an organisation.

Know your skills

The top 10 skills employers are looking for

Assess your key skills and qualities and come up with some examples of when you have used this skill.

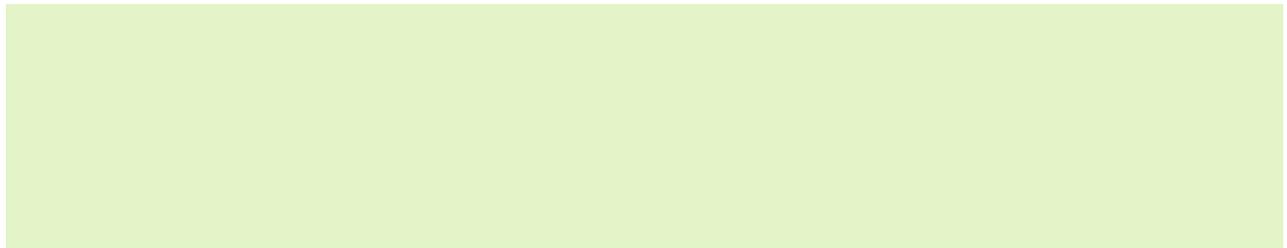
1. Work Ethic

Being reliable.

Taking responsibility for your own performance at work.

Being committed to the best possible performance.

Having a high quality of work.



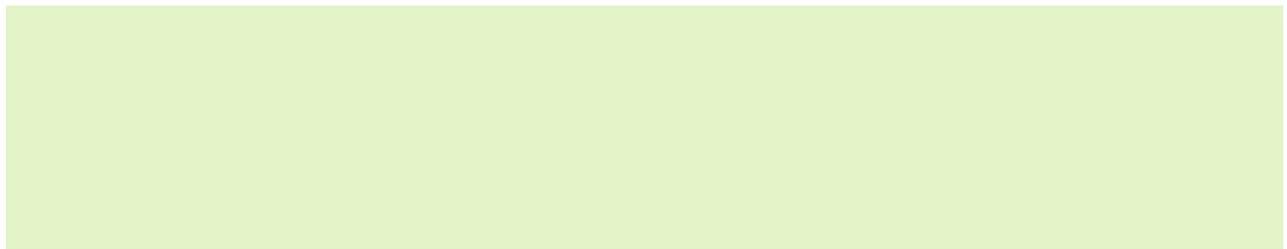
2. Verbal Communication Skills

Communicating in a clear manner to people in different settings and from different backgrounds.

Giving and receiving constructive feedback.

Participating constructively in meetings.

Expressing ideas.

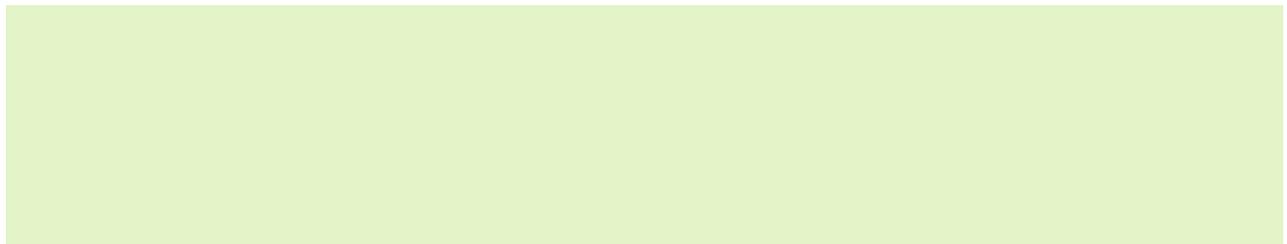


3. Energy and Enthusiasm

Displaying a genuine interest in the organisation and what it does.

Understanding the industry sector.

Expressing your willingness to give 100% to the job.



Know your skills

The top 10 skills employers are looking for

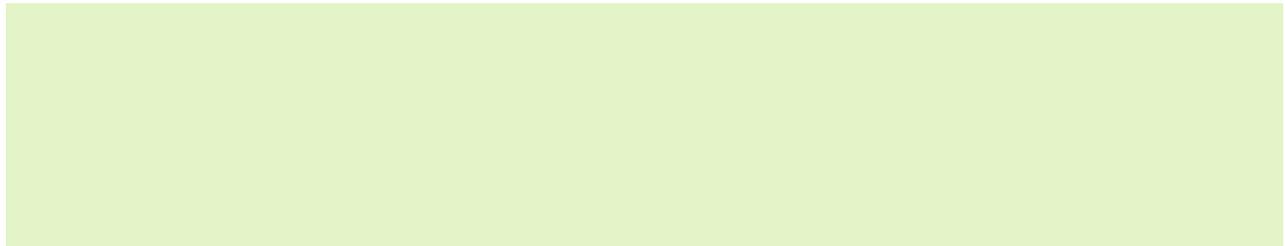
Assess your key skills and qualities and come up with some examples of when you have used this skill.

4. Analytical and Critical Thinking

Gathering and evaluating information from different sources.

Recognising patterns and scenarios to understand the bigger picture.

Being able to understand abstract ideas.

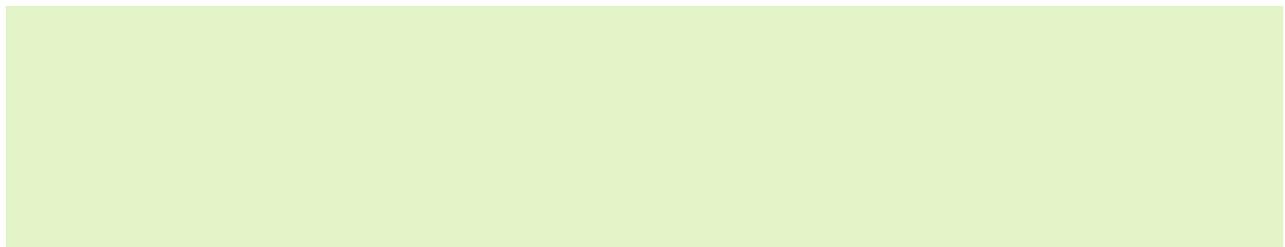


5. Problem Solving

Using rational and logical thinking to achieve conclusions.

Analysing facts and asking the right questions to diagnose problems.

Making appropriate decisions from available information.

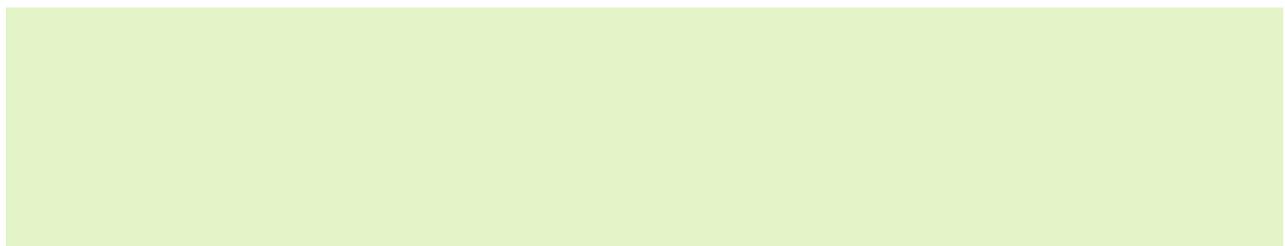


6. Teamwork

Completing group tasks through discussion and planning.

Working towards solutions that other team members can support.

Sharing knowledge and expertise with others.



Know your skills

The top 10 skills employers are looking for

Assess your key skills and qualities and come up with some examples of when you have used this skill.

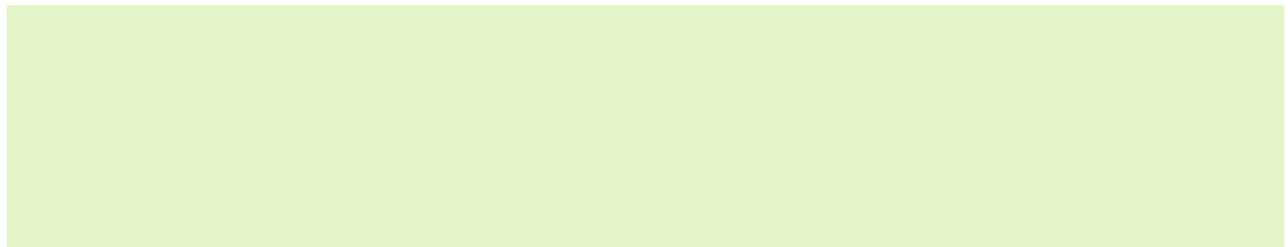
7. Interpersonal Skills

Being able to work with people from diverse backgrounds.

Acknowledging the complex emotions and viewpoints of others and responding sensitively and appropriately.

Understanding unspoken meanings in situations.

Being able to resolve issues well.



8. Written Communication Skills

Using correct spelling, punctuation and grammar.

Being able to edit your own work.

Using appropriate tone and style in writing, depending on the audience.



9. Self Management

Managing your own workload and raising when you need support.

Actively seeking opportunities to keep learning.

Being confident in dealing with challenges.

Maintaining a balance between work and life



Know your skills

The top 10 skills employers are looking for

Assess your key skills and qualities and come up with some examples of when you have used this skill.

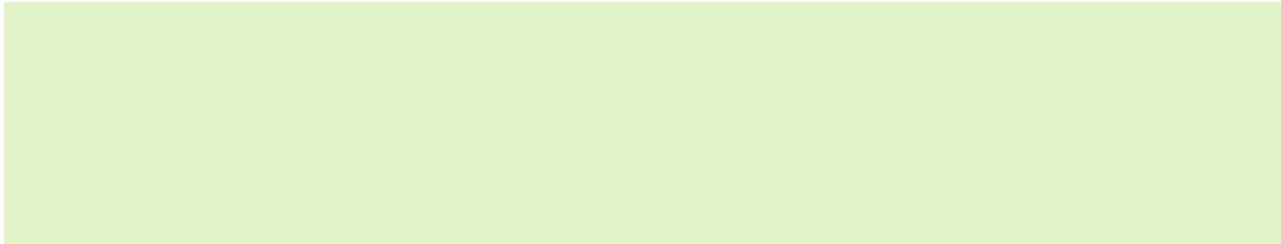
10. Initiative and Enterprise

Going beyond your usual role to help others, including doing tasks not in your job description.

Having initiative - taking unprompted action to achieve goals.

Being creative - using creative thinking to develop solutions.

Starting change and adding value by embracing new ideas.



Know your value

Your unique value is what you offer employers that is different from everyone else. This is a combination of the following:-

- Your skills, achievements and talents. Think about what comes easily to you.
- What the employer is looking for e.g. specific skills, work values, team fit.
- How you can contribute - what are you passionate about? How would you make a difference to that role/organisation? What motivates you?



What am I good at?

What the employer is looking for?

How can I contribute?

Have a go at thinking about your elevator pitch that describes your unique value.



STRATEGIES TO GATHER INFORMATION ON JOBS

INFORMAL VERSUS FORMAL METHODS

Sources of job opportunities

In your job search you will want to use a variety of strategies to gather information and then search for jobs

Informal Job Search Strategies

This involves building a network of contacts through making yourself known to others.. Some examples include:-

- Your personal network - letting family/friends know you are looking for roles
- Volunteer with a not for profit organisation
- Volunteer or work part-time in an industry or company of interest
- Join a professional association
- Social networking sites
- Involvement in community projects, social clubs or groups
- Direct mail/email
- Employer websites
- Cold Calling

Formal Job Search Strategies

This is using formal strategies to apply for advertised roles.

- Online postings
- Newspaper adverts
- Listings with recruitment agencies



Sources of job opportunities

Don't limit your job search to job vacancy websites or recruitment agencies. 70% of jobs are filled by employers using their connections and networks.

30% of advertised jobs



How job seekers prefer to find jobs

- Sending out unsolicited CVs
- Applying for vacancies advertised on job boards/social media or newspapers
- Approaching recruitment agencies

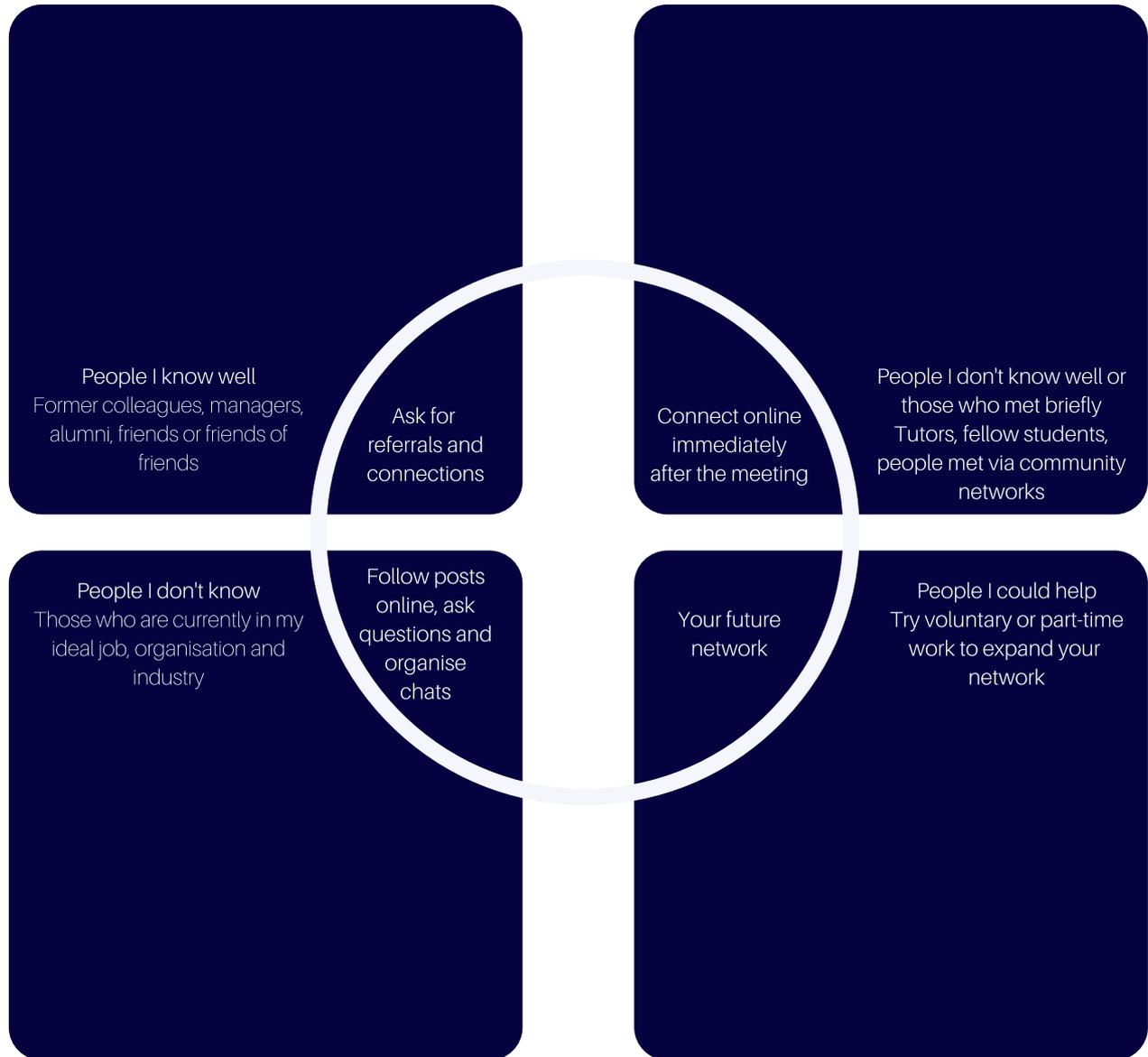
How employers prefer to find new employees

- Through networking with people they know or socially
- Through their current employees who recommend a friend
- Through checking online job profiles such as LinkedIn

70% hidden job market



Networking



Networking

Preparation is key when you are attending information interviews or discussions as part of networking. How are you going to quickly introduce your experience and what you are looking for in a job? The key is to follow the steps below:-

- Your reply should take 30 seconds or less.
- Your skills and how you would benefit an employer should be clear.
- You should identify some type of goal.

Self Marketing Script

My name is:

I am a:

I have (years in role):

Currently I am looking for a new opportunity to:

I am really keen to get work in the area of:



Use of job boards

One source of job hunting is to use job boards to find opportunities. These are useful as you can quickly reach thousands of employers and recruiters. There are two types of boards: some are vacancy boards giving access to a range of job opportunities or some might require you to submit your CV to a database for recruiters to search for candidates as well as hosting vacancies.

The list below are some examples of general sites that you might wish to consider.

Recruitment Agency	Website
2 to 3 days	https://www.2to3days.com/
Apprenticeship Service	https://www.gov.uk/apply-apprenticeship
Career Builder	https://www.careerbuilder.co.uk/
Career Map	https://careermap.co.uk/careers/candidate/job_search/quick/results
Charity Jobs	https://www.charityjob.co.uk/
CV Library	https://www.cv-library.co.uk/
Duo Me	https://duome.co/
Extra Personnel	https://www.extrapersonnel.co.uk/
Find your flex	https://findyourflex.co.uk/
Government Jobs Page	https://www.gov.uk/find-a-job
Hays	www.hays.co.uk
Inclusive Hires	https://www.inclusivehires.com/
Indeed	www.indeed.com
LinkedIn Jobs	https://www.linkedin.com/jobs/?originalSubdomain=uk
Michael Page	www.michaelpage.co.uk
Publisher Jobs	https://www.publishers.org.uk/about-publishing/where-to-look-for-publishing-jobs/
Ranstad	https://www.randstad.co.uk/
Reed	https://www.reed.co.uk/
Robert Walters	https://www.robertwalters.co.uk/
Strictly Recruitment	https://strictly-recruitment.co.uk/
Ten2Two	www.ten2two.org
The Guardian Jobs	https://jobs.theguardian.com/jobs/
Third sector jobs	https://jobs.thirdsector.co.uk/
Timewise Jobs	https://www.timewisejobs.co.uk
Total Jobs	https://www.totaljobs.com/
Totum Partners	https://www.totumpartners.com/
Work 180	https://uk.work180.co/
Work in Startups	https://workinstartups.com/
Working Mums	https://www.workingmums.co.uk/
Zip Recruiter	https://www.ziprecruiter.co.uk/



Use of recruitment agencies

A recruitment consultant is an intermediary between an organisation wishing to recruit (the client) and the individual seeking a career move or temporary assignment (the candidate).

A candidate trusts their consultant to put them forward for roles to which they are well suited. Companies trust their consultant to find the best individuals for the roles they need to fill.

Wikijobs

Some tips on using recruitment agencies

- Do your research – feedback, testimonials
- Know what you're looking for – be specific
- Ask what you can expect from them
- Ask what they do with your CV before sending to a client
- Be prepared for a variety of communication frequency
- Always give feedback on the roles they send through
- Be proactive



Employer websites

Using employer websites as part of any job search is a useful tool to utilise for the following reasons:-

1. You can check out that a job role really exists that you might have seen elsewhere.
2. You can research the company to see that it fits with your visions and values of a future employer.
3. Understand the benefits etc. of the organisation.
4. Do your research on the company and what it does ahead of any potential interview meaning you are one step ahead.

Other sites to check out employers

Glassdoor
Indeed
Vault
CareerBliss
The Job Crowd
Comparably
Yelp

Sites to check out average salaries

Sometimes roles are not advertised with salaries. The following sites will let you research the average salary for jobs and give you an idea of where the role might be positioned.

- <https://www.totaljobs.com/salary-checker/salary-calculator>
- https://www.payscale.com/research/UK/Country=United_Kingdom/Salary
- <https://www.hays.co.uk/salary-guide/salary-checker>
- <https://www.randstad.co.uk/salary-calculator/>





ONLINE PRESENCE

Getting your LinkedIn Profile to be an "All Star Profile"

LinkedIn is the number 1 business networking site across the globe and a great source of networking opportunities as well as job opportunities.

According to LinkedIn, profiles with an All-Star rating are 27 times more likely to be found in recruiter searches.

The checklist below will help you to ensure that you have an "All Star" Profile.



LinkedIn CHECKLIST

BRANDED BANNER

Have you updated your banner has been updated from the blue/green banner?

PHOTO

Is your photo professional and you are seen as being warm and engaging?

PUBLIC PROFILE

Have you created a personalised URL?

CONTACT INFORMATION

Have you added or edited your contact information to include email, phone number and website, where appropriate?

KEY WORD RESEARCH

Have you researched the key words for your industry / job role. Cover them within your Headline, Title Fields, Summary, Interests and Recommendations.

COMPELLING HEADLINE

Have you created a compelling headline? Give connections a reason to connect with you. You have 120 characters for this section (on a desktop), 240 characters on a mobile.

ABOUT

This is your call to action. You have 2600 characters to show off your skills and achievements and what you would bring to an organisation.

Brief summary of you and what you bring to an organisation.

My value to an organisation is:

What makes you different?

Key Achievements to date:

POSTS

Write articles or blogs which support your credentials in your chosen industry. Can people see that you are an expert in your field?

EXPERIENCE

Have you added or details of all roles from the last 10 years? Does it mention your relevant achievements and areas of expertise?



LinkedIn CHECKLIST

EDUCATION

Have you detailed on any school / college / university qualifications? You don't need to add in dates for this section if you feel that it would disadvantage your applications.

LICENCES AND CERTIFICATIONS

Have you got any on-the-job licenses / certifications that support your profile such as qualifications such as Prince2, CPD qualifications, AOCOA, AAT?

Have you been on any courses that would support such as FLI, first aid, mental health training etc.?

SKILLS AND ENDORSEMENTS

Have you added on your key skills (you can have up to 50). Have a look at your current skills as to whether show off your skills for the type of roles you are applying for. Be sure that they are listed in order of importance.

Have you got connections to endorse these as this adds weight and credibility to your profile when recruiters or network contacts are connecting?

RECOMMENDATIONS

Have you request recommendations from your connections to demonstrate your abilities?

HONOURS AND AWARDS

Have you achieved any awards or honours during your career?

VOLUNTEERING

Are you involved in any volunteering opportunities?

INTERESTS

What areas interest you as you will get to see posts from people within this interest area?



Using your LinkedIn Profile

Once you have set up your LinkedIn Profile you will be able to complete some or all of the activities below. This will help to raise your profile.

- Engaging on LinkedIn - writing posts and commenting on others posts
- Groups - widening networks
- Find recruiters and follow them
- Building your network
- Hashtags
- Follow companies of interest - See who else works there and make connections

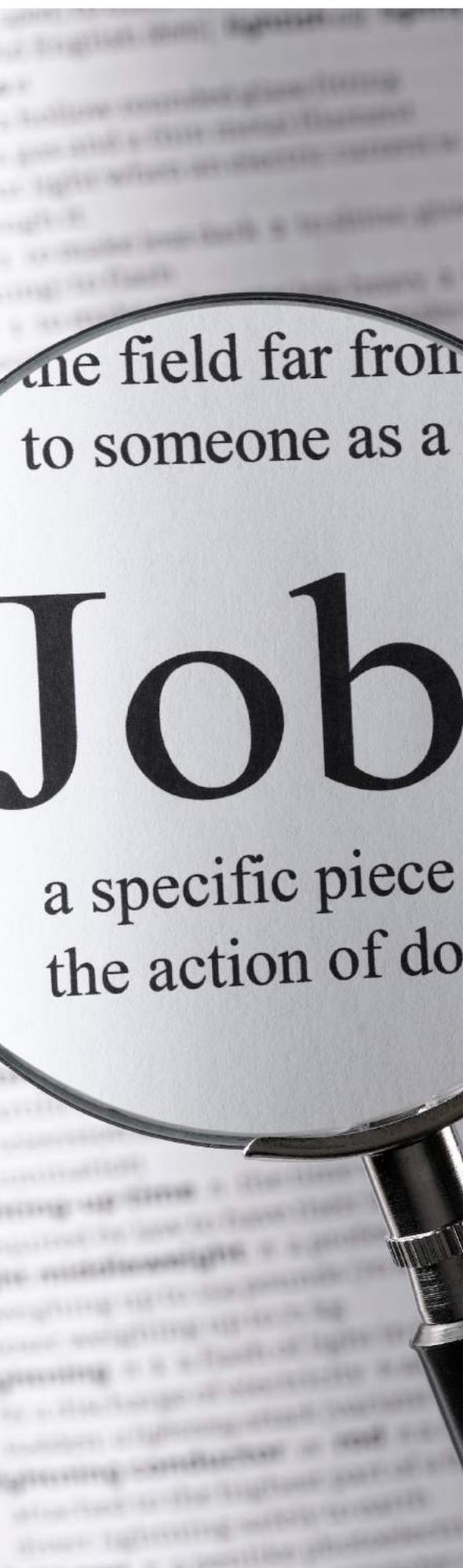
Your online presence

Think about what sites you are on. Are there any posts on sites such as Twitter that might affect your employment in the future? Posting something at the age of 16/18 could have repercussions for the rest of your employment life. Think before posting.

Ensure that your settings are secure and only accessible to your friends and not friends of friends.

Some recruiters now check out candidates as part of the recruitment process to see that they fit with the visions and values of an organisation.





RESPONDING TO JOB ADVERTISEMENTS

Matching your skills to job advertisements

The key when applying for a role is to carefully prepare your application by following the steps below:-

- Read the advertisement and/or job description and highlight the key skills and qualities the employer is looking for.
- Research the organisation - look for information on the organisation's key products/services, their mission and anything else that might give you an insight into life within the organisation. Think what you might include in your cover letter and CV.
- List your skills and experience that match this job.
- Gather evidence and examples of how your skills and experience match this job.



Your CV and cover letter need to clearly show how closely you match their needs. Don't use the same CV and cover letter for each job application. Increase your chances of getting an interview by targeting your application to the job you are applying for.





WRITING YOUR JOB PLAN

Building a Job Hunting Plan

Below are some examples of specific and achievable actions that you can use in the short-term

What?	How?	By when?
Get support and advice if you need it.	<ul style="list-style-type: none"> • Reach out to family and friends for support. • Consider financial support if required. • Take time to consider your options. 	Now
Develop a targeted CV and profile	<ul style="list-style-type: none"> • Develop a CV and LinkedIn Profile. • Get feedback from manager or previous managers or friends as to your key strengths/skills/attributes. 	Now
Join a professional networking group	<ul style="list-style-type: none"> • Identify and join relevant professional organisations and meet up groups. • Contact recruiters in your area. 	Now
Find a short-term job to pay my bills.	<ul style="list-style-type: none"> • Utilise networks. • Apply for jobs online. 	Now
Check my social media	<ul style="list-style-type: none"> • What is your digital footprint like? Google yourself and find out! • Make your social media platforms private apart from LinkedIn. 	Now
Explore opportunities	<ul style="list-style-type: none"> • Consider retraining in a new career. • Research courses in your industry to upskill and gain further qualifications. 	Now



Building a Job Hunting Plan

Below are some examples of specific and achievable actions that you can use in the medium and long term

What?	How?	By when?
Keep applying for jobs	<ul style="list-style-type: none">• Update targeted CV.• Utilise networks and LinkedIn profile.• Apply for jobs online.	Now, tomorrow and the future
Find permanent employment	<ul style="list-style-type: none">• Retrain or upskill.• Start your own business.• Maintain networks.	The future



My Job Hunting Plan

What?

How?

By when?

Short-term actions

Now

Medium-term actions

Now, tomorrow and the future

Long-term actions

The future



TRACKING YOUR JOB SEARCH

Tracking your job applications

When undertaking a job search the key is that you need to be organised by tracking job adverts, recruiter contacts, interview dates and more to ensure you chase down every last opportunity and secure that job.

The example tracker below gives you some pointers on what you might include.

Company	Role Title	Salary/Rate	Job Advert saved	Application Date (dd/mm/yy)	Contact	Response (Drop Down List)	Interview Stage (Drop Down List)	Interview Time, Date & Interviewer Name	Offer
Example Firm (Delete this row once you get started)	Engineer	£40k	Yes	27/11/15	Name - Steve Davids Email - steve@ef.com Tel - 0208 999 99999	Nothing Yet	1st Face-to-face	Mon 5th Dec 2015, Jo Parker	No
					Name - Email - Tel -				
					Name - Email - Tel -				
					Name - Email - Tel -				

Remember to save a copy of the job description, tailored CV and cover letter so if you are invited for interview you know the exact role details that you are being interviewed against.



HANDLING REJECTIONS DURING YOUR JOB SEARCH

Handling job application rejections

The journey to finding your dream career may not be a smooth affair. You may be faced with receiving rejections which can be a bitter pill to swallow, especially if you have prepared a lot as it was your dream role.

With the right mindset you can turn this into a career development opportunity which will help you in the future.

- Ask for detailed feedback - a great way to learn is to request feedback from the recruiter.
- Review and reflect - if you can get feedback from the recruiters use this and your thoughts to truly reflect on why you weren't successful.
- Identify learnings and build a personal development plan - what do you need to do differently?
- Be philosophical - sometimes things are out of our control, other candidates might have better suited the needs of the organisation.
- Be prepared to refine or change the direction of your career search - you might look at other similar roles in different industries or a change of career if the roles available don't meet your personal needs and circumstances.
- Build resilience - you need to try to develop a thick skin and recognise that things happen for a reason and that it might take time to find and secure your dream job.