

Modern Job Search Strategies

In a modern job search, there is so much more employment opportunity than there was just a few years ago. Thanks to job boards and social networking, there are so many more opportunities to find, to research and to apply for what seems like many more jobs. But, does this variety actually offer more opportunity, or just result in more confusion? Most surveys currently suggest that **with job boards only being the source of 12% of fulfilled jobs** that actually these new job search systems simply result in more job search frustration.



Job Search basics

What has to be remembered is that although the opportunities seem greater in number because they may be more easily accessed, the basic truth is that the number of jobs is solely dependent on the need of employers from both the public/government and private sector for talent, and supplementing their workforce. Hence the basics of a modern job search come back to the question:

How do employers fulfill their vacancies?

For modern employers **many vacancies are fulfilled internally through promotion**. This should be seen by all as a good thing, as employers want to encourage the internal spirit of their work place as a good place to work. The amount of internal promotion and development varies between employer to employer, but **anywhere between a third and 90% of vacancies can be fulfilled internally**. On average, one third of vacancies are fulfilled internally, and are nominally closed to external hires.

In modern job search, **the fastest expanding sector in recruitment is hiring known people**. Employers have traditionally hired people from their supplier's customers or competitors, because the lower cost and known knowledge of the hiring company by the new employee also means quicker integration and hence operational efficiency.

This method is also now supplemented more and more by two new tactics. **Employers are paying employees to recommend new hires, and secondly employers are using social media search methods to find**

the exact people with the required skills to fulfill their vacancies. It is postulated by the employment industry that with so much growth at business networking groups such as Linked In, where members can upload their CV/resume for free, that CV/resume databases in the future will not be used.

The question therefore comes down to what the modern job seeker can do to improve their job search, in both speed to employment and opportunity? Firstly, even if you are looking for a local job, no longer can you rely on just skimming the job boards for opportunities. With only 12% of jobs fulfilled that way, you are reducing your chances of employment by 90%. This should be but one strategy in your job search.

Core Job Search Strategies

Modern job seekers also have to **deploy three further strategies.**

- **Firstly, you already have a target job in mind, so why not extend that and have more than one target job type in mind and target employers in mind as well ?** I suggest that you *initially take 10 potential employers, and research them thoroughly. From this you should gain an idea of what they do, how they do it, the way they operate and where your skills could fit in their organization by also reading various job descriptions posted over the course of one month.* Now **using social media tools such as Linked In to find the name of the potential hiring manager (or use Career Search or Plunkett Research on the www.hofstra.edu/zarbcareers website)** , then approach them directly. Request a meeting to discuss any opportunities discovered at that organization (on organizational website/or other sites). Additionally, send your resume, and apply online.
- **Secondly, when you know that employers are paying employees to find new hires, the power of Job Search Networking is greatly increased. Meet professionals in your career field of interest!** *Where do the employers go who recruit in your sector? Is there a local business group, such as LIA (Long Island Association), Chamber of Commerce, or a professional association covering your profession, such as the Institute of Chartered Accountants. These professional associations also post opportunities, have an e-newsletter, have meetings and conferences you could attend to meet professionals in this profession and they could one day be your internal employee referral into a job! As a student, these professional associations often offer a "student membership rate" much lower, than the membership rates once you are a working professional. At a networking event or association meeting, when meeting new professionals a simple per-formed*

Elevator Pitch is important to have ready, but understand that you probably won't secure a job then, but a follow up contact could easily secure an internal introduction or referral for any openings you later discover, if the professional is impressed with your resume and background. Build your network through frequent updates and communications with those you meet within your profession, especially as a student, people are often willing to help.

- **Thirdly, make sure that your Social Media Profile is very professional at all times.** *80% of employers now undertake initial background checks on job applicants to job advertisements through a simple Goggle-based search of your name.* Hence not having a social media profile is as bad as having one which includes your professional profile next to inappropriate too personal photos and inappropriate descriptions/comments. Employers want socially connected people, but anything on the internet is fair game in consideration for future employers and not privacy intrusion.

Networking is mostly effective if a person has spent **months or even years nurturing their network**. If not it deteriorates into a huge time waster of pestering people.

Social networking - anecdotally it's **an avenue**, but like networking can take exorbitant time.

Cut to the chase and just **contact the Hiring Authorities directly**. Now wasn't that easy?

Ian R McAllister and Dennis Buckmaster Associates 17 April 2011 , Career Development http://www.careerconsult.co.cc/2011/04/modern-job-search-strategies_17.html, additional comments Barbara Church-Kattan.