

Your job search – making a start

So you're making a start on your search for a new job. This can be exciting, challenging and at times overwhelming unless you have a strategy in place to optimise your time, effort and resources.

By now you will have compiled your CV and worked on your personal brand and, I am sure, given consideration to the career area and employers that you wish to target.

In addition, you will require some space for you to undertake your search. This might be a quiet room in your home, away from the general hubbub of family life or you might be visiting the library and utilising their resources.

Keep yourself organised. Keep all your paperwork relating to your job search filed somewhere together and if completing applications online, keep all the documents on your computer together in an easily accessible folder. Remember to keep a record and to track the jobs you apply for using our helpful Job Tracker which can be found at the back of this section.

So where and how are you going to make a start and what is your strategy? It can be easy to think that the days ahead will be filled with you sitting in front of your computer screen applying for jobs via the Internet and through job search sites. And yes, this is one of the many ways to find a new job, but it certainly isn't the only one and in fact it's not likely to be the most effective one.

There are many routes open to you when searching for a job. Keep open-minded and explore all the avenues that might lead to that great new job you've been waiting for. Opportunities are advertised in newspapers and professional journals as well as being posted on the Internet.

You may choose to register with a Recruitment Agent or Consultant who will put you forward for appropriate jobs in your chosen field or you may wish to contact Companies direct with a speculative application or in response to an advert on a Company website.

Taking a temporary post or undertaking some interim work may also open the door to something more permanent so don't automatically discount these types of opportunities. In addition, undertaking some volunteer work means that you can add some additional experience to your CV while supporting an organisation or cause close to your heart.

Finally as it can't be reinforced enough: network as much as possible. Just like they say about buying a house, it's all about location, location, location, similarly with job hunting, it's all about networking, networking, networking.

If you want to find out more right now about networking, it can be found at the back of this section as an appendix.

So what is your strategy? Why not complete the Job Search Strategy Questionnaire which can be found at the back of this section to help you formulate your ideas. Once you've completed the questionnaire move on to read about the different methods of job search.

Internet job search

The Internet can be a hugely useful tool to support you during your job search. One of its benefits is that it can put you in touch with hundreds and hundreds of job opportunities across the world. This can also be one of its downsides: searching the Internet without focus can eat up time and distract you from other job search activities. This section talks about the Internet and how it can help you. It reviews:

- Who advertises on the Internet?
- Provides you with some helpful links to generic job sites, graduate job sites and recruitment agent sites
- And talks about using methods such as LinkedIn and Twitter who also advertise positions

The Internet

There has been a communications revolution. The Internet has brought immediate mass-connectivity and opening a search engine has become the easy way to find out just about anything. We all face information overload, too much choice and often, contradictory advice.

Searching for a job requires a thorough, methodical approach and the Internet is no exception. Setting-up a profile or uploading a CV to a job-site could get you an interview but being proactive is the only way to guarantee that your search will be for the right role to suit your skills, experience and values.

It is important to limit your search to roles that interest you and for which you feel you could be a suitable candidate. There are a huge variety of websites advertising vacancies and a wide variety of roles on offer and it can be all too easy to use up hours randomly browsing rather than actively searching.

Be in no doubt that advertising on the Internet is now the default choice for almost all recruiters and almost everyone looking for a new role needs to be online too. Easy access to job ads gives recruiters the benefit and challenge of a huge choice of applicants, some suitable others not. You need to stand out just as you do in a direct application. Your job-site profile, CV and online networking presence require time and effort. Completing an online job application may seem laborious but get it right and you stand out to a recruiter who may spend only a few moments with each application on screen.

You are buying and selling online; looking for your ideal role and selling yourself. If you are searching online then your recruiter will be searching for you in the same way. Before you start looking, spend time reviewing how you are marketing yourself and plan where to look and what to look for. How you appear online may be the difference between a face-to-face meeting and rejection email. If you are interested in finding out more about Marketing Yourself go to the back of this section and complete the Marketing Yourself Questionnaire.

And finally remember that randomly browsing job-sites can easily become a time-consuming habit, time better spent actively networking and job searching.

Who advertises on the Internet?

So where might you start? Internet job searches are a useful starting point as it seems that virtually all traditional job advertisements also have a website link. Once you have identified the sort of job you want there are lots of options.

Newspaper websites

The newspapers have their own websites that gives you 24/7 access to the jobs advertised. You can identify roles by defining your job search criteria, for example by searching by industry, location, salary and if you want to get very specific even by hours and contract type. Check out the links below to access the websites:

- www.job.guardian.co.uk
- www.jobs.telegraph.co.uk
- <http://jobs.thetimes.co.uk/>

Recruitment consultant and agency websites

Many Companies utilise the services of a Recruitment Agent or Consultant to help them fill their vacancies. These recruitment companies have their own websites advertising positions currently available and again you can usually search their sites by defining your criteria. You can register your details and upload your CV on some of these sites so that when a job comes up to which you might be suited, they have your details to hand. Some of the recruitment consultants deal only with specific jobs, for example they might specialise in marketing roles or jobs in the automotive industry.

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Job search websites

There are also specific websites which list vacancies for all sorts of different professions and industries. Again, you can search these websites by selecting the occupation you require, the industry, the location/area you want to work in the UK or in the world along with your salary expectation to gain quick access to available jobs.

You can also upload your CV onto some of these sites to apply for a specific role or for it to be stored on the website database. Some of the bigger job websites now offer a service to Employers to access their database and to review the CVs of suitable candidates. By uploading your CV onto these sites, you are making yourself visible to hundreds of potential Employers.

In addition, you can set up alerts which will notify you by email as and when a new position is posted which suits your requirements. This can be a big time saver.

Examples of job search websites are listed below:

www.monster.co.uk
www.totaljobs.co.uk
www.jobsite.co.uk
www.fish4.co.uk/jobs

You can of course also use Google, Yahoo, Safari, MSN or any other search engines to find websites which store jobs by typing in 'job search' or to make it more specific perhaps 'job search in Engineering or Sales' so that the specific websites relevant to your particular profession are found.

Organisation's own websites

If there is a specific organisation that you wish to work for and target as part of your job search, then you can directly search for the Company online. Most Companies have their own websites and often have a vacancies page. Many of the larger company sites may also have the facility available for you to upload your CV or application direct onto their site for consideration.

Professional institutes' and professional bodies' websites

If you are a member of a professional institute or body, don't forget that the body will have its own website and will undoubtedly advertise positions in the profession.

The Job Centre and Government support

The Job Centre also has its own website and you can search for jobs online. You can also check out the jobseekers site from the Government.

www.jobcentreonline.com
<http://jobseekers.direct.gov.uk>

University websites

Universities generally have their own website and often advertise graduate positions. If you are a Graduate don't forget to follow this route for possible opportunities.

LinkedIn

LinkedIn is a professional online networking site where you can connect with others to build a business and professional network. If you wish to explore LinkedIn the website address is www.linkedin.com

It is similar to Facebook but rather than connecting with friends, you can connect with people that you meet in a work and professional capacity. You can find out more about using LinkedIn in our networking section at the back of this section.

However, as well as being a helpful tool for making business contacts, there is a job search facility on the site. If you click on the link it will take you to a LinkedIn learning centre which provides you with lots of tips and advice on setting up your LinkedIn profile as well as giving you advice on how to use the job search facility - <http://learn.linkedin.com/>

Twitter

Twitter is a social networking site which enables people to send communications to others in 140 characters or less. The messages are known as tweets. It can be used in a social and business context and many companies have their own twitter address. It is relatively easy to set up a profile on Twitter and once this is done, you can then start sharing your tweets with others. Once you have a profile, you can also start following other people or Companies that might be of interest to you and then other people start following you. You might be thinking, however, how is this going to help with my job search? You might be surprised to learn that many companies, recruitment consultants and newspapers have twitter addresses and they list jobs via the website.

You can search for jobs in a variety of ways via the Twitter search facility. For example, you could search using something like “engineering jobs Scotland” or “secretarial London” and see what comes up. Many recruitment companies send out tweets about jobs they have available. You can search for recruitment companies by name if you know it under the people tab. The recruitment company Randstad has a Twitter account and you can follow them at @RandstadJobs or you could search under Randstad to find them. Or you may wish to follow a certain sector. For example @automotive_rec advertises jobs in the automotive sector and @milkroundonline supports graduates. In addition, some of the newspapers have job specific Twitter accounts. The Guardian lists jobs under a variety of addresses. Their general site is @guardianjobs and they have an arts specific site which you can find under @GjobsArts.

Searching for a job via Twitter is the same as searching for a job on the Internet. You have to explore using the search facility and it can be time consuming. Yet it is another Internet based search tool that could lead to opportunities that you may not have come across via other sources.

You can explore Twitter and set up your own account and profile at www.twitter.com

Links to useful websites

Below are just some of the search and selection websites and recruitment agency websites that may be of use, but ensure you carry out your own search, as there are many sources. The list below is not exhaustive.

Remember, finding a job can be a full time job in itself! Make sure you allocate yourself plenty of time each day for this and track all applications you make. This will enable you to chase up any outstanding applications and also help you avoid duplication as some jobs are advertised via more than one source. Utilise the Job Tracker template to help you do this which can be found at the back of this section.

General recruitment websites

Government

The Job Centre: www.jobcentreonline.com
<http://jobseekers.direct.gov.uk>

what's next for me?

Job Sites

Total Jobs	www.totaljobs.com
Monster	www.monster.com
Jobsite	www.jobsite.com
Jobserve	www.jobserve.com
Fish4Jobs	www.fish4.co.uk/jobs

Recruitment Consultants

Reed	www.reed.co.uk
Hays	www.hays.com
Michael Page	www.michaelpage.co.uk
Hudson	www.uk.hudson.com
Manpower	www.manpower.com
Randstad	www.randstad.co.uk

Newspapers

The Times -	http://jobs.timesonline.co.uk
The Guardian	www.jobs.guardian.co.uk
The Telegraph	www.jobs.telegraph.co.uk

Graduate Specific

The Times A-Z of Careers & Jobs

http://www.amazon.co.uk/New-Books-Catalogue-April-September/dp/0749449772/ref=sr_1_2?ie=UTF8&qid=1288271344&sr=1-2

<http://www.graduate-jobs.com>

<http://www.thebigchoice.com>

<http://www.get.hobsons.co.uk>

<http://www.gradjobs.co.uk>

<http://www.milkround.com>

<http://targetjobs.co.uk>

List of recruitment agencies by sector or profession

Jobs in Research, Science, Medical, Healthcare and Academia:

Research, Science

And Academia

www.jobs.ac.uk

Science Careers

<http://scjobs.sciencemag.org/JobSeekerX/SearchJobsForm.asp>

British Medical Jobs

<http://www.britishmedicaljobs.com/jobs/>

NHS

<http://www.jobs.nhs.uk/>

Sci Recruitment

<http://www.sci-search.com/JobSearch.aspx>

Engineering:

Engineering Jobs

www.engineeringjobs.co.uk

Just Engineers

www.justengineers.net

UK Engineering Recruitment

<http://www.ukengineeringrecruitment.net/>

The Career Engineer

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

The Institute of Engineering

<http://www.theiet.org/careers/jobs/>

& Technology

C B S Butler

<http://www.cbsbutler.com/candidates/mydetails.aspx>

Red Line Recruitment

<http://www.redlineplc.com/content/home.asp>

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Sales & Marketing Jobs:

Just Sales & Marketing <http://www.justsalesandmarketing.net/>
Jobs in Sales & Marketing <http://www.jobsinsalesandmarketing.com/>
Simply Sales Jobs <http://www.simplysalesjobs.co.uk/>
Match Tech Group <http://www.matchtech.com/sales-and-marketing-jobs/>
Sales Vacancies <http://www.salesvacancies.com/>
Only Marketing Jobs <http://www.onlymarketingjobs.com/>

Marketing Week http://jobs.marketingweek.co.uk/jobs?CMP=KNC-Jobs&HBX_PK=Marketing&HBX_OU=50

Purchasing & Logistics Jobs:

Supply Chain Recruitment <http://www.supplychainrecruit.com/>
STR Recruitment Specialist <http://www.strgroup.co.uk/purchasing-and-logistics-jobs/>
Jobs4logistics <http://www.jobs4logistics.com/>
Cast UK <http://www.castuk.com/>

Manufacturing Jobs:

Manufacturing Recruitment <http://www.manufacturingjobs.co.uk/>
The Manufacturing Job <http://www.themanufacturingjob.com/search/tiptopsearch.asp>
Jim Finder <http://www.jimfinder.com/>

Secretarial and Administration Jobs:

Office Recruit <http://www.officerecruit.com/>
Secretarial Careers <http://www.secretarialcareers.co.uk/Browse/Browse/BrowseJobs.html>
Simply Office Jobs <http://www.simplyofficejobs.co.uk/>

The Times – Creme Section

<http://jobs.timesonline.co.uk/searchjobs/?keyword=PA&Industry=&Country%26Region=34&Salary=58>

Human Resources Jobs:

Digby Morgan www.digby-morgan.com
MacMillan Davies Hodes www.mdh.co.uk
Strategi Search & Selection www.strategi-group.com
Frazer Jones www.frazerjones.com

People Management Magazine (CIPD) <http://hr-jobs.peoplemanagement.co.uk/>

Personnel Today <http://www.personneltoday.com/jobs/default2.aspx>

Executive/Management Jobs:

Whitehead Mann www.wmann.com
(Korn Ferry)
Harvey Nash Group – www.harveynash.com
Strategic Dimensions www.strategic-dimensions.co.uk
Odgers and Berndtson www.odgersberndtson.co.uk
PSD Group www.psdgroup.com
Younion www.younion.com
Executives on the Web <http://www.executivesontheweb.com/>
All Executive Jobs <http://www.allexecutivejobs.com/>
The Ladder www.theladder.co.uk

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IT/Finance:

Harvey Nash Group	www.harveynash.com
Michael Page	www.michaelpage.co.uk
Robert Walters	www.robertwalters.com
City Jobs	http://www.cityjobs.com/
Totally Financial	http://www.totallyfinancial.com/
Jobs Financial	http://www.jobsfinancial.com/

Interim:

Interim Management Jobs	http://www.interimmanagementjobs.net/
Interim Channel	http://www.theinterimchannel.com/interim_management_job_search/
Interim Jobs	http://www.interimjobs.com/
Impact Executives	http://www.impactexecutives.com/for-candidates/why-impact-executives.html

Traditional advertising

Despite the availability and ease of advertising via the Internet, newspapers, journals and the trade press still run adverts for jobs as not everyone has Internet access or regularly searches online job adverts.

This is another source for you to check in relation to your job search. You may wish to focus on newspapers and journals that specialise in the sort of role you are looking for although the local newspaper can be a good source of information about the job market and new companies moving into the area.

Local and national newspapers

Posts are advertised in national and local newspapers. Don't forget to check out your local paper or weekly free paper for jobs.

In addition, reading the local paper might give you a "heads-up" in relation to new businesses coming to the area or talk about expansion plans for existing businesses. It is then up to you to follow up with a speculative enquiry or application. In addition local press might well advertise any job fairs occurring in your local area.

Some of the heavyweight daily papers run job advertisements, specific to a certain industry or profession, at least one day a week. For example, The Guardian runs Media adverts on a Monday, Educational and Academic vacancies on a Tuesday, Executive and Senior Management positions on a Wednesday and Graduate roles on a Saturday. The Telegraph and Times also carry adverts largely for professional and executive roles at least one day a week.

Periodically, these papers will run an article and list the best Companies to work for in the UK which may be of use to you in targeting your job search.

Professional journals/trade press

Many industries and professions have their own professional journals or monthly magazines, which usually include a vacancy section. For example the Institute of Marketing, Chartered Institute of Purchasing and Supply, the Chartered Institute of Management Accountants, Chartered Institute of Personnel and Development and the Engineering profession all have their own journals.

If you don't currently subscribe, your local library may well have the latest issue or alternatively do you know someone in the industry who will let you review his or her copy?

Personal contact & networking

Never underestimate the importance of personal contact. Getting yourself in front of people, building a relationship and maintaining regular contact is an important strategy to include in your job search. Just think, if someone has met you and knows about your background and experience, they are far more likely to be able to bring you to mind and recommend you for a role than if all they have seen is a copy of your CV or an email from you.

Outlined below are sound job search methods that include personal contact:

- Recruitment Consultants and Agents
- Word of Mouth recruitment
- And most importantly ensuring that you connect and network with the right people

Recruitment consultants and agents

Most Recruitment Consultants have websites advertising vacant posts and you can access jobs and post your CV online to apply for these positions. However, as good as your experience or skills are, you should be aware that your CV will undoubtedly be sitting in a huge database along with hundreds of other CVs.

There is still nothing to beat good old-fashioned face-to-face contact with a consultant to get you on their radar and to provide you with the opportunity to sell your skills and experience in person. So get on the phone, call the companies you wish to target and get an appointment to meet with an agent in person if possible.

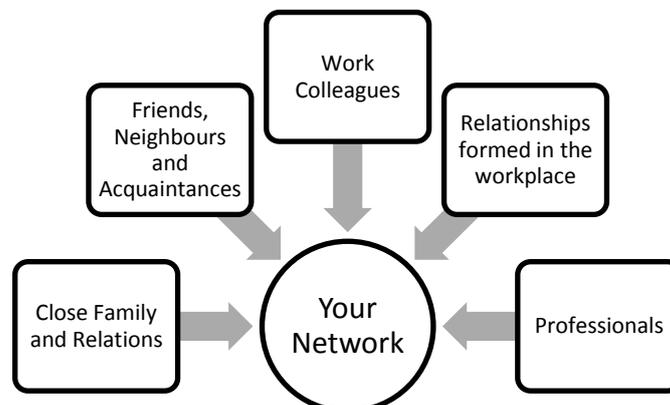
Word of mouth

Many roles are filled without you even knowing that they exist. Employers ask their current employees for recommendations of people they might know who could fill the job. So ensure that you talk to your family, friends, ex-employers and colleagues to make them aware of your current situation.

Networking

Connecting with the right people

It is important for you to get into conversation with and in front of the people who might not actually offer you a job, but know people who can. Make connections with people in the industry sector that you wish to work for and ask their advice about how to progress or to find out what's happening in the sector currently to keep you up to date and knowledgeable. And don't forget your friends, relatives and acquaintances too as they may well be able to help you.



what's next for me?

Make sure that you are using your network contacts appropriately and effectively. And if you feel shy about doing this, remember that people like to help others if they can. Also remember that some point in the future, you might be the one helping others.

Creating and maintaining your network

So you already have a network. Now you need to look at it critically and begin actively managing it. Is your address book current and can you easily be in touch with your contacts? If not start updating as soon as possible and make sure that if you are leaving a business, you have contact details for everyone you want to retain within your network.

Conversely, does everyone have your contact details to be in touch with you? This is especially important if you have a new email account or mobile phone number but it does provide the perfect opportunity to contact everyone to ensure they have your details.

Ensure you have planned your messages and conversations with your contacts and be explicit about your plans and the support you will be looking for from your network. New business cards are a great addition as these can be given out during face-to-face meetings, reinforce your new independence and remind your network to update your details. Use the Your Network Template and Networking Questionnaire at the back of this section to get you started.

Contact with context

It is so easy to send email and to instantly respond that many people confuse messages that let people know you are still alive with actual networking.

Contact is important but contact with context is crucial. It is good to remain active within your network but it is important to be specific and to make direct contact with people whose support you want or need. Send an email by all means but include a suggested time to speak. Get on the phone or better still in the same room as your colleague or contact and get them involved. An email is rarely the call to action you thought it was when you sent it.

LinkedIn and business networking sites

It is essential to have an online business presence and actively manage what people know about you and the impression they take away of your personal brand. But establishing an account on a networking site is only a first step and you must make use of this as a tool as well as ensuring that it is a credible advertisement for you.

There are an increasing number of networking sites such as Xing.com and 4networking.biz but the most popular by far, with over 11 million members, is LinkedIn. Setting up a profile is free and you should view this as an important sales tool. Many people have little information on the site but the more you let people know about you the more chance you have of appearing in searches looking for people with your experience or from your industry. It is also important to offer potential employers your contact details and an at-a-glance overview of your experience and potential.

It is essential that your CV and LinkedIn profile match and that you give an honest overview of your career. It is also useful to explain your current situation and aspirations and to expand upon the experience you have outlined in your CV.

Once you have signed up and completed your profile it is important to be active on the site. Join groups relevant to your areas of expertise or enthusiasm. Post messages and responses and build up your industry credibility among your International peers. Recommend colleagues and get recommended. Look like you take your job search and industry involvement as seriously as you have taken each step on your career. Regularly updating your profile, posting interesting links and being active in your field all keep you on the regular update list received by your network. They are a great way of saying "I'm still here, and building upon my experience".

LinkedIn is not just an online CV and profile, it is a place to connect and re-connect, to expand the reach of your job search and find new opportunities through your contacts and their networks. Plan your contacts and how you want to expand your network and dedicate time to making and building these connections.

what's next for me?

Remember, this is just a tool to help you open doors and to make personal contact with the right people at the right time to find a new role. Simply updating your profile or making new contacts is not enough. Being active on LinkedIn is not a substitute for personal contact.

Making new connections

Making a new business connection is very similar to meeting new people in a social situation. If you were at a party and immediately asked a stranger if they could help you move house you would probably not be too surprised if they were slightly shocked and politely declined. Yet this is what many people do when approaching new business contacts.

Think about how it must feel to receive an email or call that begins "We have not met before but have a mutual acquaintance..." and ends with "...and I wonder if you have any jobs?" It is simply too easy and too obvious to answer no.

There are some simple steps to improving and expanding your network. Ask colleagues and friends if they know other people within your industry or in businesses you would be interested in targeting. Ask for a personal introduction so that, when you are able to make contact, they are expecting your email or call.

There are some things to do before you make contact. Plan your call or email carefully. What do you have in common that could be an ice-breaker? Find a good reason to call even if your main interest is whether they have any vacancies. You could be interested to know more about the industry or sector as part of your job search or looking for recommendations from someone in the industry on the best way to approach companies and the type of work available. You are calling upon your new contact's expertise and advice and not asking specifically for them to become your job-search champion within their company. Remember they don't yet know you. However, don't shy away from sharing the positive career change messages you have crafted for your job-search.

If the conversation goes well, perhaps suggest an informal meeting when they have time and follow-up with a note offering to buy a coffee or lunch, letting them know that you would value further insight from their experience. Ultimately you want to build up a network that can provide useful background, vacancy information and can directly put you in touch with the people who are making the recruitment decisions so that you have an edge over other candidates.

Remember too that you are also an expert on your own industry and businesses within which you have worked and can expand your own network by being the expert contact for other people. You never know who they know that could become part of your network and be instrumental in successfully landing your new role.

Referrals and the hidden job market

Employee referrals are becoming increasingly important. Employers want to make the right choice, first time. If they have your CV for a role they will ask around to see who knows you.

Importantly, the vacancy they are recruiting for may simply not be advertised. Businesses want to save themselves the time and money of job advertising and agency fees. Who better to recommend a new team member than one of the existing team? Importantly no one wants to bring someone into the business that won't perform well. This makes it even more crucial that your network knows you, knows that you are available and what you have done and can do.

If you are targeting companies with speculative approaches or are replying to an advertisement, find out if anyone in your network works there or used to work there. If not, find out if anyone in your network has a connection there. Get yourself known and ask questions to improve your knowledge so that you can be as well prepared as possible. There's nothing like an insider to help you get the real story. But again, don't rush into asking for a job. Remember, making new business connections takes as much time as making new friends.

You might also find yourself able to tap into what recruitment specialists call "The Hidden Job Market"; short-term and permanent vacancies that are advertised internally or may have only yet been mentioned as a future opportunity. You could be the person that they need but don't yet know.

Can employers find you?

There is another aspect of the hidden job market that is becoming increasingly important. Recruiters, head-hunters and employers are using business networking sites to search for and target potential job candidates. Can you be found if anyone is looking?

Have you listed your employers and experience? Is your profile complete with contact details and an indication that you are actively seeking a new challenge? Are you active in industry groups, regularly posting on forums and creating an online presence?

Most importantly, if anyone is searching within your industry, will you be found on a search of your colleagues? Ask yourself "Just how good is my

Other things to consider

Don't forget that there are some other ways to get a new job. You will find below some discussion on:

- Temporary work
- Voluntary Work
- And Keeping Vigilant

Temporary work

Taking a temporary job or some interim work might provide you with some new experience in a different sector perhaps or some much needed income. In addition it could lead you to a permanent job if the employer likes what they see and you have proven your worth to them.

Voluntary work

The same principle applies in relation to voluntary work. It could lead to you being offered a role in a Not for Profit organisation if that is an area you are interested in. If you are not interested in this industry sector, it could provide you with additional skills and experience to put on your CV and offer you the opportunity to give something back during a period when you have more time available to you than usual. It also says to an employer that you put your time to good use whilst searching for a new job.

Being vigilant

Keep vigilant and be open to opportunities that might come your way. You never know – that chance meeting with someone new could open the door to your next job.

What's important - your job search

1. Making a start

It can be easy to just switch on your computer, start browsing jobs and think that you have embarked upon your job search. However, without focus, this strategy can be hugely time- consuming and unfulfilling.

- Before you start, have a strategy in place. Consider your target market and how you will reach them
- Keep open-minded and explore all the job search avenues
- Keep track of all the jobs you have applied for so that you can take any follow up action and avoid duplication
- Remember Network, Network, Network!

2. Internet job search and who advertises on the Internet

- The Internet is a fantastic job search resource and provides you with access to hundreds of job opportunities worldwide
- You can upload profiles and your CV direct to job sites but you still need to stand out in the same way as a direct application
- The quality of your online application is still hugely important. You still need to market yourself to sell your skills, experience and achievements
- Newspapers, Recruitment Consultants, Professional Institutions and Companies all advertise via the Internet. It is easy to become overwhelmed. Ensure you know your target market and focus your efforts accordingly
- Use the Internet to aid your job search, but utilise all the job search methods

3. Links to useful websites

- There are hundreds and hundreds of websites to help you search for a job
- These range from generic sites advertising a variety of jobs from all industry sectors such as www.monster.co.uk and www.totaljobs.co.uk to Recruitment Consultant specific sites
- Stay focussed on your target audience and decide which sites best suit your job search needs

4. Traditional advertising

- Many Companies still advertise jobs in the press
- Don't forget to check out job adverts in newspapers, professional journals and the trade press
- Some newspapers publish specific roles on a certain day of the week. Find out when adverts run that are applicable to your search
- Your local library is likely to have a selection of newspapers and journals if you do not receive them yourself

5. Personal contact & networking

- Nothing takes the place of making personal contact with people
- You are far more likely to be remembered and recommended if you have met someone, rather than them reading a faceless CV or email from you
- Remember that networking is about gaining trust and building relationships. It is not about you asking everyone you meet for a job
- Take some time out to review your existing network
- Does everyone have your new email address or mobile phone number? Think about having some business cards printed to give to existing and new contacts
- Expand your network by asking friends and colleagues who they could put you in touch with that might be a useful contact for you
- Plan your messages and conversations with contacts. Preparation is key to utilising your network in the most effective way
- Set up a LinkedIn account if you don't already have one
- Check out your online profile. Are you easy to find and does your profile reflect you in a positive light?

6. Other things to consider

- Taking some temporary work may provide you with new experience for your CV or some much needed income
- Temporary work gives an Employer the opportunity to see you in action. If they like what they see, you could be offered a permanent role.

what's next for me?

- Volunteer work also opens up new experiences and potentially could lead to a role in the Not for Profit sector as well as enabling you to make a difference
- Keep open minded and explore all avenues that could lead to a new job

what's next for me?

Job Search Strategy Questionnaire

1. How have you applied for jobs in the past?
2. Has this always been successful for you? If not what other options are available?
3. Do you know the preferred methods of advertising a job in your chosen field of work? What are these?
4. Are you a member of any professional bodies or institutions that could help you or who advertise positions? If so list them here.
5. Who are your target market? How are you going to reach them?
6. Who is in your current network that could put you in contact with others in your chosen industry? List them here.
7. How might you expand your network?

8. How have others been successful in gaining a role in your chosen field?
9. How much time are you prepared to spend each day/week on your job search?
10. What salary are you looking for and what salary would you accept?
11. List anything else that's important to you when searching for a job

Marketing Yourself

Marketing is a crucial function in most businesses. It is the way that businesses:

- Work out what to sell
- Find out what customers want to buy
- Develop their business plans
- Develop communication with their customers
- Work out what tools they need to sell their products and services.

Most companies have a marketing manager or marketing team who support the sales team by a combination of planning and activities to generate interest in and create desire for their products.

Marketing yourself is no different. You need to:

- Define your strengths and saleable skills
- Find out what employers in your chosen field are looking for
- Develop a strategy to ensure that employers can find you and that you are looking in the places that they are advertising
- Ensure that you present yourself professionally and consistently
- Create a CV, web presence, a professional network and a series of messages about you, your skills and experience that sell you effectively

Think of yourself as a business. How do they promote their products? Advertising, of course, but also through brochures and websites, direct promotions, carefully planned regular customer contact and by encouraging word-of-mouth recommendation to name but a few. How are you promoting yourself?

- Are you visible in the places that recruiters may be looking for people in your field?
- Are your profile, personal and professional information, style and approach consistent in all of the ways you are promoting yourself? Your CV can quickly be undermined by omissions or additions in an online profile for instance
- Do you have a carefully crafted CV that clearly shows who you are and what you can do for an employer? Have you developed the key phrases to use in cover letters and informal discussions
- Have you developed a contact plan and a list of recruiters and companies in your field to contact?
- Are you tracking your job applications, asking for feedback and building upon that essential information?
- Have you built a professional network and are you making the most of it?

Just like any business, the purpose of marketing is to sell your product. In your case this is YOU. In the job market there is no such thing as online or mail-order sales. The purpose of your marketing plan and materials is to get you a face-to-face meeting and allow you to sell yourself. After all, no one knows your product better than you.

Your Marketing Plan

<p>What skills are employers in your field looking for?</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p>What experience and skills do you have that match the needs of potential employers?</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>
<p>How are you making yourself visible to potential employers?</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p>Who do you know that would be a useful contact to help you market yourself and why?</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>

Networking Questionnaire

Networking is an important part of your career, whether you are self-employed, looking for a new role or you are keen to get ahead in your current role. Your networking group can be a great source of support and advice as well as most crucially a potential avenue of work. Recommendation is the least expensive and most effective form of marketing. Take some time out to answer the questions about your network once and how you can best utilise your contacts.

1. Do you feel happy with your network? If not, why not and what can you do to alter the situation?

2. Are there any obvious gaps in your network? What can you do to enhance or expand your network?

3. What social/professional networking sites are you a part of? Are there any other avenues to pursue, such as LinkedIn or Twitter or networking meetings taking place locally that you could attend?

4. How do you intend to manage your online networking presence?

5. What do you want from your network?

6. How are you going to go about getting what you want?

7. What might you be able to do or provide for your contacts?

8. How can you strengthen your relationships with your contacts?

9. How frequently will you be in touch with your contacts?

10. If one of your contacts was on the telephone now, what things would you want to ensure were included in the conversation? What questions might you ask?

11. Write an example email to use as a template. What are the key messages you wish to portray?

12. How will you keep abreast of current news in your industry sector or profession?

13. How can you keep your skills and CPD up to date?

what's next for me?

Your Network

Make a list of those people in your network who might be able to assist you in your job search. Think about friends as well as work colleagues and professional links.

<p>Friends, neighbours</p>	<p>Work Colleagues such as Managers, team members, work peers</p>
<p>Close Family and relations</p>	<p>Relationships you have formed in the workplace, such as customers, clients, suppliers, people you have met at trade shows or conferences</p>
<p>Professionals such as your Solicitor, Doctor, Dentist, members of Professional Institutes</p>	<p>Acquaintances – people you have connected with such as people you know at the squash club or golf club, people at evening classes or on volunteer schemes</p>