

JOB SEARCHING CAN BE A REAL BIG JOB

Job searching can be a real big job if you're not doing it right – pun intended! I liaise with job seekers on a daily basis and I understand and empathise with those who tend to become a quite dismal after eons of trying but as the saying goes, constant dripping wears away the stone. I have always been a firm believer of the saying, "If you want something you will find a way and if you don't you will find an excuse." There is more to look for a job than just applying for a position. Here's something which I have learnt over time: Networking is incredibly important when you are looking for work. People remember people who have an impact on them. Let's look at this scenario, John is job searching and he notices a position which he would like to apply for. So he applies for the position via email and leaves it at that. The recruiter will peruse through Johns application and if he qualifies in terms of meeting the minimum requirements, he could be shortlisted – right?! On the other hand if Jane was applying for a position and she emails her customized application to the recruiter outlining why her experience is appropriate for that specific position. She then finds contact details and makes an effort to get in touch with the recruiter. So every now and then she calls or drops an email and says, "Hi Mr Recruiter, it's Jane here, I am just following up on that application, please don't forget to keep me informed." The recruiter would have realised at this point that Jane is quite adamant and keen on the position that she makes an effort to keep in touch and follow up on her application. Jane would have left an impression on the recruiter and when he/ she peruses through her CV he would have automatically made the connection between Jane and her CV and is more likely to have remembered her than, um what's his name again... oh John.

I understand that no response and unsuccessful interviews can leave a job seeker quite despondent, but this is where you should allow a positive mental attitude and resilience to kick in.

So here's one way of going the "extra mile":

In my experience I find that networking has become an immensely effective tool. Sometimes it may not be about how you apply for a position, but rather who do you know that will get you where you aspire to be. Social media platforms have become a door to success in terms of getting to know people and networking. Use it! It's there! Try joining career portals and groups on social media platforms such as, Facebook and LinkedIn. Become an active member on these platforms and keep your professional profile accessible at all times – 'Professional' being the operative word.

I have recently discovered a new application which can be used by Job seekers, it's called BranchOut. This professional networking tool may be in the beginner stages of its product life cycle but has already taken the market by storm. Similar to LinkedIn, this application provides a basis for people to get networking with immediate contacts and their friends. If you are desperately searching for a job, the application allows recruiters to post jobs and job searchers can find these jobs by simply filling in a job search criteria.

When recruiters leave telephone contact details and an email address, I always believe that using both would work to your advantage! Email your application through and then contact the recruiter to find out if the application was received. Build a relationship with the recruiter – this will work to your advantage now and at a later stage.

Be courteous enough to let the recruiters who are assisting you in finding a job know where you stand at all times by this I mean when you find a job in which they have not been involved in assisting you with, let them know, they will appreciate and respect you for this.

The last thing I would like to remind you as cliché as it may seem, if at first you don't succeed, try and try and try again. Never give up on what you know deserve.

Happy job hunting!