



THE GREAT CAREER RELAUNCH:

GET YOUR JOB SEARCH BACK ON TRACK IN 2022



Are you gearing up to find your place in the workforce again? Awesome! We can help. If there's one thing we've learned during the challenges of the past two years, it's that we are stronger when we work together.

IN THIS EBOOK, YOU WILL LEARN:

- Why now is the best time to find a great job.
- What tools you need to launch your modern job search.
- How to avoid common job hunt missteps.
- Tips for maintaining a healthy mindset during your search.



ONWARD AND UPWARD: IGNITE YOUR JOB SEARCH

For many, it's not easy to think about getting back out there. During the pandemic, workers have faced incredible challenges: getting laid off or furloughed, illness and grief, return-to-work anxiety, child care issues, the mental toll of pandemic fatigue, and more.

Focusing on the future is an act of bravery and a triumph of the American spirit. Despite the uncertainty, we're moving forward. Recovering. The world is different, but it's full of opportunities for forward-thinking job seekers.

HERE'S WHY NOW IS THE BEST TIME TO FIND A GREAT JOB:

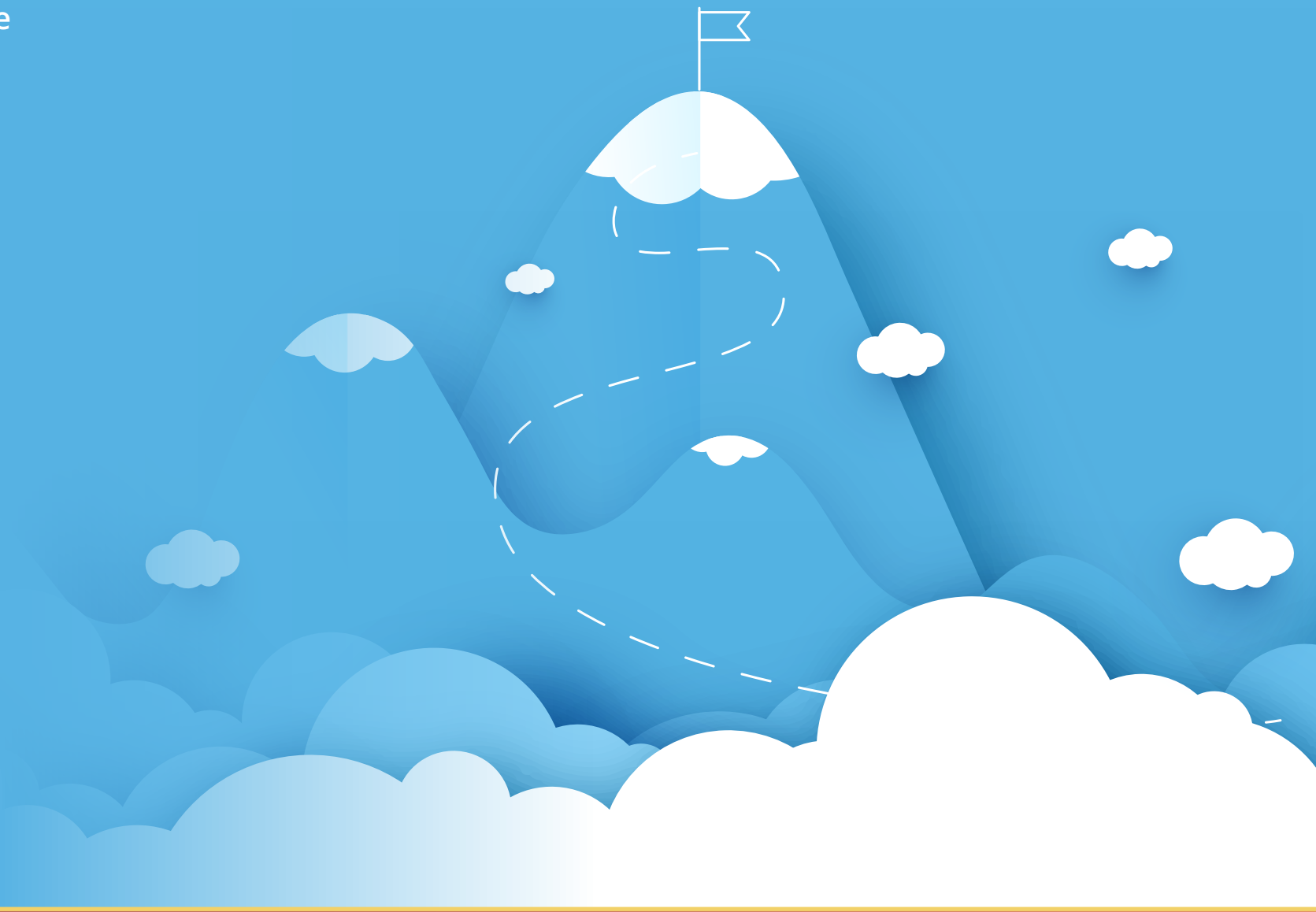
- **Hiring is up.** Many industries are experiencing extreme labor shortages, which means more opportunities for you.
- **Better benefits.** Employee needs changed during the pandemic, and employers are listening. Many companies are restructuring their benefits packages to include paid time off, remote work opportunities, and flexible scheduling to recruit and retain workers.
- **Higher wages.** Companies are raising wages to attract top candidates.
- **Record number of job openings.** More jobs to choose from means you can take your time, compare offers, and make the best choice for your personal and professional goals.
- **Opportunity for career change.** The high demand for workers in certain industries means employers are willing to train new employees in the skills they need to be successful. Looking to make a change? It's a perfect time to gain new skills and certifications—and get paid for it.



IDENTIFY YOUR LAUNCH PAD

You're ready to blast off into the workforce and find your perfect job. But how should you begin your search? Here's what to do first:

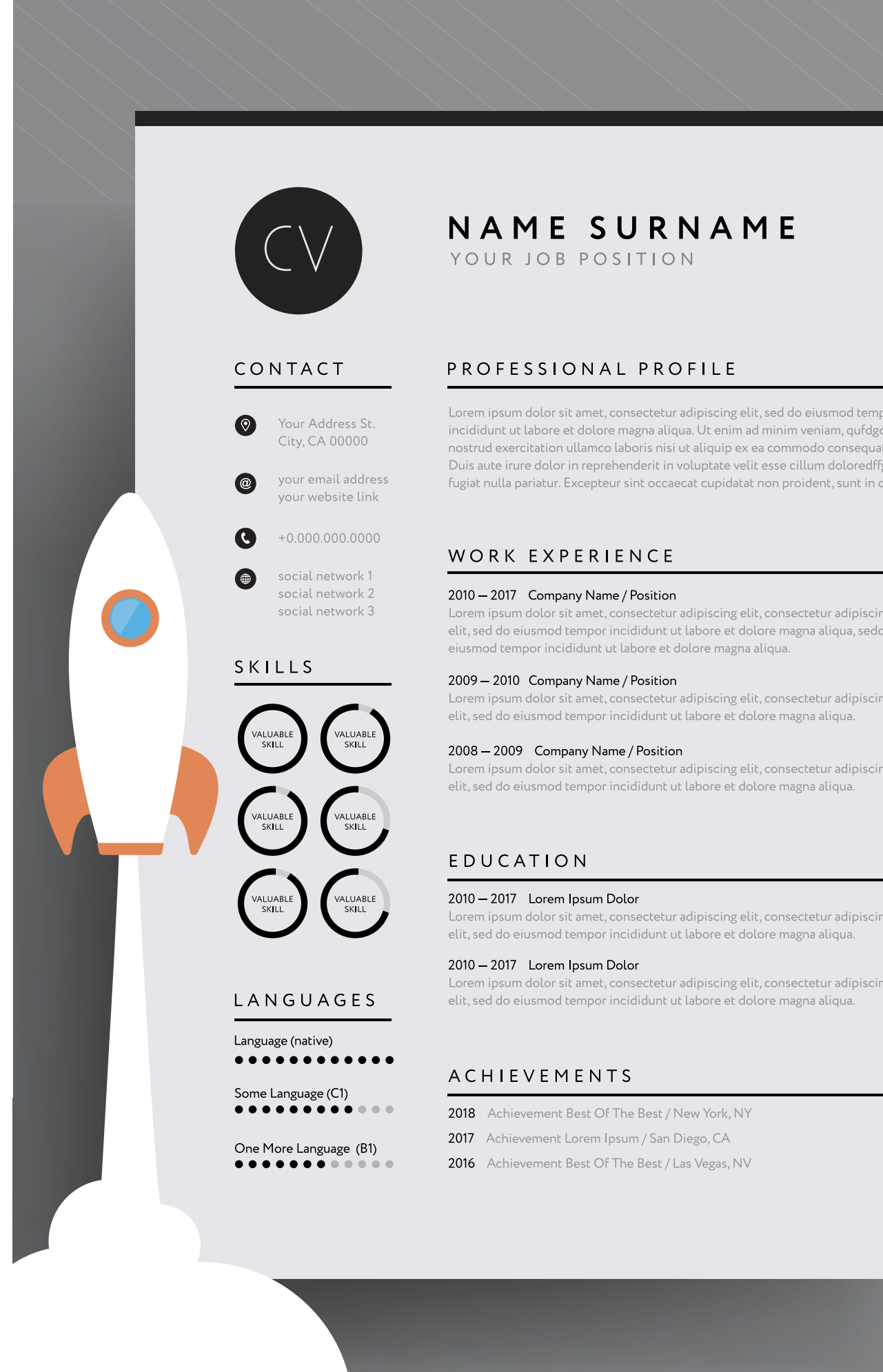
- **Explore job boards.** Monster, Indeed, and CareerBuilder can give you the big picture view of what's available in your field.
- **Tap your professional network.** Utilize the contacts you've made throughout your education and career. Message your LinkedIn connections and politely ask them to keep an eye out for you. Email or call contacts with whom you have a close relationship. Work your alumni network and leverage your school's career center to further widen your net.
- **Search social media.** The job hunt has gone social. More and more employers are posting on LinkedIn, Facebook, Twitter, and other social networks. Follow your favorite companies (including staffing companies!), join groups, and search job-related hashtags like #jobsin(your city) or #HRjobs
- **Target ideal employers.** Research companies you'd love to join. Check out their websites and look for job postings on their social media. Follow their company pages on LinkedIn and connect with key employees with their organization.
- **Attend community events.** The world is slowly opening back up. Look for opportunities to attend job fairs, volunteer, or meet with industry leaders in your community. When you have in-person opportunities to build relationships, be respectful of others' comfort levels and desire for social distancing.



IGNITE YOUR JOB HUNT: RESUME TIPS

Employers use resumes to quickly assess whether a candidate has the qualifications for a role. Use these tips to help your resume showcase your education, skills, and experience:

- **Customize your skills section.** Review the job listing to see which words are used to describe the role. If you have those skills, use the employer-preferred phrasing to describe them on your resume.
- **Make it easy to read.** Use a simple format: easy-to-read font, bullet points (instead of long paragraphs), and plenty of white space. Keeping it simple makes it easy on human eyes and reduces the chance that an applicant tracking system won't "read" it properly.
- **Keep it relevant.** Recruiters don't spend a lot of time reading each resume. List the education, work experience, and skills most relevant to the employer first, and delete outdated or irrelevant work or educational experience that might distract a recruiter from key information.
- **Be brief.** Research shows hiring managers spend about 6 seconds reviewing a resume. Keep it to one page if possible. The faster they can see your suitability for the role, the better.
- **Proofread.** You only get one chance to make an excellent first impression. That means you should check your resume for errors several times. Use proofreading software, ask a friend, and consider asking an impartial party to review your work before hitting send.



NAME SURNAME
YOUR JOB POSITION

CONTACT

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City, CA 00000
- @ your email address
your website link
- ☎ +0.000.000.0000
- 🌐 social network 1
social network 2
social network 3

SKILLS



LANGUAGES

- Language (native)
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- Some Language (C1)
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- One More Language (B1)
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ACHIEVEMENTS

- 2018 Achievement Best Of The Best / New York, NY
- 2017 Achievement Lorem Ipsum / San Diego, CA
- 2016 Achievement Best Of The Best / Las Vegas, NV

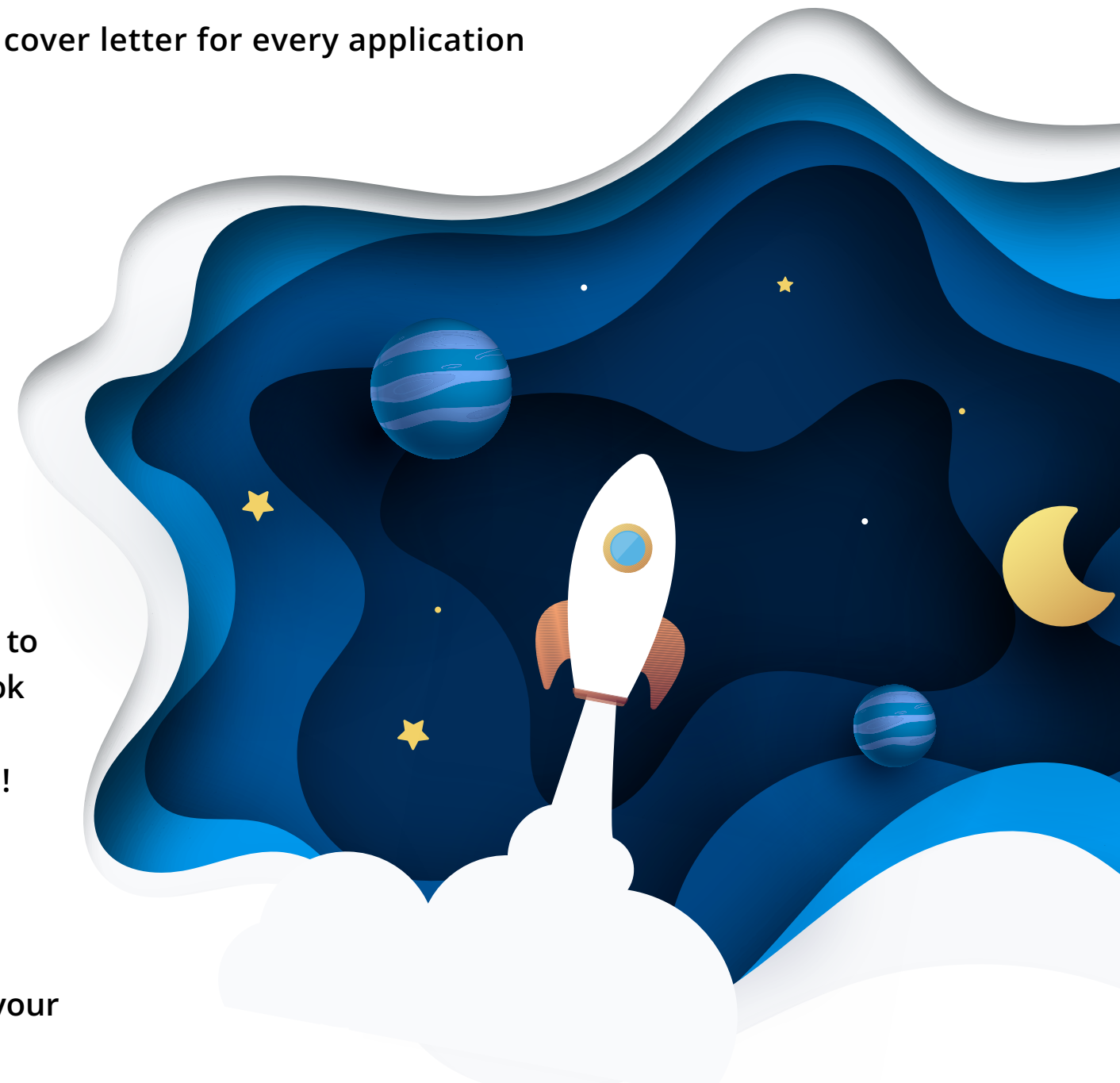
ACHIEVE LIFTOFF: WHEN AND HOW TO INCLUDE A COVER LETTER (1 OF 2)

The job hunt can be intimidating, and the added task of writing a customized cover letter for every application can seem impossible.

IS A COVER LETTER ESSENTIAL?

Here is when you need to buckle down and start writing:

- **It's required.** There's no getting around writing a cover letter if the application specifically requests it.
- **You're changing careers.** In this case, use your cover letter to explain:
 - Your career goals.
 - Why you might lack specific technical skills required for the role.
 - What transferrable skills you bring with you.
- **You have an employment gap.** Because of the pandemic, employers are likely to understand employment gaps in 2020 and 2021. However, you don't want to look unreliable. Use your cover letter to be upfront about gaps in employment. You don't want to be knocked out of the running without having a chance to explain!
- **A friend or colleague has referred you.** If you have a great reference, use it! Your cover letter is the perfect place to explain why a qualified person thinks you'd be great for the role.
- **The role requires strong writing or communication skills.** In this case, it's your moment to shine. Use your cover letter to show why you're the one to beat!



ACHIEVE LIFTOFF: WHEN AND HOW TO INCLUDE A COVER LETTER [2 OF 2]

If you've determined that you need an introductory letter, don't worry; we've got you covered! (Pun intended.) A well-written cover letter can make a great impression on a recruiter. Here's what yours should include:

- **An attention-getting lead sentence.** Open your letter with a testimonial from a previous employer, a great quote about the industry, a thought-provoking question, or an on-the-job accomplishment guaranteed to impress.
- **Insights about you that are not on your resume.** If you have hard or soft skills that relate to the role but don't fit your resume, include them in your cover letter.
- **Customization.** Tailor your cover letter to the appropriate individual within the company and include keywords from the job description in your skills section. If possible, show awareness of current events in the industry or their daily operations. It will show you've done your homework and are prepared for an interview!
- **Interview request.** Use your closing paragraph to ask for an interview. Be polite, confident, and specify the time and date you will follow up on your request (allow at least three business days from submittal).

PRO TIP: Keep your cover letter brief (three paragraphs) and always have a trusted friend or family member proofread it.



NAME SURNAME
YOUR JOB POSITION

DEAR SIR, MADAM

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Creative Art Director
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Signature

GENERATE MAXIMUM VELOCITY WITH SOCIAL MEDIA

Social media drives the modern job search. Is your profile ready for scrutiny? It should be. An increasing number of hiring managers use social platforms to recruit and screen candidates.

According to recent research, **71% of U.S. hiring decision-makers believe looking at candidates' social media profiles is an effective way to screen applicants**—and more than half have found content that negatively impacted a hiring decision.¹

Just as you check out potential employers' social media to see if they would be a good fit for you, they'll likely check you out, too. Here's how to highlight your skills and personality on the platforms you use:

- **Use a professional-looking profile pic.** You don't necessarily need to pay a lot of money for it. Just make sure you wouldn't be embarrassed if a recruiter saw it. Examine your recent posts with an eye toward professionalism as well.
- **Be consistent across platforms.** Companies use their social media platforms to showcase their brand, and you should, too.
- **Share your skills and interests.** Your profile and posts provide the opportunity to display information about your interests, skills, and career goals. Consider linking to examples of your work or projects pages that highlight your accomplishments.
- **Be active.** Post or repost regularly. Join groups, comment, and engage other users to show that you give back to the community. Be positive and respectful—you never know when a hiring manager might be looking!

Source: 1: https://www.prweb.com/releases/71_of_hiring_decision_makers_agree_social_media_is_effective_for_screening_applicants/prweb17467312.htm

Don't stretch yourself too thin. There's no need to be on every platform all the time, especially when you're job hunting. Decide which social platforms are most beneficial for your career goals and focus your energy there.

Consider these heavy hitters:



LinkedIn is the premier professional job search platform. You can connect with colleagues, join groups, access a job board, and follow companies that interest you.



Facebook also has a groups feature. You can follow your favorite companies and watch for job alerts and employment opportunities.



Twitter offers the ability to interact with recruiters and hiring managers in real-time. It's also a great way to closely follow what's going on with an organization and get a feel for company culture.



Instagram is a visual platform and provides an inside look at the company setting, employees, and activities.

AVOID "FAILURE TO LAUNCH"

After all the preparation you've put into your job search, take care that your big launch doesn't fizzle because of a faulty starter switch. Avoid these all-too-common job hunt mistakes:

- **Making it all about you.** In a job interview, you want to show that you are the best candidate for the job. However, the employer wants to know how you will benefit the company. Use your interview as an opportunity to display your value to the company, not just your awesome skills.
- **Screening calls.** Recruiters hate spam calls as much as you do, but your chance of landing your next great role goes up every time you answer your phone. Don't take the risk they'll move on to the next candidate without leaving a message.
- **Giving up.** Maybe you didn't have enough experience for the role. Perhaps you had too much experience. Whatever the reason, don't give up. Try a new tactic: Refresh your cover letter or resume, review your work history, reconsider your soft skills, and keep going!
- **Exaggerating your qualifications.** Stretching the truth about your skills might get you to the interview, but it isn't likely to get you the job. Honesty is the best policy.
- **Ignoring constructive feedback.** Sometimes you don't get the job, but the recruiter offers input on improving your skills or qualifications. It might be hard to hear but treat it like gold. Incorporating constructive feedback could help you land the next job.



PLAN FOR ENGINE RECOVERY

Even in a job market overflowing with opportunity, finding the right role takes time, effort, and determination. Give yourself a break. Your personal well probably isn't as full as it was before the pandemic, and you might feel more easily frustrated or discouraged. Use these tips to keep a healthy mindset during the job search:

- **Focus on the positive.** It's easy to think about what's going wrong when you're tired or disappointed. Instead, think about all the things you're doing right. Make a list of your accomplishments and refer to it when you feel discouraged.
- **Share the journey.** Do you know other job seekers? If so, share your job hunt experiences with them, and ask them to do the same. Knowing that others have similar experiences can help—and maybe give you a new approach to your search.
- **Cultivate resilience.** When you practice resilience, every setback is an opportunity to bounce back, wiser and stronger. Here are a few ways to develop your resilience:
 - Treat yourself and others with compassion.
 - Approach challenges as a chance for personal growth.
 - Consider flexing or adapting when your first instinct is to resist.
- **Put mistakes behind you.** Flubbed an interview? Found a major typo on your resume? You can't fix the past. But you can control how you move forward. Learn from your mistake, but don't beat yourself up. Tomorrow offers a brand-new chance to get it right!





USE A BOOSTER ROCKET

Partnering with a staffing firm can accelerate and simplify your job search, especially when you aren't sure how to find a great match for your skills and interests in this new economy.

Propel your career to new heights by tapping into the benefits and resources a recruiter can offer:

- Advice on the job market and where you might fit best in our new economy, based on your skills, experience, goals, preferences, and work style
- Flexible assignments that allow you to explore different work environments and potential career paths
- A streamlined list of great-fit job opportunities
- Insights and the inside scoop on employers
- An already-established network of employers looking for candidates like you
- Support with refining your resume and preparing for job interviews

**Ready to launch your job search?
Contact a staffing recruiter today.**

