

A collage of work-related items including a laptop, a smartphone, a notebook, and a pen. The laptop screen shows a blue and white abstract image. The notebook has some handwritten text, including "calculator". The smartphone is an iPhone with the Apple logo visible.

THE SMART JOB HUNTER

5 NEW JOB SEARCH STRATEGIES

*To Succeed in
the Era of Social
Media & Digital
Platforms*

Looking for strategies to succeed
in your job search?

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JOB SEARCHING

IN THE ERA OF SOCIAL MEDIA
& DIGITAL PLATFORMS

It's 2019, you are job searching and sending dozens of resumes for positions advertised on LinkedIn. There are many openings, for many of them you feel like you are a perfect fit and match all their criteria but you never hear back, never get invited for an interview – as if your resume fell into a black hole. Or worse, you almost immediately get a rejection... Sounds familiar?

IT'S AN ENTIRELY NEW GAME

Welcome to the new era of job searching where qualifying is no longer enough to land you a job and where your application through LinkedIn will land together with an average of 250 other applications (often more) and where your CV will likely be handled by a software unless you are one of the very lucky few who's resume will screen through and actually be seen by a real pair of human eyes.

NO, I'm not saying this to discourage you! Read further, I've got strategies to help you succeed!



Job searching in 2019 is no longer the same game. To be successful, you need a different approach and a rock-solid strategy that takes into account the new job search market dynamics and in particular, the impact of digital and social media platforms on recruitment practices.

So what has changed and what can you do as a job candidate to successfully land your next job despite the new market dynamics?

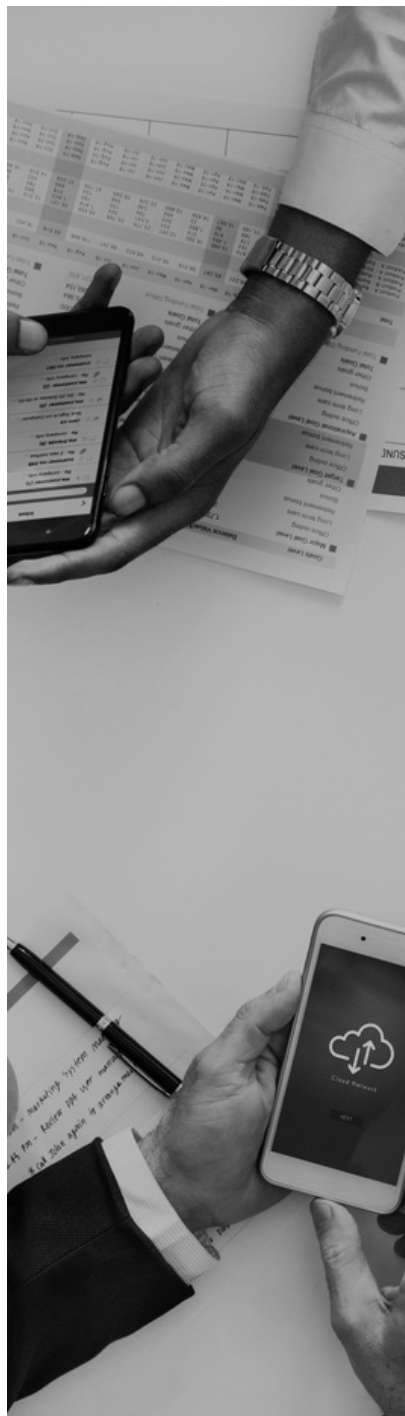
Here are 5 key areas where the market has changed and how to adapt your job search to succeed in landing your next job.



Step 1:

BUT I WAS A PERFECT FOR THE JOB...

Or why qualifying is no longer enough



LinkedIn and other online job search boards have now reached an all-time high with LinkedIn alone having well over half a billion users worldwide. Add increasing workforce mobility and web platforms reaching across geographies and it's easy to see how companies posting jobs online get flooded and even overwhelmed with applications (LinkedIn reports an average of 250 applications per opening, in my practice, I've often seen much higher numbers!).

Needless to say that today's companies have the luxury of choice amongst candidates and as a result, it is no longer sufficient for a candidate to "qualify" for the job. Rather, today's candidates need to be able to distinguish themselves and stand out of the crowd with a solid personal branding which clearly articulates where and how they differentiate from the maze of other candidates and how this will bring additional value to the potential employer. This branding also needs to be very clear on online platforms such as LinkedIn.

IN SHORT...

- Develop a solid personal brand online and offline
- Make sure your branding clearly differentiates you (e.g. state what is unique about you and makes you different from other candidates)
- Show how you will add value to the role (or the type of roles you are applying for)
- Make sure your branding is clearly reflected in your resume, your LinkedIn profile as well as how you present yourself (aka elevator pitch)



Step 2:

MEET THE ATS...

Aka applying on LinkedIn alone won't do the job anymore



One of the most important game changers of the job search market is the so-called ATS or Applicant Tracking System. The ATS is basically a customisable software developed to help companies manage the number of incoming applications by focusing on screening out candidates based on preselected criteria.

The ATS represents many challenges for candidates, namely because it's impossible to know exactly how each is programmed to screen candidates, what criteria are used, and how it's reading the information contained in the resume overall. One thing is for sure though is that the ATS will be much less forgiving with anyone with an unusual profile (think career break, career reorientation, unique background, etc.).

Overall, the ATS works to filter and reduce the number of applications that will be considered by HR and as such, it's important for candidates to anticipate possible screening criteria and to develop and customise their resumes accordingly for each specific role. Yet this is often not sufficient to screen in and the best solution for candidates is to find ways to open other doors within the targeted companies in order to get their resume on top of the pile. In short, the wisest approach is to send fewer resumes but invest more time with each application to customise your resume in the first place and to build your way into the company through networking so you can get your resume noticed outside of the ATS track.



IN SHORT...

- Send fewer resumes but invest more time in customising them
- Align your resume to the responsibilities & requirements listed in the job description
- Use keywords in line with the job description
- Always aim to "open other doors" when sending your resume through an online portal - this way you increase your chances of getting your CV on top of the pile and noticed

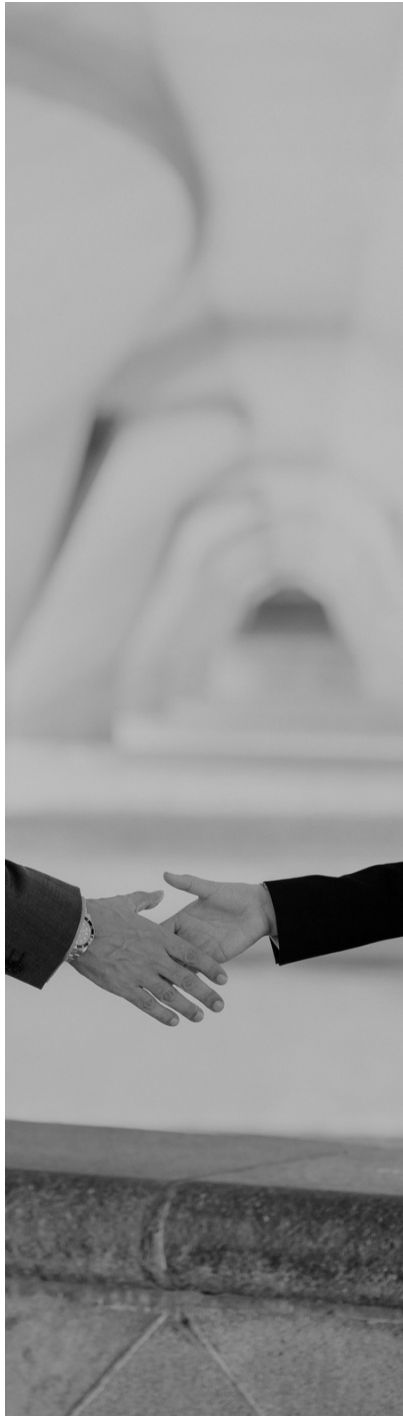




Step 3:

HIDDEN JOBS ARE A THING & NETWORKING IS YOUR BEST ALLY...

But not just any kind of networking



As a reaction to the overwhelmingly high number of applications received for positions posted on online job boards such as LinkedIn, companies are also adopting new ways to recruit which focus on decreasing the application overwhelm. There is more emphasis on using the companies' internal networks to find candidates, compensation programs for successful referrals by employees, postings with more limited reach (e.g. closed network job postings), hiring head hunters and various ways to advertise openings to narrower audiences.

This means there is an increasingly high number of positions that will belong to the so-called "hidden job market" which are positions that are filled without being advertised broadly online. Numbers vary greatly but hidden jobs are estimated to represent 60%+ of all openings (and often stated to be above 80% of all openings). This is the place to be as a candidate as the "hidden jobs" are the openings where the competition is seriously lower and where you would generally get in the race through a certain form of endorsement (e.g. someone letting you in on the job opening and possibly even willing to endorse you).

In order to tap into the hidden job market, it is imperative for candidates to develop a strong network in their targeted companies, industry and geography. In addition, candidates need to communicate their job search goals clearly so their connections are crystal clear about the type of position(s) they are looking for as well as what would make them valuable candidates for such roles (e.g. solid personal brand). Overall, it's about presenting yourself as a candidate in a clear and convincing way so that your network will be able and inclined to act as your eyes and ears when it comes to job openings.



IN SHORT...

- Expand your network in your targeted industry, companies and geography
- Let your network know that you are job searching
- Communicate your job search goals clearly - the clearer your network is about the type of role you are looking the better they can help you
- Make sure you are clear about your brand and able to present what is unique about you when you approach your network (both current and new connections) - people are more likely to help you if they see the value you bring





Step 4:

IT'S NOT JUST ABOUT YOU...

Time to flip the conversation to *THEM*



Faced with so many candidates, companies will also build more criteria into the candidate selection process, looking deeper into candidates' motivation for work, their values and fit with the team and company culture but also and most importantly, companies want to know why a given candidate wants to work for them (and not any other company).

It's no longer enough to want a job, what companies want are candidates who specifically want to work for them, candidates who share their values and have a passion for their products or services. After all - who wouldn't choose the most passionate and committed candidate if given the choice?

As a candidate, it, therefore, becomes very important to change how you present yourself and not only focus on "why you" but rather flip the conversation to "why them" and make sure you clearly express your motivation and interest for a given role and company.

IN SHORT...

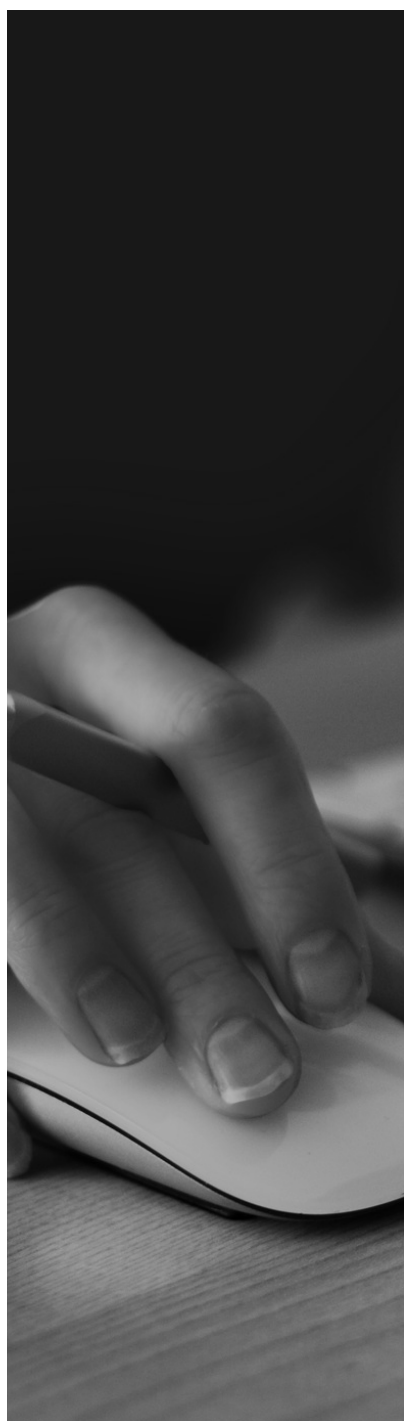
- Make sure you clearly express "*why them*" and show your motivation and interest to work for this specific company and/or in this specific role



Step 5:

LINKEDIN IS A KEY ALLY...

But you're probably using it the wrong way!



LinkedIn is an increasingly important tool for job searching but most candidates use it solely to apply for job openings - or in other words, most people use it wrongly! If you look at industry trends and LinkedIn overall strategy - their key growth focus is on networking and exchanging information and that should also be your focus if you are job searching. Why? Because networking at its core should be about mutually exchanging information and supporting each other (aka - stop asking for referrals and introductions that is just putting people off, especially if they are not close connections).

Secondly, because LinkedIn is algorithm driven like all the other social media platforms - and LinkedIn algorithm is based on your connections and levels (e.g. your connections primary, secondary and so on as well as the perceived connection between you and other individuals, job openings, companies, etc.). In other words, everything that happens on LinkedIn will be driven by the algorithms' understanding of how you are "connected" with people, industry, job openings, etc. and this will drive who sees you, which job openings you see as well as how high you will rank in search results.

To optimise your job search, you need to learn how to efficiently surf the various digital platforms - especially LinkedIn - and also realise that LinkedIn is more focused on enabling you to develop your network, exchange market information, create connections based on mutual support and as you do so, get to know the market. But none of this happens if you only hang out on Linked to find openings and apply for jobs.



JOB SEARCHING IN THE DIGITAL ERA

The key to your success on LinkedIn is about learning to surf the algorithm in your favour to increase your visibility - both who sees you and what you see - as well as to use the platform to expand your network, exchange market information, create connections based on mutual support and as you do so, get to know the market and get the market to know you. But none of this happens if you only hang out on Linked to find openings and apply for jobs. Networking is where the magic happens and where you will be able to tap into the hidden job market!



IN SHORT...

- It's not enough to have an optimised profile to be visible on LinkedIn - adapt your use of LinkedIn to make the algorithm work for you with strategic connections and activities
Use LinkedIn mainly to build a strong network and to keep this network active
- Build your connections focusing on exchanging information - getting to know the market and getting the market to know you
- Your focus should be on building the network that will let you in on hidden jobs as opposed to applying on the jobs where the competition is highest and your chance of succeeding lowest





Your Checklist:

5 STRATEGIES TO SUCCEED IN YOUR JOB SEARCH

In the era of social media and digital platforms

1.

DEVELOP A SOLID PERSONAL BRAND TO STAND OUT

- Develop a solid personal brand online and offline
- Make sure your branding clearly differentiates you (e.g. state what is unique about you and makes you different from other candidates)
- Show how you will add value to the role (or the type of roles you are applying for)
- Make sure your branding is clearly reflected in your resume, your LinkedIn profile as well as how you present yourself (aka elevator pitch)

2.

CUSTOMISE YOUR RESUME TO CIRCUMVENT THE SCREENING SOFTWARES (ATS)

Send fewer resumes but invest more time in customising them

Align your resume to the responsibilities & requirements listed in the job description

Use keywords in line with the job description

Always aim to "open other doors" when sending your resume through an online portal - this way you increase your chances of getting your CV on top of the pile and noticed



3.

NETWORK YOUR WAY INTO THE HIDDEN JOB MARKET

Expand your network in your targeted industry, companies and geography

Let your network know that you are job searching

Communicate your job search goals clearly - the clearer your network is about the type of role you are looking the better they can help you

Make sure you are clear about your brand and able to present what is unique about you when you approach your network (both current and new connections) - people are more likely to help you if they see the value you bring

4.

SHOW YOUR MOTIVATION FOR THEM

- Make sure you clearly express "why them" and show your motivation and interest to work for this specific company and/or in this specific role

5.

USE LINKEDIN TO CONNECT & SHARE INFORMATION

It's not enough to have an optimised profile to be visible on LinkedIn - adapt your use of LinkedIn to make the algorithm work for you with strategic connections and activities

Use LinkedIn mainly to build a strong network and to keep this network active

Build your connections focusing on exchanging information - getting to know the market and getting the market to know you

Your focus should be on building the network that will let you in on hidden jobs as opposed to applying on the jobs where the competition is highest and your chance of succeeding lowest

Hi, I'm Catherine!



I'm a certified NLP & RSCI coach, speaker, and author of multiple online courses on job searching and career management and I bring 17+ years of experience in senior consulting roles in strategic planning & marketing. I've been the go-to person for job searching and career advice in my expat circles for over a decade before launching as a career coach. My approach is focused on a strong strategic marketing background, extensive experience building and managing multi-disciplinary & multi-cultural teams across the world and special attention to mindset issues that often stand in the way of reaching our goals.

I'm a visionary, a connecting networker and a leader of women empowerment. I pride myself on having a good flair for marketing and personal branding and I love adding a strategic spin to everything I touch, breaking down complex career crossroads into practical and actionable steps to help you get clarity and take action. I have a creative and innovative mind that enables me to act as your sparring partner whether you need solid strategies for your job search, feel stuck in a career transition or are contemplating to make the leap from corporate to freelance.

It's both my passion and mission to empower women to build a professional path that gives them satisfaction and fulfillment and allows them to thrive without sacrificing what truly matters to them.

If you'd like to discuss how I can help you thrive in your career, you can book a discovery call [HERE](#)



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Check out the website for more resources

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