

King Of CV

Game Changers



Foreword

If you're looking to succeed with your career, you need to know how to market your skills, experience, and talents correctly to get yourself the best opportunities. You may be looking to just get paid more, or find a new employer you really like, or work in a job with prospects you've always dreamed of.

Whether you're looking for a job right now or not, you always need to be prepared. You never know when an opportunity might just appear in front of you when you least expect it.

This book aims to introduce new ideas, as well as refresh you on best practices for handling your career. We explore ideas including networking and social media as part of your job search. You should be open to evaluating where your skills and interests are right now, and making the best decisions for the next years of your career.

As you know, there are many jobs you would be suitable for, however, you often have to compete against 10 to 30 other highly skilled applicants. You need to give a good impression from the start, and make the hiring process easy by being able to show your prospective employers that you are the best candidate for the job. This is why you should always ensure your CV is up to date, and that you have a cover letter ready.

It's once you have all your paperwork in order, and only at that point, that we recommend you start searching for jobs. After you have prepared the documents you need, you also have to be ready to handle interviews. Interviews can come at any time, and this is especially true for phone or Skype interviews.

We recommend that every job seeker use the services of a good professional CV writer and career coach, even if it's just once. You'll find that what you learn and

what you walk away with will give you even more opportunities for a job. This is not to say you aren't already a good candidate for the job you desire, but there is a lot of competition and you need to be able to make yourself the stand out candidate for the job that you want.

We've written this book to help you get the job you want, and to get your career moving on the right path. We hope that you'll find its advice and strategies useful, and we'll be happy to help you in any way we can to make your dream job a reality.

1

Looking For Jobs

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At King of CV, we find most people come to us after looking through job search websites. In New Zealand, that's usually at Seek.co.nz, Trademe.co.nz, and Nz.indeed.com. In Australia the main sites are Seek.com.au, Jobsearch.gov.au, and Careerone.com.au. You should regularly check these websites, but also realise that they are not the only places to look for jobs. They are usually very competitive and only represent a fraction of the available jobs on the market.

Using Company Websites

Company websites are great places to look for jobs. Many companies will have their own job board on their website where they post vacancies, and some may allow you to register for updates. Advertising on their own websites is a lot easier, and cheaper, than going through a major job website like 'Seek'. You'll usually find new opportunities that you hadn't seen before on major job sites. You'll also find them to be less competitive.

Newspapers

Newspapers still have a number of good jobs in the 'Situations Vacant' sections. Your regional newspaper would be a good place to look, especially if you are looking to work locally. Jobs found in newspapers are often less competitive.

Recruitment Consultants

Recruitment consultants and talent sourcing agents are also great people to build relationships with. If you haven't done it in a while, find consultants and agents specialising in your industry area. Send their office your CV, and outline what you are looking for. If you're going to go down this path, however, make sure you read our advice on having your CV professionally crafted.

Importance Of Networking

Many companies will not advertise their job openings, so you need to make sure that people know you are job hunting. When you know what your skills are, talk to your friends and relatives who may know companies that are looking for good people. Your lecturers

and old work mates may know institutions that are looking for applicants but may not be broadcasting it. Finally, your references are your strongest asset, so let them network for you by suggesting you to companies that may not realize they need a new employee.

In summary, here is the checklist to run through until you are hired:

1. Identify experiences, skills, and qualifications
2. Identify prospective employers
3. Prepare all necessary documents
4. Schedule visits to various companies
5. Contact companies following application submission
6. Prepare for your interview
7. Follow up your interview
8. Take any necessary tests
9. Begin your new job

2

Positive Thinking

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Positive thinking is a crucial part of finding a job. At King of CV, this is something we tell all our clients. If you're currently stressed about what you're hoping to achieve, or just think the job search process is too hard, this will reflect itself in all aspects of your job search, right through to the interview. It's essential that you become calm, then think outside the box.

Dealing With Stress

To help you become calm, you may find it useful to identify what's making you stressed. Did you get turned down for a job you really wanted? Has someone made a nasty or discouraging comment about you? Are you upset about your current situation, or think that your next job can't be any better? Having these issues can cause negative thought processes.

Consider the reality that all of these doubts can be positively dealt with. Many people have turned their career around by the simple process of having a positive attitude and then thinking outside of the box.

Thinking Outside The Box

Don't think about the problem itself, as that will make thinking out of the box much harder. One method of thinking outside the box involves identifying the solution you want, and then working backwards to see how you can make that a reality. Changing where you are or what you're doing can also help you think in a new way - take a trip to the country, visit a museum, take a walk in a park. Changing your surroundings can inspire creative ideas and solutions to your problems.

Never think that your possible solution is too crazy. If you are constantly judging, your thinking will prohibit your ability to think outside the box and reinvent patterns. It will also increase the stress you experience during the brainstorming period. Stop thinking that this is all impossible. It can all be turned around with good presentation.

Develop A New Mindset

Begin with a new mindset that you're going to approach your job search from now on with a more positive attitude than ever before. You'll then be open to the opportunities that come in front of you, and take mistakes or tough moments as a chance to re-evaluate yourself and grow.

It can be difficult and take a lot of patience, but it is worth it in the end. You have the power to expand yourself through positive thinking. Thoughts and creativity comes from within and it's not something that can be taught. You must spend the time to grow and form new beliefs that lead to open-minded thinking.

3

Identify Your Skills

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Once you have a positive and open attitude, the next step is to identify your skills. This will help you understand what jobs would suit you, as well as in what areas you may want to undertake training. Employers also find it helpful if you can explain to them what your main skills are. That is, what's positive about you, as well as your weaknesses.

While it may seem very basic, or perhaps even a waste of time; you must identify your skills. You want to be working in jobs that articulate your abilities and expertise. Or you want to be working in jobs that will grow your skills in certain areas, which will take you to the next step in your career. Most people find it hard to explain their skills, abilities, and experience. Some find it feels like bragging, while others believe the skills they have are of little use or are insignificant. Often, these are both untrue. Once you know your skills, you can confidently portray yourself better so you can secure a job.

It's also common to get asked in an interview questions like 'Why should we choose you above all other applicants?', or 'What sets you apart from everyone else?'

List Your Current Skills

You will find it helpful to distinguish skills into two categories. First, your 'hard skills' - these are things that are tangible and operational. Some examples include:

- Knowing how to operate a type of machinery
- Ability to use Microsoft Office or Photoshop
- Your typing speed
- Producing reports and graphs
- Coding websites or software

Separately, soft skills are personal strengths gained through experience. They reflect the nature of the person, namely the attributes that make you the person you are. Some examples are:

- Good teamwork

- Enthusiasm for work
- Reliability and punctuality

Spend some time to brainstorm and compile this list. You will also want to list skills you have, even if you are not totally proficient in them. Voluntary work, reading, and extra education are great ways to acquire new skills.

Grow Your List

If your list is looking a little short, stop to think about each job you've worked in. Consider what you did on a day-to-day basis, and what you learnt. This should give you some idea of what skills you have. If you haven't had a lot of work experience, you may want to consider your educational background and history. Consider the group projects and assignments you have completed. What did they teach you? What new skills did you gain, by participating in them? List these down.

List skills You'd Like To have

Not only should you list what skills you have right now, but you should also consider what skills you'd like to have over time. For example, you may hope to become a team manager in 3 years. And therefore it would be helpful to have supervisory skills. Or you may want to become a junior graphic designer in a year's time. So it would help to gain new skills in the relevant design software packages.

Consider Your Hobbies

Your hobbies are also a great place to help pinpoint your skills. Do you do art in your free time? That's creativity. Or perhaps play any team sports? That's teamwork. Or are you an avid fan of business news and enjoy talking about it with others? That's communication. What may seem normal to you may be a deciding factor to your boss. Put together these skills and you'll have your list together in no time.

Determine A Career Path

Once you have listed your skills, you will want to put a star next to which of those skills you enjoy and would like to continue pursuing. This can help you find a group of skills you want to focus on, and is a great step towards pursuing a rewarding career. Research and determine industries you want to work in.

Using Skills When Writing Your CV

Consider each of the items on your list and decide whether that skill is relevant to the job you are applying for. Some skills may not make it to the final cut of your CV, but you want to make sure you give potential employers a clear view of who you are and why you stand out.

4

Basics Of A Good CV

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In most of the jobs you'll apply for, your CV has only 10 seconds to get someone interested. Overused templates found on the web, hard to follow content, mistakes with grammar and punctuation are all quick ways to get declined for a job.

At King of CV we find the first step is to have a good template. This is what gets someone looking at your CV. After that, it's the content that matters.

Purpose Driven Templates

CV's need to be very clear, and you should match the format relevant for your country. In New Zealand and Australia, 'Purpose Driven Templates', which are based on competency CV designs, are the most common. This is what we use at King of CV. This is also why you should be careful of downloading templates from overseas websites, as you might be downloading a template which will work against your chances of success. Also avoid over-used New Zealand or Australian templates such as those found on career or social welfare websites. They will struggle to stand out.

Structuring Content

When it comes to the content, make sure information is laid out correctly. Have good examples. Phrase your sentences in ways that sell yourself as a great candidate. However, avoid using clichés and phrasing that may come across as overpowering or just too much for the role.

Beware of focusing content in different directions. Be careful with information that can easily get you called 'overqualified' or 'underqualified'. When the focus of your CV is clear and relevant, you're more likely to get an interview.

Emphasise Qualifications

Many companies require a degree, so if you have attended school and received a degree, certification, or a license, you will want to add it to this section. Even if it does not match the given industry, it will show the potential employer that following through is important and other skills you may have. In addition, it is an indicator of the training you have undergone.

Market Your Skills

Make sure you include relevant skills and knowledge that you have obtained through previous positions. Don't assume your future employer will automatically know exactly what you did in your last job. Explain what you have learned.

At some point, your CV should also include your hobbies and interests. Try and include interests that are relevant to the job you are applying for as well. Employers are not just looking for people who have good experience, but also people who will gel with others in the team smoothly. Your interests' section is one of your best opportunities to do this.

Best Use Of References

When it comes to references, it's best to write 'References available upon request'. This will allow you to keep their information private, and also when you do get a job interview, you can tailor your references to suit the specific job.

5

Why You Should Use A Professional CV Writer

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Getting Your CV Over The First Hurdle

What most people don't realise is that computer software programs will automatically decline CV's when the employer receives them. These programs detect keywords and quality scores in CV's, and if your CV's don't exceed those scores, a real person will never look at your CV.

Optics And Content

If it makes it to a person, that's the next challenge. Employers are very quick to criticise and throw out CVs. You need to have the best chance of getting every job you apply for. If your CV looks good visually, then the reader continues to consider it. Then the content matters, and if the content isn't what they are looking for, that all ends in just a matter of minutes. You don't get considered for an interview.

The Benefits Of A Professional CV Writer

A good professional CV writer will be able to research your industry, break down your skills, and put together a CV that convincingly helps you secure the job you want. Their job is not to just write about your past, but up-sell your abilities in a way that gets employers imagining you as the right person for the job. When someone looks at it, they will be very interested in hiring you.

This will save you time, and normally pay for itself. You'll be getting more interviews and opportunities sooner.

Many people in New Zealand and Australia have their CV's professionally written. They already have a huge advantage. Keep in mind that you are competing against them.

Choose a CV writer who has accreditations and who uses Purpose Driven Templates.

CASE STUDY - THE BENEFITS OF PROFESSIONAL GUIDANCE FOR JOB SEEKERS

Determined, ambitious, and passionate are three words we'd definitely use to describe Sonam. Having moved to New Zealand 3 years ago from India, she had long dreamed of becoming a nurse.

With thousands of nursing graduates every year and increasing competition from overseas applications, Sonam needed to stand out. She found that many employers simply did not pay attention to her application and didn't give it the right attention she deserved.

We spoke with Sonam about where she wanted to work and gave her ideas on how to increase her chances of success. While she was always a high achiever in university, she did lack practical experience, which many other graduates had.

To help her out, we coached her on writing to employers she wanted to work for, and she offered to work for free to gain experience. After some searching and considering her options she was offered two placements where she spent a month proving herself to employers and was able to add this to her CV.

Even better, one month after finishing her placement she was contacted again by the same ward who happened to have a vacancy. Rather than going to find a new nurse by advertising on Seek, Sonam had impressed them so much during her placement that she was instantly offered a permanent job.

We'd really like to congratulate you Sonam – this is a wonderful example of someone determined to succeed and show others the world how amazing they can be.

ACTION POINT: Get your CV professionally written. A professional CV writer will clearly template your CV, up-sell your abilities and present you in the best light. The employer will picture you working in their company. That's how you will get a job interview.

6

Interviewing Skills

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For most people, the interview is a stressful aspect of the job search process. The team at King of CV say you often have less than 5 minutes to convince the interviewers that you are the right person for the job. We say 5 minutes because many recruiters can make their mind up during this time as to whether you are organised or not, and whether they like who you are.

No matter how much knowledge you have, or how good you think your CV looks, there is no substitute for giving a good interview. And that's not just a face-to-face interview, but also a telephone or Skype interview if you get asked for one. You must know how to present yourself well and make a good impression whenever you get these opportunities.

Research

Before attending the interview, learn about the company. Study their website and learn who they are and what they've accomplished. Get a feel for their culture and work environment. Are they easy-going and relaxed, or rigid and formal? Knowing this will help you approach your interview with the right tone.

Make sure you also re-read the job advertisement, and request a position description if the employer has one. Researching these will help you predict what kind of questions you might get.

Dress Appropriately And Arrive Early

Always arrive 10 minutes early to the interview. This will allow time for any unexpected delays, and also show the employer that you are punctual. Make sure you dress appropriately. You should also match the company dress code, insofar as possible. For example if you're applying to work in an advertising agency who's employees wear casual clothing such as t-shirts to work it may be too much to turn up in a full formal dress. Consider a presentable blouse, dress, or long sleeve shirt to show you are serious, but not overbearing.

Practice Interview Questions

It is helpful to make a list of common job interview questions and then practice them with a friend or family member. Ask your companion to provide honest feedback on your answers. Many people are now choosing to request the help of an interview coach who can give you recruiter level feedback that will rapidly help you improve. These sessions are created to help you understand how a recruiter would comprehend your answers, and give you feedback to improve.

Greet, Listen, And Remain Calm

If you walk in with a positive attitude, a good greeting will usually take care of itself. When you are asked questions in the interview, it's important to listen very carefully to what exactly is being asked. Interviewers are often looking for specific information or types of examples, and straying off into off-topic matters will make you seem unfocused or even challenging to work with, which is not a good thing.

Remaining calm comes from practicing, doing the right research, as well as staying focused on what is happening. If you're busy anticipating more difficult questions while someone is asking you something else, it's not going to help you to answer all the interview questions in a convincing manner. Take deep breaths to make yourself relax. Remember to be friendly, and smile, as this will help show you as a positive person who copes well in pressure situations.

Avoid Negative Examples

It's common to be asked questions that may unknowingly cause you to evoke a negative answer. For example, having to describe a challenging time with a colleague or a manager. Avoid pasting other people in a bad light.

Never Sell Yourself Short

You want to tell the interviewer who you are, and what you can do to help them. You will want to show an eagerness to learn, grow, and commit to the company. When talking

about what you can do for them, give examples. These will demonstrate to an employer that you truly can do these. Think about what the interviewer would want in an employee. Sell yourself without a sound of arrogance.

Remember that everyone has a first job, and if this is yours, you will want to show an eagerness to learn and grow in the company. You may not have the experience, but you can show confidence in your ability to take the company further.

Ask Questions

You should ask questions to clarify what is being asked, as well as learn more about the business. Asking questions will help turn the interview into a two way conversation showing you are interested in the business, which is what interviewers want to see.

Follow Up And Thank

After the interview, you should also thank the interviewer with an email. An email thanking them for their time will go a long way to help you get remembered as a great candidate for the job. Prepare for this by keeping any business cards you are given by the interviewers.

Therefore, in conclusion, the interview process is as follows:

- Schedule the interview
- Arrive early to your interview
- Interview for the position
- Follow up

CASE STUDY: YOUNG ACCOUNTS EXPERT GETS A JOB

Jobs often go to the person who gives the best interview, not the person who's most skilled. Getting coaching for a job interview is very important. It isn't enough to just read through Google and write down a few sample answers. I recall recently we helped a client named Laura who was getting one job interview a week, but after two months – no job offers, so we had a session with Laura to work through her interviews.

Job interviews are about two main things. Firstly, your suitability for the role. Secondly, your personality. Laura had all the skills to do the job, but was struggling to communicate this to the employer. Whenever she was asked questions, her answers were short and less than 10 seconds in length. Employers struggled to have a conversation with her, leading them to feel she wasn't the best person for the team.

When it came to personality – Laura was a great person to deal with. She was friendly, accommodating and courteous. But in her practice job interviews, for some reason she had thought it would be necessary to communicate that she was absolutely the best person. She talked about wanting to move to a higher position just 6 months after becoming successful at this one.

While ambition is good, you have to be careful how you convey it. An employer will usually spend 3 months training someone for a role. If you intend to leave it after 6 months, they are going to think this person isn't going to be dedicated. They may assume you're looking for something more.

We helped Laura restructure her answers. We helped her explain that she wanted to commit to this company long term. We focused on staying committed to opportunities, instead of trying to read the future of her time with the company and planning it out that way.

Laura was soon successful in obtaining an accounts position with a major New Zealand airline. As part of this job, she gets to travel occasionally and loves what she does.

Action Point: Don't assume a job interview can be easily prepared for. Looking at sample questions on Google is not enough. And neither is asking a friend for help. Ask an interview coach to create a practice interview based on what you are applying for. Then, get their feedback on each of your answers. You'll be more likely to get a job offer.

7

Following Up

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Following up is one of the most important aspects of career success. The reality is people get busy. Hiring managers get unsure of people having interest in the role. When you apply for a job, make sure you follow up a few days after to let them know you are interested in the position.

Being Proactive

Consider two examples. Two equally skilled people are applying for the same job at a business. Following both candidates giving a good performance at their interviews, the first candidate waits around hoping to hear from the employer. The second applicant, decides to be proactive, and sends a thank you letter as a follow-up after the interview. The difference is the second person made themselves memorable. Although you don't want to do things that would make you appear too eager, don't just wait for the company to get back in touch with you.

Displaying Interest

The most important aspect of career success is following up. When you hand in an application and CV, plan to follow up after a few days and let them know you are interested in the position. While you do not want to seem too eager, you do not want to just sit and wait for the company to get back in touch with you. Just because you have sent your contact information out does not mean that it has gotten where it needs to be.

Imagine once again that two people are applying for a premium job at a large company. After the interview, the first applicant sits around waiting to hear from the prospective employer. The other applicant, however, gives his contact information to other people in the company that he met and then follows up the interview a few days later with a thank you note. The first applicant relied on the 'we will call you' routine and lost the job because he did not assert himself. He was forgotten quickly in the eyes of the employer, even if he was more qualified.

To sum up on following up:

1. Send a thank you note the day after you interview
2. Ensure your voicemail has a clear message with your name and a polite greeting
3. Leave contact information with all employers, including several phone numbers and email addresses where possible so you do not miss anything
4. Keep all your communication grammatically correct. Innocent oversights in grammar and punctuation can quickly allow an employer to conclude you do not have good communication abilities.
5. If you receive any follow up emails or calls, respond to them promptly
6. Inform references that a company may be contacting them to avoid them being caught off guard
7. Always remain positive! If you are turned down, ask the company if they know else hiring and if they can keep you in mind for future positions or voluntary work with them

8

Entry Level Jobs

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The Value Of Entry Level Jobs

Many jobs being advertised are for entry-level positions. They are relatively low paid but can offer you a new opportunity in an industry or area of work you'd like to grow in. While these jobs often carry with them a negative feeling, they should not be ignored. These jobs will form the base of every other job you apply for. You will learn the basics of the industry and gain new essential skills. They give you the ability to know what is required in higher-level positions. It is the first step to a successful career or to moving into a new career phase in a different industry.

Networking And Stepping Stones

Job seekers tend to find that entry-level jobs give them a great chance to network, and after a year are working in better positions with more opportunities. This can really happen if you come to work with a positive attitude, being willing to learn, and giving your best.

Some key examples of an entry-level position are:

- Receptionist
- Apprentice
- Fast food employee
- Customer service
- Cashier

Four tips to keep in mind include:

1. Show enthusiasm, efficiency, love for the job, and care for the company
2. Highlight and develop your skills while at work
3. Become an expert on customer service, as it will be required in all jobs
4. Know how to impress a customer who is looking for an employee

9

Job Descriptions

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Many people who are new to work force will take jobs without reading the job descriptions carefully. These are the 1-4 page documents you will usually find when applying for a job, or just after you get called for an interview.

While it is understandable if, for example, you're stressed or in a rush to find a job, it can cause problems over time. Many students, graduates, and those without a job for some time have been just thankful to have a position. They may not want to push their luck by questioning the situation, or what is expected of them. It is common to feel this may appear negatively to their reputation with the employer.

However, employers actually enjoy employees who ask about their job and what it entails. They see the employee as a person who has a passion for what they do and what his or her responsibilities are to the business. There are many reasons why job descriptions are very important, and a few of them include:

Knowledge Of Duties

A well-written job description will tell you your day-to-day responsibilities and what is expected of you in the position. This will help you understand what you are expected to do.

Preparing For Interviews

Job interviews will focus on what is being asked for in the position description. You can prepare examples where you have performed that type of task before.

Prevent Being Taken Advantage Of

Sometimes an employer or coworker will ask you to do things that are not in your job description. If you know the job description and you do not want to do the task in question, you are allowed to inform the person politely that you do not have to perform the duty. You can also clarify if you need to do this extra task temporarily, or if it will be an ongoing facet of your job, and whether you will be remunerated accordingly.

Employers Like Results

Sometimes you may struggle to understand why you have not received a bonus, pay rise, or new opportunity. This is because many employers base the performance of their employee on the job description. Progress reports are a great example of a performance review. Every few months, take time to review the job description. It will provide you with guidance around what you need to do to succeed in the role.

10

Online Job Application Tips

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Until recently, the main way to find jobs was by searching the classifieds in a newspaper. However with the internet, people have the ability to find jobs from the comfort of their home, or even their work desk.

Selection Criteria

You may find that some online applications ask you to provide short responses to certain questions related to the job. These are very important, and usually called ‘Selection Criteria’. Often this can be the real deal-breaker as to whether or not you get an interview, and is more important than the CV. That’s because the employer or recruiter is testing to see how well you respond to their specific questions, rather than bulk or spam applying out to everyone with your CV.

It’s also helpful if you have a good cover letter on hand that you can edit before sending, rather than having to re-write one from scratch.

Target Your CV To The Job You’re Applying For

When applying for a job online, expect there to be a lot of competition. You will find that many employers are looking for specifically skilled people. If your CV comes across as too broad, it is likely you will not be considered for a role. The same goes for a cover letter. Focus on what’s recent and relevant to the job.

Using Job Search Engines Effectively

Job search engines may recommend you to register an account. You should do this because it helps you keep track of where you have applied for work. You can usually also upload a CV so you don’t have to keep uploading one every time you’re looking for a new job. Set up email notifications so you are made aware whenever a new job is posted. This will save your time and effort.

11

Finding Recruitment Consultants

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Recruitment consultants will often keep your CV on hand and notify you whenever jobs arise that they think you would be suited for. Do not neglect the importance of this relationship. You will want to come across as reliable, punctual, and approachable. Make sure that all your skills and experiences are documented correctly, and consider a professional CV if needed.

Finding A Recruitment Consultant

A good CV writer will be able to give you a list of recruitment consultants for free in your industry. If you don't have a list, you can find this information by performing a Google search to identify consultants for your industry. For example you can search 'Recruitment Consultants in Auckland for Engineering' or 'Recruitment Consultants in Sydney for Marketing'. Then, also check major job websites like Seek for recruitment consultants. Typically you can find these by looking at logos next to jobs that you are searching for.

Once you have a list, you can visit each one's website and look through current vacancies they are advertising. You can choose to apply for these, as well as contact them directly to send your CV. If your CV clearly displays you being a good candidate, it will be likely that you get called for an appointment.

Meeting With Recruitment Consultants

Appointments with recruitment consultants are a little more relaxed than real job interviews, but must always be taken seriously. Bring two copies of your CV and arrive early to fill out any application forms. Be prepared to talk about what's on your CV with the following information:

- Specific dates/how long you worked at a company
- Achievements
- Examples of projects you have worked on
- Your team size

- What you did on a day-to-day basis
- What you are looking for next in your working life

Action Point: Make a list of all recruitment agencies in your industry and contact them. If you do not have time to make this list, King of CV can provide this.

12

Career Job Fairs

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Career fairs happen from time to time, and can actually be a hard path to finding a job. Many universities, as well as show grounds and event centres host them. Often they are used to hire in bulk. Some examples are for graduate programs, or trades; e.g. mining in Australia. Other fairs focus on job opportunities with education. Examples of these are to become an airline pilot, hairdresser, or fitness coach.

Many people find them challenging because of the bustle of activities going on and the number of people turning up. It can get confusing figuring out what to do, and how to get yourself recognised.

Being Prepared

The best way to approach this is to arrive early. Be prepared and have copies of your CV. If you are unsure of how many exhibitors there will be, you should carry at least 25 copies of your CV.

Research the companies beforehand and get an idea of who they are. Learn what positions the companies normally hire for, and what their plans are over the next 12 months. Try and have conversations with the people at companies you are interested in working for. Ask questions about the company, what they do, and what it's like working there. This will immediately give you an edge over others.

Dressing For The Occasion

Dress accordingly. When you are in a large setting with many other job seekers, you want to make sure you stand out. Consider semi formal dress attire, even if it's on the weekend or after hours. Keep a professional look and be enthusiastic. Make sure you stay real and approachable.

Be Ready For An Interview

Be prepared for any questions you may get asked on the spot. You could get 'interviewed' without even realising it. You may get asked about your background, and what you are looking for. Preparing for this is not as easy as just thinking about it. List your relevant working experience and qualifications and be prepared to talk about them on the fly.

Make Notes

Always keep a list of every company you speak to and leave an application with. Try follow up with the person you spoke to. It is helpful to bring a notebook to make a list. Retain names, email addresses and phone numbers, as well as general things you talked about. You can even star the companies you like and talking to and document the companies that gave you an on the spot interview.

With all this, you can make a job fair very successful for yourself. If you are prepared, then you will be able to stand out in front of other applicants

13

Networking For Jobs

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When looking for a job, it is helpful to ask for assistance from family and friends. It's likely that you will know someone who knows someone who is looking for a job. Many jobs in New Zealand and Australia are through word of mouth, as a result of networking.

Your network is the contacts you have made over time who can help you with your career life. Don't be turned off by this idea if you only have a few friends and colleagues you used to work with. The purpose of this section is to talk you through how to expand this.

Start With Relatives And Friends

Relatives and friends are ones who will often be willing to help you in your job search. It is possible that they will know companies that are hiring, or have seen or heard of something being advertised recently. They may also know about companies who have recently expanded from an article they read, or a news piece they watched on TV. This information will give you ideas on which companies to consider for your job search.

Societies, Groups, And Clubs

People sharing beliefs, hobbies, and interests often bond well together, and help each other when needed. Having a polite and friendly conversation with people you know never hurts. You can tell them what you do with some examples. This is a good way to handle the conversation. They then may know someone in the field you are working in, or hoping to work in.

People Selling You Things

People selling you things are often trying to win your business and money, and can actually be a great source of networking. They are often prepared to listen to you and what you do. They are also likely to have met people from many different backgrounds and lines of work. You can always have a short conversation about what you do once again, with some examples. Keep the conversation pleasant.

Former Co-Workers

When leaving a job, always try to end on a positive note so you can maintain a good relationship with the people you worked with. Some months after leaving, it doesn't hurt to add these people on LinkedIn if you haven't already and consider having a quick catch up with them. Grabbing a lunch, coffee, or a drink together are great ways to conduct this. Some may not be open to the idea, whereas others will. But those who are may know of new openings in the industry.

Professional Organisations

Many industries tend to have professional organisations. For example, the 'Marketing Association' or the 'New Zealand Software Association'. A quick Google will help you find these.

These organisations give good opportunities to facilitate connections, undertake professional development, and receive support. Some of the information they offer includes company profiles and trend information.

They often have events where major employers discuss pressing issues. After these events there can be informal coffees or meals, which are good opportunities to get yourself known.

Networking Is Achievable

Try have a good selection of people from different categories who can help you in your job search. The more well rounded the people you connect with are, the more options and reach you will have when you apply for jobs. People in your network may also already know the employer personally for particular jobs, and can sometimes put in a good word for you if they feel you deserve it.

CASE STUDY - HOW NETWORKING AND LINKEDIN CAN GET YOU A JOB FASTER

“I recall one client we dealt with recently, Alf, who was a senior programming expert and spent 5 years in Australia and 3 years in the UK producing some very detailed projects. In New Zealand, he would have easily been a lead programmer. He arrived in New Zealand last year, only to struggle to find a job on Seek.co.nz. He ended up having to take work in customer service and IT help desk. That is very different to being a programmer of course.

He wasn't working in what he was best at. Naturally over time he began to lose passion for his work and got discouraged. He didn't know what else was available to him and thought this was just what life is.

We worked with the gentleman and found that he was not pursuing networking at all. In New Zealand and Australia, many jobs are found by having a network – that is, a group of people who know you and what you are good at. We encouraged him to get out and about, and speak to employers through informal chats at career fairs and the like. He also tripled the amount of time he was spending on LinkedIn.

It was only three weeks later that a recruiter contacted Alf to visit her office. They sat down to discuss his experience. The recruiter explained to him the reason he didn't get a senior programmer sooner was not all jobs are advertised. You have to be an effective networker and know how to explain yourself to interviewers. Alf secured a job one week later at a major gaming developer, and is now happily enjoying a job he loves – because he sought coaching from us.”

- Jackson A. CV Writer – King of CV

ACTION POINT: Don't assume all jobs are being advertised. Get coaching from a professional. King of CV can talk you through how to get yourself known, and make a network of people that can help you find a job. Word of mouth is an excellent way to find a job.

Acknowledgments

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About The Authors

King of CV's team are CV and job interview experts for New Zealand, Australia, and the UK. We write CV's professionally, as well as providing advice and coaching on how to produce job applications, handle New Zealand employers, and succeed in interviews. Every week we help many job seekers get their dream jobs.

Our customers include students, graduates, working professionals, those returning to work, those changing jobs, tradespeople, migrants, and senior managers. We cater to all those seeking employment, whether they're looking for an entry level or a senior executive position.

Having a CV prepared professionally will up-sell your abilities and attract the attention from employers. It will get them imagining you as the best person for the job. In fact, because a career expert does your CV for you, you are much more likely to get a job interview. Think about the same way you may ask a photographer to do your photos, or a web designer to do your website. It gives you the best result, because an expert takes care of it for you.

No matter whether you're a student, graduate, working person, consultant or senior professional – ask us at www.kingofcv.co.nz to make you a plan. We will help you get the job and career you not just want, but also deserve.