

# How To Master Your Job Search

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## **GUIDE:**

How to master  
your Job Search

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MORE INFORMATION



Job searching has changed... the old tactic of applying for jobs and hoping to get called for an interview is pointless in 2021. The advanced job seeker assembles a job search strategy that aligns with their goals, to help them stand out from the crowd.



## CHOOSING A CAREER


### YOUR PERSONA

Your professional brand... or otherwise known as your personal brand consists of who you are, what you do, what skills (hard and soft) you have, your values, past experiences, and aspirations.

Once you have defined your 'persona', you are now one step ahead of other candidates, and therefore ready to hunt for jobs.

### ASK YOURSELF

- What do you want from your career?
- What skills do you have to offer?
- What are your personal strengths?
- Do you prefer tasks that are more analytical or creative?
- Is there an opportunity for personal development and career progression?
- How important is money to you?



**JOB  
SEARCH  
GUIDE**

## APPLYING FOR A JOB:

'How do I apply? what are they looking for? how do I get them interested in me?'- you ask.

The key to success is perseverance and learning as much as possible about the company or industry you are targeting.

## WHERE TO START

1. Search for the right jobs, Consider the skills you have, your interests, how much you want to work, and how you spend your time outside the office. This can give you important clues to what kind of job will fit most seamlessly into your life. You don't always have to job search alone, We know the right people to match you with that next dream job (**get expert help**).

2. Be selective with your job search - we hate to break it down to you but this 'spray and pray' method makes your job search 10x harder. Instead, invest your time researching and tailoring your application to the job role. Applying to anything and everything will slow your career down.

3. Customise your application based on the requirements of the role. While you should add your own personal touch, you should ensure your CV is ATS-friendly.

Many companies that receive a high volume of applications, use computerized resume scanners. These automated systems are used to screen resumes and select the most qualified candidates for further consideration.

To know more about how to beat the ATS robots, [register on our website](#) or give us a call on 020 3994 5535

4. Work with an expert to boost your job search. If you're getting nowhere stop, rethink and speak to experts. It's simple. It's fast. And most importantly—it saves you time.

**You are one call away from your dream job.**

## THE FOLLOW UP.

Make a good first impression by following up all job applications with a phone call or email. It also gives you the chance to gain valuable feedback giving you the opportunity to hone your niche.

## BEST WAYS TO JOB SEARCH

- ✓ Upload your CV to CV databases.
- ✓ Send it out to recruitment agencies and call them.
- ✓ Set yourself a daily or weekly target.
- ✓ Set up job alerts - maybe use a different email address to manage your job search.
- ✓ Keep a list of places you have applied to (Google sheets is your best friend).
- ✓ Build solid relationships with everyone you speak to/meet.
- ✓ Create a LinkedIn profile if you haven't already.
- ✓ Don't forget your manners, it could set you apart from the competition.

## SOCIAL NETWORKING SITES

Some good social networking sites include [LinkedIn](#), [Facebook](#) and of course [Apply4U](#). To find out how to use social networking to land a job keep reading.

- Send connection requests with a personalized note as it makes a good first impression.
- Keep up with industry news online because this will come in useful for interviews.
- Join groups related to your work and industry because you may find new job opportunities this way.
- Avoid clichéd buzzwords and add some originality to the mix.

## BEST WAYS TO FOLLOW UP AFTER SENDING OUT YOUR CV

- ✓ Call them
- ✓ Wait a maximum of 4-5 days.
- ✓ Confirm your interest.
- ✓ Be brief and clear.
- ✓ Send your email early to boost your chances of your email being seen.
- ✓ Reiterate your most relevant qualifications.
- ✓ State your full name and the position you want to apply for.
- ✓ The date your CV was submitted to the company.
- ✓ Show your gratitude to the company for considering you suitable for the position.
- ✓ Remind the hiring manager of your continued enthusiasm and suitability for the position.
- ✓ Ask if they need any further information from you.

## FOLLOW UP EMAIL TEMPLATE

Dear (insert name here),  
I hope you are well.

I submitted my CV recently for the position of xxx

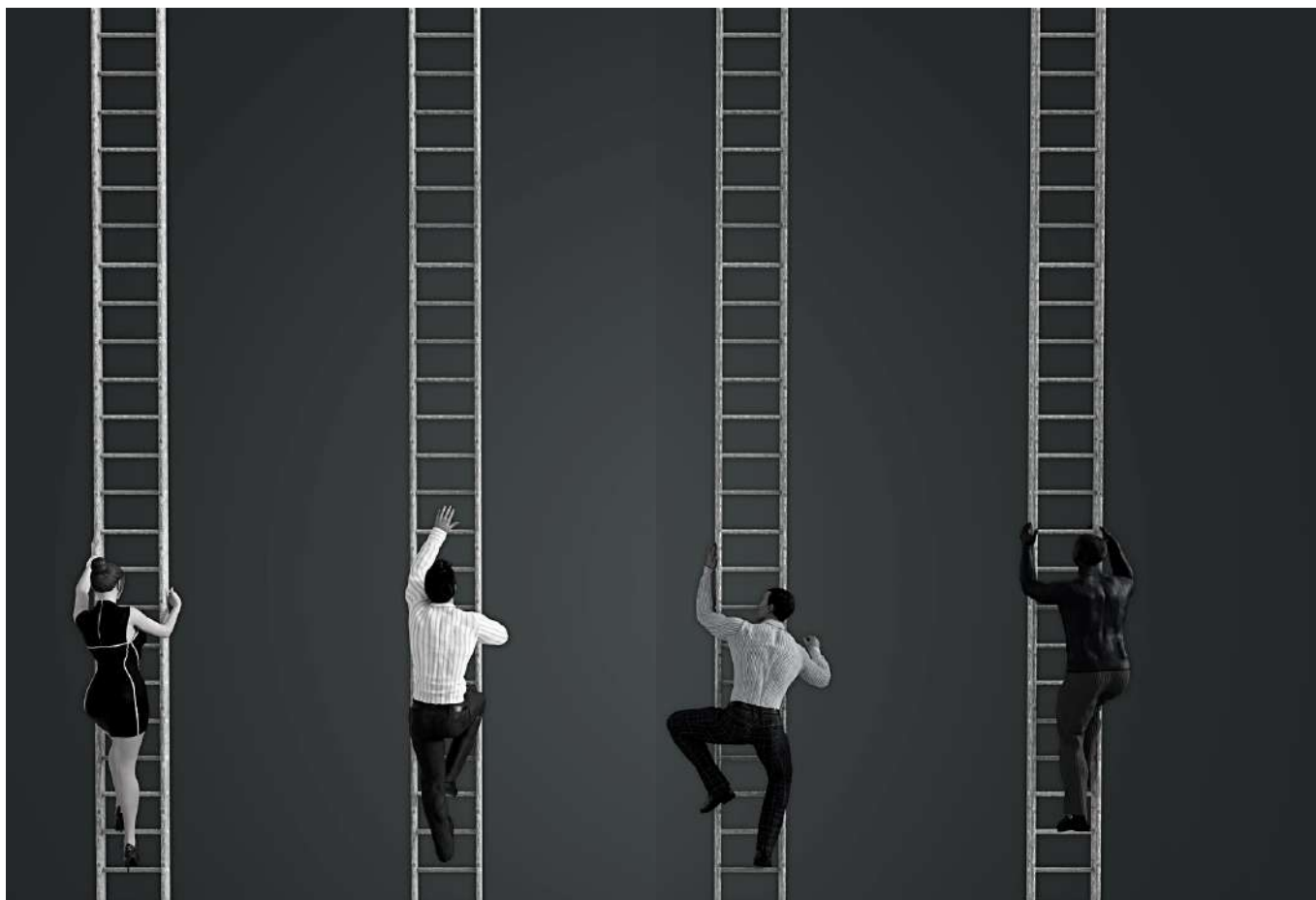
I am very interested in working at (insert here) and believe my skills, as well as my xxx experience, would make me an excellent candidate for this position.

If needed I would be happy to resend my CV to yourself or to provide any further information.

Thank you for your consideration.

Best Regards,  
(Insert your name here)





## LACK OF CAREER PROGRESSION:

Do your efforts to progress in your career make you feel burnt out? Are you not being considered for new and exciting opportunities?

Maybe, this is because your line manager is unsupportive, or you could lack the skills required for the targeted job.

If you are looking for a move upwards or across then you need to take a look at your current skill-set and review what is missing in order to progress.

## RESKILL. UPSKILL.

You can take charge of your professional development by either asking for greater responsibility at work or undertaking an online course or joining a relevant virtual event.

It might mean sacrificing some Netflix time, but it will be worth it to achieve your goal.

## IDENTIFY WHAT IS MISSING.

Progressing in your career successfully really just depends on what role you are looking to go into:

- It could be a promotion into a more senior role and in this case, ask yourself how would you excel in this position.
- You might be looking to change paths into something more technical, or you may be seeking a move into management. Whatever your reasons, a job description is where it begins.

Job descriptions are very useful in helping us to identify the qualifications, experience, and competencies that are required. Full or abbreviated job descriptions are reasonably easy to find and this will help you to identify key areas.

*Strengthen your weaknesses!*  
There are plenty of resources available. For instance, your employer may be willing to provide you with internal or external training opportunities.

## TRAINING.

Find out what training is available – from the Internet, company intranet or from HR or training officers – and ask to be allowed to participate. You can always make up the work time if your employer is reluctant.

You may find that external training is your best option. This often has a cost attached, but if the accompanying qualification will help you to progress in your career, it may be seriously worth taking on the cost.

Also, look at informal training opportunities. Can you strengthen your experience by helping colleagues? People with knowledge in areas you are lacking can be a source of expertise that will benefit you if you are prepared to learn.

When you have identified the areas that you need to improve, your next step will be to put in place an action plan of how you are going to work on these.

A skills matrix is the best way to help you identify your existing skills, those that are scarce and those missing altogether.

## MAP YOUR SKILLS

To create your own skills matrix start by asking yourself:

- What qualifications, skills, and certifications do I *need*?
- What qualifications, skills, and certifications do I *already have*?
- Is there a skills gap? And if so, how can I fill in this gap?

## NEED EXPERT HELP?

A recruitment expert can discuss your job search & offer you career advice and guidance - **call today - 020 3994 5535**





## **APPLY4U**

Apply4U is a multi-award winning Social Recruitment Job Board and the only job board that speaks to job seekers. Our platform supports users looking for work, looking to recruit and those that just wish to network and excel in their careers. Our mission is to revolutionize the recruitment and talent sector using human interaction, technology and data.

## **Indeed**

Indeed strives to put job seekers first, giving them free access to search for jobs, post resumes, and research companies.

## **Adzuna**

Avoid irrelevant jobs and land a job faster.

## **Forpurposejobs**

They put social injustice and climate change before anything else to help you find a job that prioritizes social change.

## **Googleforjobs**

We've all heard of Google! Google for Jobs is a platform for employers to post their job vacancies.

## **Reed**

Reed is a UK based employment agency that helps you find the right job for you no matter how big or small your goals are.

The logo for Indeed, featuring the word "indeed" in a blue, lowercase, sans-serif font with a registered trademark symbol.The logo for CVLibrary, featuring the word "CVLibrary" in a blue, sans-serif font with a stylized blue diamond shape behind the "V".The logo for Adzuna, featuring the word "adzuna" in a green, lowercase, sans-serif font with a green circular arrow icon to the left.The logo for reed.co.uk, featuring the text "reed.co.uk" in a blue, lowercase, sans-serif font with three dots under the "d".

## CHANGING CAREERS:

Deciding on a new career is tricky. You may ask yourself am I making the right decision? Before taking that leap of faith it is important to identify why you're even considering a new career path.

# BEFORE YOU BEGIN YOUR SEARCH...

*Is it something you feel you need to do because you need a new challenge? Are you bored at work? Do you need to change your work/life balance?*

For some people the choice is obvious - a burning desire to accomplish something they have always wanted to do but for others maybe it's just time to take a different path, but what path?

It can be a hard and somewhat confusing choice, and could rely heavily on your self-confidence. Most people's reasons to change their job are purely for job satisfaction rather than economic reasons, but remember that either are valid reasons to undertake this challenge.

# THINK BIG

Once you have made the decision to change your professional life, you need to:

- 1. Assess your interests, skills and values-** base your choice on what you think you will enjoy and can grow within.
- 2. Research alternative careers-** find out as much as you can about the industries and job roles you are interested in.
- 3. Be bold-** and rule out no career or profession.



## CONFIDENCE

Without confidence in yourself and a motivation to change and succeed doing it, you are fighting a losing battle. A good way to boost both these essential traits is to:

- Write down next to each new job choice what is holding you back from achieving it (be it economic, emotional or practical).
- Write down what is motivating you to change your job, now compare the two.
- Write down your past achievements, successful roles and projects to help determine your preferred activities and skills.

## YOU GOT THIS.

One way to find out if a new career is for you is to do voluntary work or work experience in the sector you choose before you take the plunge. This will give you a taste of what the job may be like in reality, and will surely impress prospective employers on your CV.

If you're having difficulty coming up with ideas, consider meeting with **a career counsellor for professional advice.**

**STILL NEED HELP?  
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