



[DR. SHIRLEY'S CAREER CORNER]

By: DR. SHIRLEY A. WHITE
President
Success Images

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Job-search mechanics: Strategies for success, part 1

In order to be successful when conducting a job-search campaign, you should include a carefully chosen mix of strategies. This article series will incorporate the two primary resources. Part 1 will discuss the “published job market,” and part 2, to be featured in the February 2008 issue, will deal with the “unpublished or hidden” job market.

According to Marcia Bench, founder of the Career Coach Institute, “Often, the first thing people do when they are laid off or feel dissatisfied enough to start looking for a new job is to start perusing the help wanted ads in the newspaper. While some people do get jobs through the ads and other related methods, these represent only about 20 percent of the total jobs filled in a given year.”

To answer the question I’m sure you’re probably asking at this point, “What is the published job market?” Well, it consists of classified ads and trade journals, Internet job banks, recruiters and employment agencies, and job fairs. To utilize each aspect of the “published job market” effectively and to devote the appropriate amount of time to them in view of the typical return they represent, you should fully understand how to approach each one.

Classified ads and trade journals

In responding to a classified ad in a newspaper or journal, consider waiting five to seven days to submit a résumé. This will enable you to avoid the initial deluge of résumés and increase the chances of your material being reviewed. If you do not hear back on your response to an ad, do not be discouraged. It

takes time for a hiring manager, recruiter or screener to sort through the responses to develop a short list to interview. However, if you do not receive a response within five to seven business days, you should follow up.

Another matter of importance — many ads request a salary history or salary requirements. This is one of the easiest criteria on which to eliminate candidates from further consideration. So, the question becomes whether or not to list salary data. Interestingly enough, in a nationwide survey of 159 human resource and hiring decision makers conducted in 2001 by the Career Masters Institute, 56 percent of respondents stated that they would consider qualified candidates who do not provide salary information as requested. Another 31 percent said it depends entirely on a candidate’s experience. Only 11 percent said they would not consider the application under these conditions. So, consider carefully your decision. If you decide to list salary data, wording is the key.

Internet job banks

Job banks such as www.careerbuilder.com, www.monster.com and www.indeed.com can definitely simplify the job search, especially if you are open to relocating and can be flexible with your needs. To stand out in a positive way and avoid getting lost in the millions of applicants who utilize job banks, you should also target industry-specific job banks. To find these types of banks, conduct an Internet keyword search and network with your colleagues.

One of the critical issues you

should consider when posting a résumé on a job bank is privacy. Once a résumé is on the Internet, it can be read and searched by anyone — including your current employer. The benefits of making yourself available to job openings should be weighed carefully against the risks of doing so.

Recruiters and employment agencies

Contact recruiters in your search only if you are seeking a position in an industry in which you have experience. Generally, recruiters only consider candidates seeking the same type of position as their current one or seeking the next level up. Also, it is important to keep in mind that recruiters usually work with clients who are mid- to upper-level managers or executives. Employment agencies, on the other hand, generally work with individuals in non-management positions in specific industry areas, placing them in temporary or permanent positions. A great resource for targeting recruiters is www.kennedyinfo.com.

Job fairs

A job fair is an event where you can go with your résumé in hand, and meet with a hiring manager. Job fairs can be a useful search strategy when your industry/job target is clear. Alternatively, they can be a waste of time for career changers and others. Before attending a job fair, talk to others to see what their experience has been.

To inquire about Dr. White’s programs and publications, please contact her at (225) 769-2307 or visit www.successimages.com. □