

## Tips Include

## Resources for Identifying Opportunities • Applying the 80/20 Rule to your Job Search Advice about your Process

**Conducting a job search is often described as a job in itself.** This is true, especially if you want to find a long-term work home for yourself. Prior to starting your search, you want to ensure you have a quality resume that does an effective job of marketing your strengths, core skills and technologies, other differentiators, successes and career highlights, and track record. It'd also be beneficial to update any social media platforms, such as your LinkedIn profile, which potential employers might scope out as a reference check.

### Searching Suggestions

- **Work with 1-2 Recruiters who focus on your major discipline.** The majority of companies use at least one staffing firm to assist with identifying talent, especially technology professionals. It is important to be as clear as possible about what you're looking for when speaking with any Recruiters, including any target companies you have.
- **Set up "job alerts."** Email alerts allow you to define your criteria and get notified in real time of relevant opportunities which match your criteria. Utilize job boards such as Indeed, DICE, Monster and Career Builder.
- **Communicate your status in the job market to your personal and professional network.** Reach out to past co-workers and friends in your field. If you have target companies, do a search on LinkedIn to see if you know anyone who works at those companies. If so, send them a note with your resume to see if they'd pass it along to HR.
- **Get involved in your local technical community.** There are many benefits to getting involved – you can find a great forum for learning and growing your skill set and chances to enhance your brand. In addition, attending user group meetings are a great way to network with like-minded professionals and learn about opportunities. An added bonus – many user group or professional association meetings are attended by recruiters and managers looking to hire talent.
- **Utilize social media.** Many social media platforms now have groups and/or pages set up for job seekers and hiring managers. For example, there are many 'Tech Jobs' related groups on Facebook, and various Twitter handles for technical jobs in different cities (@WashingtonDCIT) or for different types of positions (@AngularJobs).

### Advice about your Process

- **Ensure there are no potential opportunities with your existing client.** Review the company website, speak with your manager, and/or reach out to your Apex recruiter to discuss if there might be additional opportunities within your client, especially if it's an organization you've enjoyed supporting.
- **Identify your major goals and motivators** for both your next opportunity and company. Ask yourself:
  - What have I liked about the opportunities I've had in the past?
  - What do I wish I could have changed?
  - What are my priorities now? A year from now?
  - What's important to me regarding a company, culture and benefits?
  - What's important to me about a job itself?
  - Am I concerned with a company's technology roadmap?
- **You are a brand, so invest time and energy to communicate that brand to further differentiate yourself.** Update your resume, LinkedIn and social media profiles. Use our 'Build Your Own Brand' guide as well as review the links to our Resume Writing and LinkedIn professional development pages.
- **Generate a list of target companies** that offer the positions and/or technologies that you are looking for. As you're talking to Recruiters, searching job boards, receiving job postings/alerts, looking on LinkedIn, networking at user groups or other professional associations, keep track of companies who have environments that match up with your background. Communicate who your target companies are to anyone, like recruiters, who might be assisting you with your job search.
- **Target positions that align with your goals and motivators.** Keep track of the opportunities you're considering and where you are interviewing and track important details, such as company, role, salary range, points of contact, and other important details. This will help ensure nothing slips through the cracks and that the positions you are pursuing will fulfill your needs and interests.
- **Be consistent and thorough with your communication.** Make a sound decision regarding job offers and communicate this decision to all parties involved. Consider all of your goals and motivators. Set clear expectations on when and how you like to conduct your job search, your preferred method of communication, target timeframes for starting and your decision making criteria. If you are working with a recruiter, provide them with proactive updates on what position you are interested in and why.
- **Exit Strategy Best Practices.**
  - Remain positive throughout the process. Having a negative attitude will only burn bridges.
  - Offer to train your replacement, which is a great way to ensure you're leaving your company on a good note & them in a good place.
  - Show appreciation to your Manager and co-workers on your way out the door, especially to anyone who gave you an opportunity to enhance your skill set.

### Applying the 80/20 Rule to your Job Search

If you meet 80% of the qualifications for a position – apply for it – then create a plan on how you will obtain the remaining 20% of the skills needed to be successful in the role! Many hiring Managers understand that strong candidates might not have 100% of the requirements, but value this type of initiative and will consider candidates who have the passion and competency to learn!