



Job Search & Career Networking

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2014 and job search is changing...

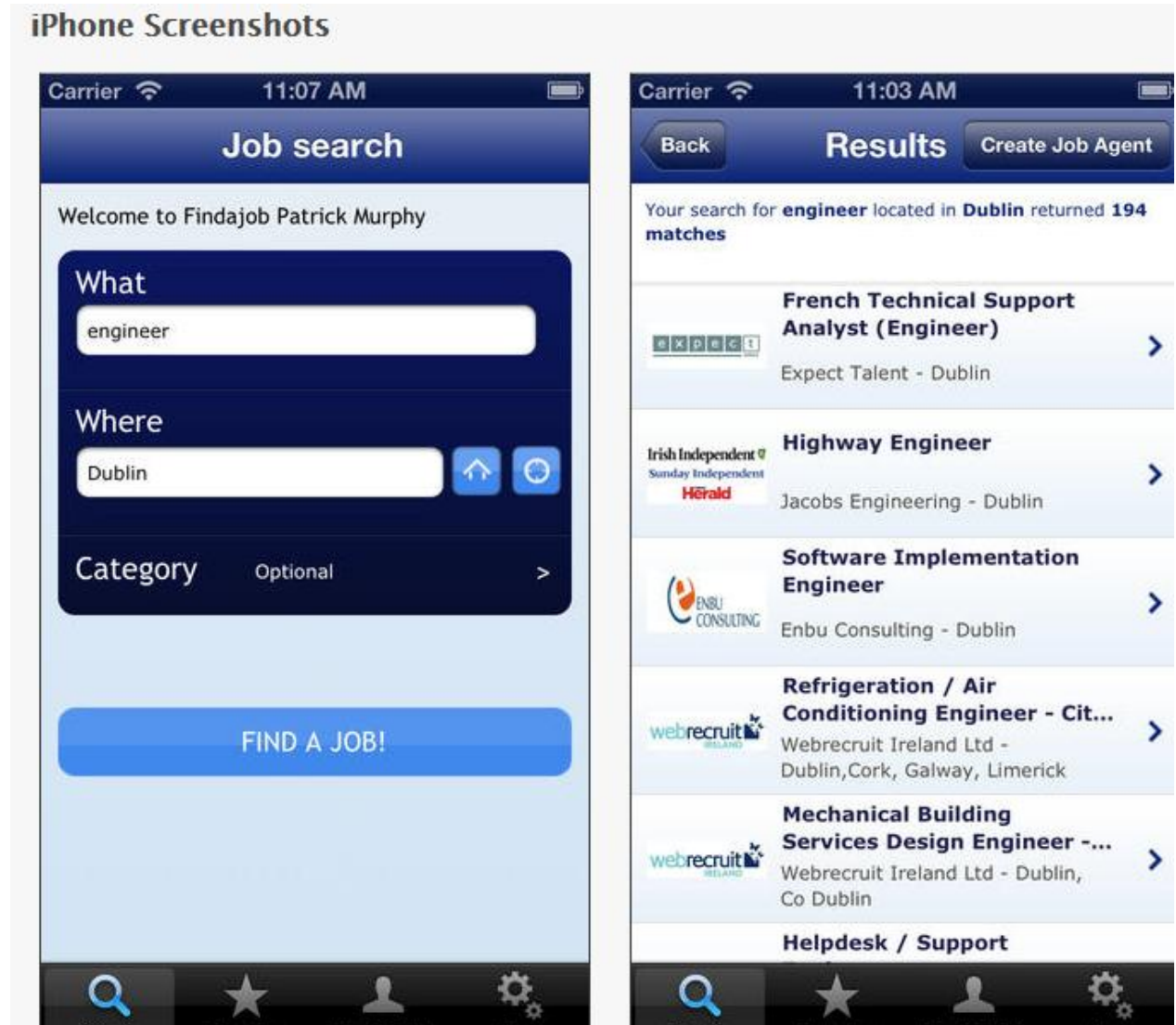
- Only 20% of jobs available are actually advertised !
- Smartphones are changing the way we find jobs- 70% of people are job searching on their phone
- Social media is making it easier to search for the right jobs. According to Elance, 40% of young professionals are using social media to get jobs
- Connections have never been more important - the right people can help you get those jobs

Job Search Apps

- There are a variety of job search apps available for your smartphone/tablet
- You can download apps that search for jobs by keyword and location (using the GPS function), email job listings, keep track of your contacts, and even create a resume.
- The UK Jobs app has over 300,000 jobs online
- EURES - Your Job in Europe by European Commission
- CareerBliss (Free). It has company reviews, salary information, and about three million job listings.

Job Search Applications (apps)

Each country has its leading apps e.g. In Ireland, this is Findajob



Job Search App (apps) linked to Social Media

- **Real Time Jobs** (*free*)

The Real Time Jobs app allows users to find & apply for jobs that have been posted to Twitter with a single tap. Job seekers can attach an online CV or resume, a social media profile, and/or a video CV to job offers.

- **Tweet my Jobs** (*free*)

Enter a job title, industry (optional), and the location you want. You can email the job listings you are interested in to yourself, and you'll receive instructions on how to apply.

Job Search Engines e.g.



- www.indeed.com
- my.indeed.com - Create a my.indeed account and access your saved jobs, notes, and searches from any computer
- [Indeed Email Job Alerts](#) - Sign up to receive new job postings from Indeed via email.
- [Indeed Job Search Tools](#) - Indeed has job search plugins for Firefox and for your Google Desktop, an application for Facebook, a button for your Google Toolbar, and more services from Indeed.com.

Job Search Essentials

- **Conduct extensive research** – do not apply for jobs you are not qualified for (which 50% of job seekers reportedly do!). This is counter-productive.
- **Network** - there are two parts to networking:
 - **reconnecting with your old contacts**
contacting professors, previous work colleagues, bosses, and business acquaintances.
 - **forming new ones**
go to networking events sponsored by your university, industry, city, and so on

Job Search Essentials

- Ensure prospective employers can find you. your online presence, establish your own branding online, build your own website,
- Establish your social network profiles and leverage your contacts and your contacts contacts !
- Be innovative, stand out, create a video CV

Your Online Presence

- Your online presence should consist of your own blog/website at yourfullname.com
- www.OrlaCasey.net is available for €7.99
- It should feature your job search profile, and links to social media
- Why ? Recruiters will Google you. You also gain control over how you're perceived online, and thus what employers find out about you when they conduct their search
- Use the same photo on all sites - recognition

Your Online Presence

- Keep it very simple
- Use keywords relevant to what you're searching for so recruiters can find you easier
- Blog on subjects relevant to the industry you was targeting, post on a regular basis, promote posts via LinkedIn and Twitter.

Video CVs – a way to stand out

- Gives the opportunity to show your personality
- Keep it short – 2 minutes, it's emailable
- Post on YouTube and send to decision makers.
- Dress professionally, just as if you were going to an in-person interview.
- Start & finish by mentioning your name
- Discuss why you would be a good employee and what you can do for the company that hires you.

www.slideshare.net

- Develop your own PowerPoint presentation, upload it to SlideShare.net and promote it through your networks and on your website.
- Your slides can include information about your technical skills, projects you've completed, an endorsement from a manager and more.
- Example -
http://www.slideshare.net/Barbara_Braehmer/my-social-media-resume-26197899
- <http://www.slideshare.net/cferdinandi/resumesm>

The 'Sell Yourself' CV

- Josh Butler put himself up for sale on eBay for the bargain price of £16,000! The profile was viewed over 960 times and bid on 3 times!



The screenshot shows an eBay listing for a job. The browser address bar displays the URL: www.ebay.co.uk/itm/JOSH-BUTLER-WANTS-JOB-/140620074861#ht_3203wt_1413. The listing title is "JOSH BUTLER WANTS A JOB". The item condition is "New". The listing ended on "12 Nov, 2011 09:51:38 GMT" and has a history of "3 offers". The price is listed as "£16,000.00". The postage is "Free collection in person" with the item location in "CHIGWELL, Essex, United Kingdom" and "Local pick up only". Payments are accepted via "PayPal" and "Personal cheque". Returns are "accepted". The seller information shows the username "steviebthebuyer" with a 57-star rating and "100% Positive Feedback". The eBay Buyer Protection logo is visible at the bottom of the listing.

Item condition: **New**

Ended: 12 Nov, 2011 09:51:38 GMT

History: 3 offers

Price: **£16,000.00**

Postage: Free collection in person | See all details
Item location: CHIGWELL, Essex, United Kingdom
Post to: Local pick up only

Payments: **PayPal**, Personal cheque | See payment information

Returns: Returns accepted | Read details

Seller information
steviebthebuyer (57 ★)
100% Positive Feedback

Save this seller
See other items

You're in safe hands when you shop on eBay
eBay Buyer Protection
Find out more ▶

And then it gets silly !?

RÉSUMÉBAR
NICHOLAS [REDACTED]

Credentials that will satisfy any organization's appetite

Experienced Marketing Professional

Personal Facts	Amount/Serving	%DV*	Amount/Serving	%DV*
Name: Nick [REDACTED]	Work Ethic	110%	Communication	100%
Edu. Level: MBA	Leadership	100%	Analytical	100%
Serv. Size 1 career	Creativity	100%	Versatility	100%
	Motivation	100%	Business Acumen	100%

*Percent Daily Value (DV) is based on lifelong learning and work experience

Mount Saint Mary College (BA) • University of Central Florida (MBA, MSBM)

INGREDIENTS: Traditional Marketing, Online Marketing, Brand Management, Business Analysis, Product Management, Revenue Generation, Creative Problem Solving, Copywriting, Creative Services Management, Copywriting, Advertising (online and offline), Marketing/Sales Collateral, Budget Management, People Management, Web Analytics, Web Content Management, Search Engine Marketing (SEM/SEO), Social Media Marketing, E-commerce, Online Video

Questions or Comments?
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Career Networking

- **Networking Sites** are very important:-
 - ✓ for potential employers to be able to find you
 - ✓ for you to connect with other users who can help you with your career & employment goals.
- Create your profile just as carefully as your CV.

Career Networking – Facebook ?

- Should you use Facebook for professional networking, and, if so, what is the best way to use it?
- Facebook apps provide an easy way for job seekers to search for and apply for jobs without leaving Facebook. Once you've set up a profile, you can view and apply for jobs, see company information, get endorsed, and apply for jobs directly from the app. You're automatically matched with jobs.
- Examples of Facebook apps that you can add to your profile, Career Builder, CareerJournal, CBCampus Career Link, Jobsite, Jobster, Indeed, MonsterTrak, and BeKnown
- [Google+](#)
Google+ is Google's social networking site and it's a tool that can be used for both career networking and for job searching, as well as for personal networking.

LinkedIn

<http://www.linkedin.com/>



- LinkedIn gives you access to hiring managers through your close connections. After creating your profile, upload all of your email contacts so that you have a foundation to build upon.
- Search for a company or position, filter your results by location and see who in your immediate network can introduce you to a hiring manager.
- Using LinkedIn's "[Resume Builder](#)" tool to turn their LinkedIn profile into a resume that they can use to submit to jobs.
- Network in LinkedIn - join groups in your sector
- Use the recommendations section to get endorsements

Twitter

<http://www.twitter.com/>

- **Add people that are relevant** to the industry you're trying to get a job in
- **Add recruiters** that work at the companies you are interested in working at
- **Write thoughtful responses** to their tweets to help open up communication
- **Tweet links** to relevant online articles, publications, blogs, etc.
- **Join Twitter # chats** - opens up real-time communication & could help you get exposure to the right people.

College Alumni Associations

- Many colleges have alumni databases specifically designed for networking purposes. Alumni are often interested in recruiting candidates from their school, so it's important to take advantage of whatever resources are available.

Professional Associations

- Do you belong to any professional associations? If so, see if they have a member database. That's another good way to help potential employers find you.

Allocate time each week to becoming more hireable

1. Volunteer

Volunteering can increase your chances of being hired if you're strategic about it. Examples:-

Unemployed teacher? Help out with after school programs

Web designer? Find a local non-profit in desperate need of a re-design and offer your services for free.

By volunteering somewhere relevant, you'll keep your skills fresh while enhancing your resume.

It also shows initiative.

Allocate time each week to becoming more hireable

2. Keep Your Skills Current

- Additional skills will ADD VALUE to you as a potential employee
- Take advantage of numerous free resources online, including tutorials, e-books, and how-to videos.
- Look for free or affordable adult education classes in your area.
- Get yourself ready for pre-employment skills tests.