

**Jobseeker Guide**  
**Your Job Hunting Campaign**

**Finding the right job opportunity can take time, but planning your job hunting campaign can often lead to quicker success.**

By treating your job hunting campaign like a project, for example, by setting goals, schedules, gathering your resources and reviewing your progress, you can increase your chances of achieving job hunting success.

**As a guide, we have put together some tips on how to start your campaign, and more importantly, keep on top of it.**

**Getting into the right mindset**

The first and most important step is getting into the right mindset, ready to implement your job hunting strategy. It is likely that you will get the results you want by assessing your options, being focussed and above all being patient. By assessing the options available to you, you could find yourself moving in a different career direction, allowing you to develop both personally and professionally.

*Ensure that you have the answers to the following questions clear in your mind:*

- **Why are you starting a job hunting campaign?** Do you want to improve your Work life balance, looking for more financial stability, increased income, career progression, change of direction or have you been made redundant.?
- **What are your likes and dislikes?** Many of us do not take the time to consider what we actually like and dislike, what brings out the best in us. We "fall" into a job. We don't necessarily find the role that fits our personality, plus we all change as we mature.
- **What type of organisation do you want to work for?** Public or Private sector, charitable organisation, small business or a large multi-national? It's important for you to assess your personality, your values and what motivates you.
- **Where will you find those job opportunities?** Job boards, corporate websites, reputable recruitment agencies, local or national press, direct applications, having a focused approach will keep you on track.
- **Do you have the appropriate skill set for the job opportunity you desire?** Do you need to undertake

further training, obtain additional qualifications, or gain experience within a certain sector or role? Explore ways you can tailor your skills to your chosen career path, could you take up a temporary position to build on the skill set needed. By simply jotting down your strengths, weaknesses, interests and most importantly your skills, you can begin to assess your options. You may surprise yourself and identify a career path you have previously not considered!

**Preparing for your Job Hunting Campaign**

Failing to prepare is preparing to fail; and this is all too true on the job hunting front.

**Once you are in the right mindset and are ready to begin the hunt there are a number of practical things you can do:**

- **Write your Interview Winning CV.** Remember to tailor your CV appropriately for the job opportunity you are applying for. For guidance on how to write your Interview Winning CV, see our other guidance notes on our website: [www.wh-employment.co.uk](http://www.wh-employment.co.uk)
- **Get an appropriate email address.** Remember first impressions count, keep your email address professional and simple.
- **Switch on your answer phone and customise your messages.** A missed call may be a missed opportunity, so make sure people can get hold of you or can leave a message.

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## Your Job Hunting Campaign

### Keep yourself on your Job Hunting track

Make good use of your time. By focussing on the things that matter, it will help you keep your campaign on the right path.

- **Review your job searching activities, record your ad responses, applications and interviews.** Sometimes keeping upbeat and positive is the hardest hurdle to overcome, by looking at a list of the things you've achieved you can encourage yourself to keep going, keeping you focussed on success.
- **Set yourself deadlines, a schedule of activities to stick to.** Unfortunately, it is not easy to determine how long a job hunting campaign will take even when taking a range of proactive steps. Put deadlines in place; for example complete your Interview Winning CV in a week, contact reputable agencies within two weeks, respond to 1 or 2 advertisements a week and so on. Remember, when setting yourself targets and deadlines, make sure that they are achievable and review them regularly.
- **Keep yourself marketable.** Expand your skill set, either by attending courses or getting involved with volunteer work.

### Assess how your Job Hunting Campaign is going

It's essential that you keep reviewing what you're doing and how effective your campaign is. By keeping an eye on what is working and what isn't you can learn a lot from not only successes but also setbacks.

If your campaign isn't going to plan, don't repeat the same steps, adjust your strategy and explore other activities to get you into the workplace, such as career fairs, or networking through friends, family and previous work colleagues. Assess how you are marketing yourself and where you think improvements can be made.

Remember, ask for feedback where possible, and try and answer the following honestly: Was your CV an interview winning CV? Was it tailored appropriately for the job opportunity? Are you looking at the right opportunities? Are you preparing effectively for your interviews?

### REMEMBER: Be Patient and remain positive

Each experience is a learning opportunity so be positive in your approach and be realistic about how much time and effort it's going to take.

Don't get discouraged if you are not offered interviews straight away, the hiring process can be long and drawn out particularly if a number of people are involved in the selection process. If you do not receive a response to an application, remain focussed and keep going.

Remember; stay positive, motivated and effective throughout your campaign. Following these tips will put you on the right track but focus and determination will aid your success in the long run.

## Job Hunting Jargon

**Job advertisements, HR professionals, and interviewers are often guilty of using jargon, so here are some commonly used terms that you may come across during your campaign:**

**"Fit":** how well an applicant meets the requirements of a role and the culture of the hiring organisation. A hiring manager must be assured that you are a good fit for both the role, team and the organisation; but do not underestimate the importance of the "fit" for you – the job hunter.

**"Hidden Job Market":** Large numbers of job vacancies are "hidden", they are invisible because they are not advertised. These opportunities are filled by either hiring managers using their "network" of contacts, by recruiters, or by temporary workers supplied by recruitment agencies who are then offered a permanent role.

**"Network":** Networking is a process that we all go through during our lifetime - making connections, either for personal or professional reasons; networking is not just about finding a job, but also about opening up possibilities and building contacts.

**"Job Spec":** A detailed outline of the role and qualities required. These are the "must-haves" for a candidate to succeed in their application. More often than not, this is a list of the essential and desirable qualifications, skill sets and personal attributes that are being looked for by the hiring manager and organisation.

**"Transferable Skills":** As the name suggests a transferable skill is something that can be taken with you and applied in any new role. These are core skills that any potential employer will value and which sometimes applicants overlook when marketing themselves; for example communication and interpersonal skills, self motivation, ability to use initiative, time management, ability to achieve deadlines, leadership skills, experience of specific software or hardware, ability to analysis or research data, timekeeping and attendance.

**"Pre-Screening":** Whether undertaken by a recruiter or hiring manager, you need to "shine" on your first interaction with the organisation, whether that be in person or via the telephone, often these interviews are completed to determine your "fit" and to clarify details on your CV, covering letter or job spec. It should be your goal during a pre-screening interview to make it through to the next stage of the recruitment process. If during interview you are unsure of a phrase or word used by the interviewer, don't be afraid to ask.

**Remember - a better informed job hunter increases their chance of shining out from the competition.**