

Get noticed – how to ensure you have your CV in the right place at the right time!

In the current climate it can sometimes be difficult for companies to advertise their vacancies too publicly – so you will need to turn detective and look beyond your usual job sources if you are to be successful. Michelle Lucas, our resident career coach from Greenfields Consultancy offers her top tips to help you tap into the “hidden job market”:

- Scan the adverts for more senior roles than you are personally interested in and keep a note of the details. New managers often create change and with change comes opportunity. So. Make a forward diary note to send the new post holder your CV, tell them how you might add value to their new team. Even better if you can keep an eye on the company news (often a tab in their website) and find out the name of the new post holder, so that you can write to them directly
- Be proactive by creating a target list of employers then look at business news reports and talk to people in your network to see which companies are growing or changing. Prompted by a current event that impacts on the company, write a tailored, speculative letter outlining how you can help them along with your CV. Linked-In is great for finding people who are connected to your target company and perhaps just one or two steps away from your own contacts. So, ideally address this to a department head rather than HR or you will simply get a “thanks, we’ll keep you on file” letter!
- Talk to people you know who work in your shortlisted companies. Vacancies are normally advertised internally first and larger companies sometimes offer staff “finders fees” for recommending new recruits. Leverage your network and soon you’ll find that you become really knowledgeable about the company in preparation for future interviews.
- Seek to network more widely and remember, networking is about building relationships, not selling. People do business with those that they “know, like and trust” – so be inquisitive, helpful and build “rapport” and people will be more inclined to help you. Understand and be supportive of their challenges by sharing your own experiences. This has two advantages, it lets them know how you could be useful to them or if you can’t help, you can assist by directing them elsewhere and focus your energies on better sources.
- Create a mind map of all your obvious contacts. Then consider who they might naturally be connected to. Who is in this second tier that you might be interested in networking with ? Don’t be shy – ask for help connecting with new people, who knows where it might lead !

The more direct approaches take more time to research and you will need to carefully tailor your covering letter and CV to ensure they hit the right mark. It’s essential to follow up on any correspondence so you stay in contact with them. This extra effort does pay off – typically you will find jobs better suited to your skills – with some organisations even creating a new role for the candidate! Landing the right job is often about “timing” and these tips will increase your chances of your CV being in the right place at the right time.

Typically finding your next job involves taking a number of different initiatives. Next month Michelle will be focusing on how you can get the best out of working with agencies. Meanwhile - how confident are you that your CV is in good shape? Why not take the CV quiz on Michelle’s website? Visit www.coachU4success.co.uk

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