

Job Seeker Toolkit

**MAJOR
PLAYERS**

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Introduction

Making sure you feel comfortable and prepared for the job market can be difficult at any stage of your career, particularly as the industry evolves. You might find that there is a lot of conflicting information out there around job hunting or popular presumptions around processes surrounding it. We have curated this toolkit filled with practical advice to help you feel empowered and confident in your job hunt journey. Whether you're new to finding a new role, or simply need a refresher, this e-book is your job seeker bible.

Hiring landscape

As businesses continue to accelerate their ambitions and build teams on the back of the pandemic, we can expect far great opportunities for candidates across digital, marketing and creative. A recent report has highlighted that 80% of employers within the Creative Industries were looking to hire in 2022.

The Creative Industries alone have made substantial contributions to economic growth and job creation. Valued at an estimated £111.7 billion and rising, the industry grows, on average, nearly twice the rate of the wider economy and continues to boom. This growth is expected to be higher as many businesses look to recover in the years ahead.

Virtual hiring

A trend we've seen cemented more permanently is virtual hiring. As we ease off mandatory isolation and quarantine periods, the flexibility of homeworking and virtual hiring has streamlined processes for a more efficient hiring process altogether.

Shift towards candidates

The job market in 2021 saw more open positions than there were candidates, and this shift is expected to be prevalent in 2022. As the pendulum swings towards the candidate, we can also expect substantially more competitive salaries and a revamped, benefits package from the companies looking to hire.

Underpinning the competitive salary and benefits package, companies across the private and public sectors are also focusing more on their recruitment strategies. As employer brands undergo a full MOT, we can anticipate a jobs market where companies are far more focused on their culture, environment, values and corporate social responsibility.



**Crafting your
CV & Portfolio**

Building blocks for the perfect CV

Research suggest that recruiters and hiring managers spend as little as 6 seconds on average scanning an applicant's CV, therefore you have limited opportunity to get their attention. Here are some key things to keep in mind to get your CV noticed.

1. Easy to Read

Simplicity is paramount to ensuring your CV gets the air time it deserves. Make sure you prioritise readability with clear headings, easy to read font (in size 10 or 12), and bullet points.

Generally, CV's with "less to say" are more memorable than those jam packed with a lot to say, because they are easier to read and engage with. Make sure you check for spelling and grammar.

2. Sell Yourself

Your CV should start with your name and contact information, followed by a short and concise personal profile which sells yourself to hiring manager. This could include your experience, personal attributes and key achievements.

2. Highlight Your Skills

At the top of your CV, it's good practice to highlight your areas of expertise. This allows you to succinctly showcase where your skillsets lie and what areas you have experience in. This should be in a listicle format to save space, and should outline advanced and basic skills.

3. Clear Story of Employment History

The best CVs have a clear career journey that is easy to track and tells your employment history. Presenting your career in reverse chronological order with your most recent experience and achievements first, allows the hiring manager to match your suitability quickly and efficiently.

If there are gaps in your CV, then mark the reasons why you've taken time out i.e. career break to have a family.

4. Focus on Accomplishments

Anyone can tell you what their job responsibilities are, but what will really get your CV noticed is by highlighting what you achieved in each of your roles. For example, re-work: "Led marketing and sales team" to, "Supervised marketing and sales team and achieved 30 percent annual growth versus a target of 15 percent."

Your accomplishments and achievements are what will make you stand out from the crowd. Try to quantify these as much as possible.



5. Be Truthful

The best CVs also include links to your LinkedIn page or professional website to make it easy to double-check the claims made on the CV. In today's job market, all recruiters worth their salt and employers' fact check and reference.

You've got this

Creating your CV can be a daunting task - and one that seems to take an age to complete. However, there is no quick route to an effective resume; giving it the time it requires is an important part of the process. Think carefully about layout and wording and remember to adapt these for different types of jobs. With so many applications received for an opening, it pays to put the time in. Your CV is your sales pitch, your online factual presentation of you.

Example of a perfect CV

Clear name and title followed by a short and concise, evidence based personal profile

Relevant contact information is on the first page as well as signposting to website or portfolio

Technical skills and areas of expertise are clearly laid for ease

In chronological order starting off with the most recent role

Clear title and headings followed by dates and clear bullet point format

Descriptions are evidence based, detailing actions taken in each role and any positive impacts made

John Doe

Marketing Executive

Agile, results-oriented marketer with 9+ years of management experience in providing integrated business and marketing solutions to diverse clients globally, including highly valued individuals and fast-growing organizations. Equipped with a record of success in managing clients' paid advertising through social media platforms, including creating multiple Facebook Ad campaigns that generated \$500k+ revenues and 700k+ views and Instagram content that increased 50K+ followers.

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AREAS OF EXPERTISE

Business Process Improvement Lead Generation Product-Market Fit Social Media Marketing Email Marketing
Communications & PR Influential Negotiation Skills Supervision & Leadership Prototyping & Product Design
Development & Training Project Management Interpersonal Communication Skills Product & Market Research

PROFESSIONAL EXPERIENCE

Digital Marketing Executive Cabalsa Digital Marketing Consultancy

06/2017 – 05/2020

Achievements

- Led the development of visual messages from conceptualization to finalization of marketing and business development collaterals such as pitch decks, publications, research reports, through-the-line digital assets, merchandise, and events.
- Advised the CMO on various strategic digital marketing opportunities, content and architecture management, including growth, engagement, audience following, sales conversions, and competitor analysis across all online channels.
- Conceptualized and managed 25 Google Ads campaigns with an average ROI of 45% in the last 2 years.
- Collaborated with the digital global team to share collaterals ensuring compliance with brand guidelines across the business.
- Partnered with the European Head of Marketing in leveraging sponsorships as well as planning and organizing key business events to strengthen the group positions abroad.

Digital Marketing Strategist Burroughs Ad Agency

04/2013 – 05/2017

Achievements

- Collaborated with the multimedia and art design staffs to create multimedia websites as well as develop marketing content for various social media channels that conforms to the brand's visual style, format, and target audience.
- Implemented online customer service processes to promote positive and consistent user experience ensuring brand loyalty.
- Collaborated with user interface design staff to define and determine product requirements based on market research analysis.
- Purchased or negotiated the placement of listings in local search engines, directories, or digital mapping technologies.
- Conducted financial modeling for online marketing programs, including website revenue expenditure and forecasting.

Digital Marketing Specialist CJMS Print & Design

02/2011 – 03/2013

Achievements

- Generated daily website visits of 20k+ and increased social media following to 20k+ driving advertisement sales by 50%.
- Designed, developed, and maintained the company's website content management system and enhanced the search engine optimization strategy resulting in increased website traffic with improved page ranking in various search engines.

Making your portfolio stand out

When it comes to proving yourself professionally, it's important to show and tell – after all, people retain visual information 6x more vs information they've heard or read. Whether you're trying to attract a new client base, give employers a feel for your skills, enhance your personal brand or make yourself more visible; a portfolio is the perfect opportunity to showcase your work and experience.

What should I include in my portfolio?

You should consider including:

- Your most recent work along with any campaigns you're particularly proud of – be sure to keep this succinct. Also, it's worth noting that there is greater demand for multi-discipline candidates so think about including a breadth of work across digital, marketing and creative if your experience allows
- Project details with your involvement with the brief and concept to give the reader context
- Up to 20 pages of work, but remember, prospective employers won't always get to the end so keep it concise with your main work at the front
- A statement of originality, confirming your work and confidentiality

How do I choose which work to include?

Feature any work which you've played a key role in as this will demonstrate your abilities and show off your skill set. You should also consider the type of client or audience you are trying to appeal to and tailoring your portfolio appropriately.

How should I present my portfolio?

Your main portfolio should be well laid out with strong typography, along with your name, job title and descriptions of your projects you've been involved in. Within these descriptions you should include what they were for, who the brand or agency was, along with your input.

One of the best ways of presenting your portfolio is online using the likes of Squarespace or Wix.com, perfect for creating highly visual, easy to use digital portfolios.

How can I use my portfolio to help my job prospects?

Making sure your portfolio is always up to date is a great way of attracting interest from clients and although it can be time consuming, it will provide greater opportunities. Digital portfolios can be easily shared and displayed on social platforms, this will make you more likely to get noticed by clients and your wider network.

Finally, remember, while your past work is a critical aspect when someone's thinking about hiring you, they also want to see your personality coming through.

Why should I have a portfolio?

A well-crafted portfolio is a sure fire way to stand out from the crowd by presenting your best conceptual ideas and creative in one place. You should use this opportunity to identify your key skills and how they relate to your career, by doing so, it can make you a more effective interviewee as it will provide evidence of your core skillset.

Clients also like to see that you have experience in projects similar to the brief they will be asking you to complete – so it's a great opportunity to showcase your breadth of work.



2.

**Presenting
your best self**

Interview and presentation skills

So, you've landed yourself an interview. Let's go through how to prepare.

As with any meeting or opportunity, making sure you know your stuff is key to getting through it smoothly and ensuring you can respond to anything unexpected. Interview formats can vary depending upon the employer, so being prepared for all eventualities will pay dividends.

Preparation

Preparation is one of the most important factors that can determine your success at interview.

First of all, ensure you know the name(s) of who you will be meeting, at what time and when. If your interview is face-to-face you may also want to ascertain the address, telephone number and local transport links. If it's online, make sure you have the meeting links/codes, and that your wifi is stable enough.

Secondly, demonstrating that you have done the appropriate research will show that you are interested and committed to securing the role and can reliably complete tasks. It's all about putting your best foot forward.

So, how should you go about your preparation?

1. The Employer's Website:

Visit their About Us section

This section of an employer's site will give you valuable information about the company's purpose, culture and what their ambitions are. Find things about the company that you particularly like, as interest in these areas will help you come across as genuinely enthusiastic.

Products/Services

Use this area to get to grips with what your prospective employers do. It may sound obvious but having a clear understanding of the products or services will impress the manager interviewing you and is a great way to demonstrate how well you engage with the work they do.

2. The Job Description

Responsibilities

Get to grips with what you'll be doing in the role. It's important to understand what your day-day responsibilities will be so that you can explain how your background will enable you to perform in this role. Relate your previous work with some of the expectations to show your suitability.

Requirements

Getting to the first stage means you've got the skills required on paper, now you've got to be confident you can present what they want to see from you.

3. Yourself

Your Responses

Be prepared to talk through your CV, explaining your responsibilities, achievements and reasons for moving roles. Employers value transparency, so it's important you can be clear about where you are and where you see yourself in the future.

Be prepared for competence-based interviews and always have examples in mind of previous experiences at work, i.e., if you are asked for an example of when you've had to deal with a difficult client don't just tell the interviewer when but explain what happened, what you did and what the outcome was.

Your Questions

Remember that at any stage, interviews are a two-way street. On the one hand, you are trying to sell your experience and ability to the employer and the other, the prospective company needs to be able to tick all your boxes. Don't be afraid to ask!

Take in a list of questions with you

If you get to the end of the interview and they seem to have covered everything, you can produce your list (just to make certain) and they will see that you have prepared in advance.

4. Plan and organise

Find out the most suitable way to get to the company and make sure you have enough time to get there. There is no harm in getting to an interview early as it will give you time to check out the surroundings, but if you arrive early don't assume they can see you early. It would be better to wait in the car park until a few minutes before the scheduled time.

Make sure that you have everything you will need prepared before the day of the interview. If you are attending a technical interview, then gather some examples of previous work:

- for a creative role bring a portfolio
- for a software role familiarise yourself with the language they develop in
- If you have prepared a presentation, then make sure it is on a USB stick and you have a file saved as an attachment in your emails. Failing that, print it out.

5. Get some rest

Make sure you get enough sleep the night before. It's okay to feel slightly nervous but try to enjoy it, this is an opportunity to show someone what you can do and remember that you have been selected - they want to see you succeed!

Virtual hiring and interviews

Nearly three quarters of employers moved to a fully virtual recruitment process during lockdown, and plenty plan to do continue in future. Three-quarters of businesses say they expect to make further hires without ever having met the candidate in person as this helps shorten the process, reduces hiring costs and allows businesses to explore talent further afield.

These virtual interviews can be as daunting as face to face ones, but there are some important factors to take note while you're preparing.

Make sure you are presentable

Wherever you are, it's essential you're presentable and wearing appropriate attire, similar to if you were going for an in-person interview. By dressing smartly, you'll also give yourself a psychological boost as this will put you in a better mindset for the interview.

Top tip: avoid white! They can be too bright and distracting on a webcam.

Hello... Can you hear me?

A few hours or even the day before, test that your webcam and microphone work.

Make sure to check your audio output and input settings on your speakers and microphone. Will they be able to hear you? Will you be able to hear them? How's the lighting?

We're bound to have wifi, audio and visual problems now and again but testing before an interview can help us get ahead of any potential virtual hiccups!

Remember you're on camera

Try to treat this like you were in the room with the interviewer. That way you'll always have your attention on engaging who you're speaking with, as well reducing the chance of getting distracted by what's around you.

Be enthusiastic

Be assertive and talk with genuine passion about your niche. Show how much you love what you do and why you do it. Use your hands to gesticulate your passion and even share your screen to showcase your portfolio.

Power up!

Sounds simple, but if you are using a laptop or mobile, charge it up - 100% and nothing less.

Zero Distractions

Dogs? Outside. Cats? Catnip. Kids? Mr. Tumble.

Let everyone know that you will be in an interview, put signs on the door, lock the door if possible. Computer and phone notifications turned off - try to reduce the number of distractions. If you're unable to shut yourself away, explain to the interviewer about your situation ahead of time and often they will show empathy and compassion.

Body Language

Good posture, eye contact, smile!

It's difficult to engage through a camera but looking at the interviewer, sitting up straight, and showing those pearly whites can do wonders.

Be Prepared

Have your CV and job description ready. Have some speaking points prepared, ready and have good answers for the standard interview questions.

If you're working with a recruiter, keep in contact. Follow up with them straight after the interview with your feedback. Don't be afraid to make contact again if you've not received an update or feedback within a week following the interview. All this will highlight your enthusiasm and interest.

Even if you're not 100% sure on the role, do all you can to appear efficient and professional, it will stand you in good stead for securing other interviews.

Say Thanks!

Just as you would with any other interview, don't forget to give your thanks to the interviewer.

Send a thank you email the next day, reiterating your thanks and reinforcing your interest in the position.

If you're unable to send this directly to the interviewer, send something to your recruitment consultant and ask them to pass

Communication techniques

Formulating answers can be difficult, particularly if you've never interviewed before. Using communication tools can help you become more comfortable with talking about yourself in this capacity. Remember, you're selling yourself, and conveying yourself in a clear and confident way can take practice. The STAR approach is a communication technique designed to enable you to provide a meaningful and complete answer to questions asking for examples. Its stands for:

- Situation
- Task
- Action
- Result

★ Star interview method ★

(Prepare)

[Listen to the question and think of an event]

Situation

[Describe the event or situation that you were in]

Task

[Explain the task you had to complete]

Action

[Describe the specific actions you took to complete the task]

Result

[Close with the results of your effort]

STAR key concepts

1. Situation and Task

Describe the situation that you were in and the task that needed to be accomplished. Keep it clear, concise and informative, making sure you only focus on information that is useful to the scenario.

2. Action

This is the most important section as it demonstrates the skills and personal attributes that the question is testing. Now that you have set the context of your story, you need to explain what you did, how you did it, and why you did it.

Be personal, i.e., talk about you, not the rest of the team, so avoid "we did..."

Go into some detail. Do not assume that they will guess what you mean.

Steer clear of technical information unless it is crucial to your story.

3. Result

Explain what happened and how it all ended. Use this opportunity to describe what you accomplished and what you learnt from the situation. This helps you make the answer personal and enables you to highlight further skills.

Here's an example

Situation (S): Advertising revenue was falling off for my university newspaper, Campus Review, and large numbers of long-term advertisers were not renewing contracts.

Task (T): My goal was to generate new ideas, materials and incentives that would result in at least a 15% increase in advertisers from the year before.

Action (A): I designed a new promotional presentation to go with the rate sheet and compared the benefits of The Review circulation with other ad media in the area. I also set-up a special training session for the account executives with a School of Business Administration professor who discussed competitive selling strategies.

Result (R): We signed contracts with 15 former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent over the same period last year.

Questions to consider

Remember that in your interview this is your chance to find out whether the employer is the right for you. Addressing your concerns about either the role or the company can help you weigh up your options and get a better insight into the opportunity. These might include some of the following:

- What activities would be involved in an average day?
- Why is the position vacant?
- Who would I be working with?
- What does your DE&I breakdown look like?
- Will I receive training – either product knowledge or computer training?
- Can you give me a breakdown of the duties and responsibilities?
- What is the usual structure of a day / week?
- What are the expected productivity levels / targets?

- What are your immediate expectations of the jobholder?
- What training / mentor schemes do you run?
- How is the business generally at the moment?
- Where does the company see itself in the next 1 & 5 years?
- Tell me about the team / management style
- What challenges as business are you currently facing and how are you addressing them?
- What is it you like about the company, what changes have you seen within the organisation?

Questions they might ask

Every interviewer is different. Be prepared for a variety of questions and depending on the type of interview you are invited to, there could be a variety of technical and more traditional interview questions you'll need to be aware of.



Your interview questions will normally fall into four categories, all of which you should prepare for.

- Your personal and employment history
- What you know about the job they're looking to fill + the business
- Why you would be good for the job
- Why you want the job

Interview questions/statements

"Tell me about yourself"

- Don't just focus on work, they want you know about YOU; keep your points clear, concise and positive!
- Talk me through your career choices to date
- Cover everything from school, if you can, but only place emphasis on all the relevant experience.
- What are your biggest strengths?
- What have been your key achievements in your life so far?
- Could be personal or work-related.

"If you like your current job, why are you leaving?"

It's counterintuitive to be negative in this scenario as it isn't relevant for the employer to know any past negative company related experiences at this stage, however, feel free to outline an aspect of your current employment that inhibits your development. Focus on things such as the need for new challenges or want to develop specialist skills or experience.

- What has been your toughest challenge and how did you meet it?
- Try to select a work scenario, in which you have had to solve a difficult problem.
- What made you apply for this job?

To a potential employer, the best candidates are often ones that aren't actively looking and so you can use this question to highlight what it is about the job and/or company that has piqued your interest.

Make sure you detail how the role fits in with your long-term career aspirations.

- What interests you about this job/our company?
- Give me examples of when you have used your initiative.
- You say you are self-motivated. Can you give me examples?
- What is your greatest weakness?
- How do you cope under pressure?
- Give examples of when you have succeeded in a pressurised situation.
- What de-motivates you?
- Where do you see yourself in three years' time?
Be diplomatic.
- What is your first reaction to our company? ***Be positive.***

Technical interviews

These will look to test your ability, you might be asked to complete a test, or answer some technical maths questions/work related process questions. The purpose of this interview is for the interviewer to test whether or not you are technically able to do the job.

A good interviewer will ask specific questions and you will either know the answer, or how to work it out, or you won't. Think carefully before answering and explain your answer if prompted to. If you are unable to answer the question let them know but ask if they can talk you through it or allow you to work it out with some more detail. Whilst they want to see your technical ability, enthusiasm to learn and a willingness to be taught will go a long way in the eyes of the interviewer.

Competency based interviews

These follow a different format and style to others, and the interviewer will be scoring your response to a pre-determined set of questions and then rank you amongst a cohort of candidates. Due to the objective nature of these interviews, they can feel quite frosty. The interviewer will not deviate from the set of questions, so the interview won't flow like a normal conversation. Try to put that out of your mind and respond to each question calmly and as best you can.

Here are some additional questions that interviewers might ask:

- Current income / on target earnings. Do not feel that you have to answer this question, instead answer with the salary level you are looking for/require, based on your level and worth.
- What are your salary expectations for this role?
- What parts of this role appeal to you most?
- What aspects of your work do you enjoy best / dislike
- What do you consider your greatest achievement to date?
- Why us? (Be sure to have done your research)
- What skills can you bring to the role?
- Have you been able to make positive impacts in your current role, if so, how?
- What new ideas could you bring to the company?
- What motivates / de-motivates you?
- What are your ambitions? (this could be either career based or personal such as to buy a house etc.).
- Can you give examples of how you can be a team player or working independently?
- How would someone who knows you well describe you?
- What style of management do you best work under / your style of management
- What do you expect from us as a company (Career, Role, Challenge, Support, Systems etc.
- Who are your role models & why?
- Where do you see yourself in 1 year, 5 years, 10 years etc.?
- What are your strengths
- What are your weaknesses (Be honest, provide an

example of how something inhibits you and how you are currently addressing it.)

- What is your most significant accomplishment?
- Can you tell us about who you are outside of work? What hobbies and interests you have?

Discussing Salary

Knowledge is power. It's important that you equip yourself with all the information and ammunition you need to ensure that you discuss your expectations or any negotiations with confidence. Know what salary band the role should be by [downloading our Salary Survey](#).

When talking about money, make sure you remain calm and collected, making eye contact and use pauses and silences. Be upfront with what you're looking for and resist the urge to keep talking or arguing your point; you will only work against yourself. Instead, let the silence linger and don't break it. *We've shared some pretty harrowing stats about the pay gaps around gender/ ethnicity and sexuality and those from a marginalised group, more than ever, it's essential we all push for fair pay.*

Should I disclose my current salary in job applications?

No – one of the main factors that perpetuates a lack of equality in salaries is that those that are underpaid are judged on their current salary as opposed to what they should be earning. Your current salary is irrelevant and therefore shouldn't be disclosed. Your new employer should be judging you based on your skills, experience and worth in your new role. This is one of our commitments as [part of our 'Earn Your Worth' initiative](#).

If I am offered a lower salary, should I negotiate?

The most important thing is to find out why they are offering you a lower wage. Understanding the context will allow you to negotiate accordingly – it's about getting a salary which makes you feel valued and reflects your skills and experiences. Don't be afraid to keep your recruiter involved. Part of their job is to handle sensitive negotiations and move both parties to a fair and acceptable compensation package. They do this for a living and can often offer alternatives that will satisfy both parties. (We're also a good buffer and can keep sensitive negotiations on a cool, professional level).

What else should I consider before accepting a Salary?

Lots of people focus on salary, but the benefits package can be just as important. There are many other factors such as holiday allowance, pension, and benefits; plus, there are also cultural aspects of the business that you should consider too.

Finishing the interview strongly

THE CLOSER

The hard part is over, now it's time to close.

Always thank the interviewer at the end of the interview and express that you are keen on the opportunity, assuming that this is the case. This is also a great time to ask about the next step in the process and the timescales involved.

In general, salaries are not discussed at the end of an interview but if they are, let the client know what you are looking for, based on market research ([Salary Survey](#) or [Benchmarking Tool](#)) of similar roles with your experience. Use this time to your advantage and you could leave knowing the interviewer has everything they need to know at this stage. Questions to think about asking if relevant could be:

- Is there anything about my background or skills that you have concerns about or anything you would like to cover again with me while I am here?
- When do you think the next interviews will be held?
- Where / when are you planning to hold 2nd interviews?
- How do I compare to your other candidates?
- Are there any qualities you are looking for that you haven't seen in me?
- When are you making the final decision?
- When do you think I can expect to hear back?



3.

**The search
process**

Empowering things to listen to and explore

If you're starting out:

Career Advice for the Clueless

A Podcast made for students by students sharing key career advice and information directly from the industry professionals.

[Ep. 13 "Your Career isn't a straight line"](#)

Happen to your Career

Scott Anthony Barlow helps share the path to meaningful and fulfilling work that also pays well. Learn how to find the path to your ideal career and get the tools you need to make it happen.

[How to get noticed by Decision Makers \(Even When They're Too Busy\)](#)

[ERIC the App](#)

ERIC is a hyper curated and award-winning careers platform designed for 16-25 year olds with little to no experience and who need help with knowing where to start.

[Spill the Beans](#)

Hear the stories of over 100+ industry professionals ranging from how they got started, tips to break into the field, & more.

Looking to make a career change:

[Squiggly Careers](#)

Sarah Ellis and Helen Tupper, together they cover all things work: from how to manage stress and overcome your confidence gremlins to micro-aggressions and discovering your strengths. Each episode is full of ideas, actions, hints, and tips that you can put into practise straight away.

Ep 251. 10 actions to accelerate career development

Career Queens Podcast

Teti Lekalake leads career conversations with millennial women making moves and figuring out their career journeys. From salary negotiations to career pivots, listen and learn from it all.

[Navigating a Career Change with Investment Banking Marketer, Ziyanda Khumalo](#)

[Dribbble](#)

Looking to level up your design skills? Dribbble offers multiple ways for you to enrich and expand your design skills - from live workshops to comprehensive 12-week courses all with your favourite design leaders.

[LinkedIn Learning](#)

Grow your skills and advance your career with LinkedIn Learning courses across over 100+ subjects and industries.



Using job boards

Using Job boards

Job boards are usually the first port of call when searching for a role. These boards are not only useful in searching active job opportunities, but also, many often provide the option to upload your credentials and to create custom searches to allow you to stay in the loop. Here are our top reasons why job boards can help you find your next opportunity.

Automated Job Alerts

Automated emails tell you when new jobs matching your search criteria are posted will help you during your search. This will save you time and energy, all you have to do is simply sign up to set your parameters.

Employers Come to You

You can post your resume on job boards, allowing prospective employers looking for particular talents to find your information and invite you to apply. This makes job searching about as easy as it gets. Just be sure to fully complete your resume information to attract more employers.

More Job Listings

By signing up for several job boards, you are going to see more job listings, giving you more opportunities to find the right job. Listings from multiple sources are compiled in one location so you do not have to constantly search sites.

Refined Search Capabilities

Advanced search capabilities allow you to find only the jobs you are interested in. Most sites let you sort by location, remote working, education, experience, pay, keyword and more.

CV Building Tips

Writing a CV can be intimidating. Many job boards offer in-depth tips and techniques to help you write your resume, cover letter and other necessary documentation for a job application. Need some help? Refer to section 1 of our guide for a step by step guide.

Niche Boards

Niche job boards cater to very specific career types, making it easier than ever to find the job listings that are most relevant to your needs. In addition to general boards, sign up for specific job boards for your career niche. In the creative industries, Campaign, Design Week and PR Week are great to add to your roster.



The Freedom to Do Other Things

Job boards are designed to streamline the application process and make finding a job easier. By utilizing the built in features of job boards, you can free up more time to do in person job searches or work on extra education to enhance your career. With so many benefits to using job boards, it just makes sense to sign up for a few to help you make the most of your job search time and locate as many potential career opportunities as possible. Automated emails, customized searches and the ability to apply.

The power of LinkedIn

- 25+ million users on LinkedIn in the UK
- 70% of the global workforce is made up of passive talent who aren't actively job searching
- Social professional networks are the #1 source of quality hires
- Over 75% of people who recently changed jobs used LinkedIn to inform their career decision

Building a personal brand on LinkedIn is vital for anyone looking for a job. Whilst it can be easy to fall into the same trap of being repetitive in your style and content, it's important that you are consciously trying to build a brand that appeals to employers and your audience.

Below are our top tips for building a personal brand on LinkedIn, however, whilst all these things are a good way to improve your branding, the most important way you can do this is through consistency.

You'll already have some form of personal brand from how you portray yourself on LinkedIn, and it might be useful to get people around you how to describe your profile currently.

1. Tell your story

Whilst it might seem obvious, rather than use your LinkedIn profile to look for jobs, share your thoughts and perspective with your network by pitching in on industry news and writing long form pieces of content.

2. Use Video

Video is by far the most popular form of content, with its importance across all social platforms generating strong levels of engagement. With this set to increase, video is certainly something that LinkedIn favours.

With modern smartphone capabilities, recording and editing a quick video is easier than ever before. Try to be approachable, friendly and authentic. If you decide not to produce videos which feature you, try to share interesting videos that are relevant and interesting to your connections.

3. Engage With Experts

Follow and connect with thought leaders from your industry. Check your industry connections and who appears frequently on your feed, as well as emerging voices.

Once you follow the relevant people, you can begin to share their content and really engage. This is a very simple way to build a voice within your industry and is likely to lead to further interaction and connections on LinkedIn.

4. Share & Comment on Relevant News

You should always be looking to engage with what's happening in the industry and this means sharing your opinions, joining conversations and having your say. Keeping your eye on the latest trends, insights and news from your industry can help you stay on top of this.

5). Personalise Messages - Don't Copy and Paste

It's easy to spot a message which has been copied and pasted, regardless of how careful you think you've been. Instead, try to personalise each message and give something valuable to the audience. If you've committed to writing blogs or sharing articles, offer some free advice and try to build an awareness of your personal brand before you send a message to the audience; this is far more likely to generate a response.

6). Celebrate Your Past Successes

To add even more of a personality to your own brand, you should be sharing your past achievements, endorsements and success stories with your followers. These can come in the form of longer posts, videos or articles.

To increase engagement, you should space this out well, include relevant images, tag people you think would be interested and encourage your budding network to share their own stories with you.

7). Write in the First Person

To ensure that you are coming across as personable as possible, always make sure that you are writing in the first person. It's important to build your own voice, as this will increase your engagement with your audience.

8). Get Recommendations

You should always be actively seeking recommendations on LinkedIn, as well as likes and interaction on your content from your peers. Your co-workers and contacts can be a good place to start to build up some early engagement.

Also, you should actively try to receive endorsements for your skills and recommendations. You can start by getting these from your contacts and colleagues, but you should always be looking to receive these from other people in your area.

The power of LinkedIn

So you've got all the key tips in, now to revamp your profile and get to it!

Updating your top-level sections:

About You

You have 2600 characters to use but keep it succinct. Make use of white space between paragraphs to make it easy to read, and consider using bullet points to break the information down further. You can write in either the first person or third person, either way is fine, but remember to be consistent with how you refer to yourself.

[Here are 10 LinkedIn profiles summaries that LinkedIn recommend as being stand-out.](#)

Featured

There is a new featured section which allows you to highlight any posts, articles, links or media you want showcase. Turn on your Content Creator mode to view this.

You should update this section with content that positions you or Major Players as a thought leader. If you need inspiration on what to post, then go back through the Major Players page. You can click on the three dots at the top of any content and click Feature for it to appear on your profile.

Configuring your profile

By building your own voice on your LinkedIn profile, you're able to show that you're passionate about what you do and what you stand for which is much more likely to help generate connections with relevant clients & industry voices.

Becoming an ALL STAR

LinkedIn rates your profile by a strength score which you can check via your dashboard. The ratings and strength levels that alter your reach:

- **Beginner:** 0.5x normal reach
- **Intermediate:** normal reach
- **All-Star:** 1.5x normal reach

Social Selling Index

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. [Check your score here.](#)

If your SSI is above 60 (as well as having an all-star profile), the content you post will be picked up by the LinkedIn algorithm, giving your content a boost. Your Social Selling Index score is calculated by 4 components to a total score out of 100:

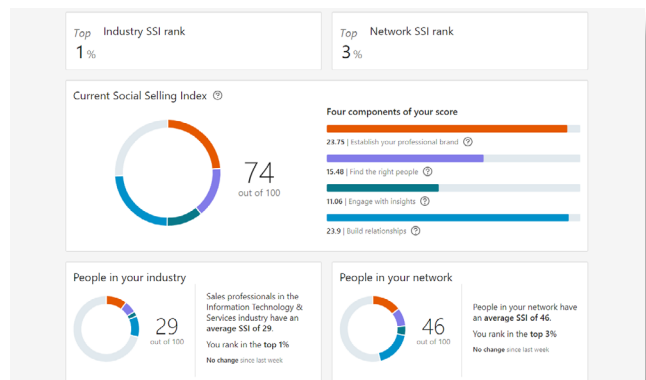
1. Establishing Your Personal Brand
2. Finding the Right People
3. Engaging with Insights
4. Building Relationships

Content that works

LinkedIn's algorithms are constantly changing and it's not just about creating quality content but also the format it's presented in. The best performing content includes:

- Text only +20-30%
- Text with single image +25-40%
- Text with document slides +40-60%
- Posts with external links in the first comment +15-30%
- Native video +20-40%

Thanks to dwell time, these types of posts that ensure you spend more time viewing and staying on the platform, will perform better. Meaning native video, documents and external links in the first comment are performing better than in previous years.



Here are some quick links to the best advice about using LinkedIn, from LinkedIn:

Searching for jobs on LinkedIn:

www.linkedin.com/help/linkedin/answer/157?src=direct%2Fnone&veh=direct%2Fnone&trk=jobsupport

Editing your profile on LinkedIn:

www.linkedin.com/help/linkedin/answer/5

Applying for Jobs in LinkedIn:

www.linkedin.com/help/linkedin/answer/75815

Let recruiters know you're open to work:

www.linkedin.com/help/linkedin/answer/67405

How to set up Job Alerts:

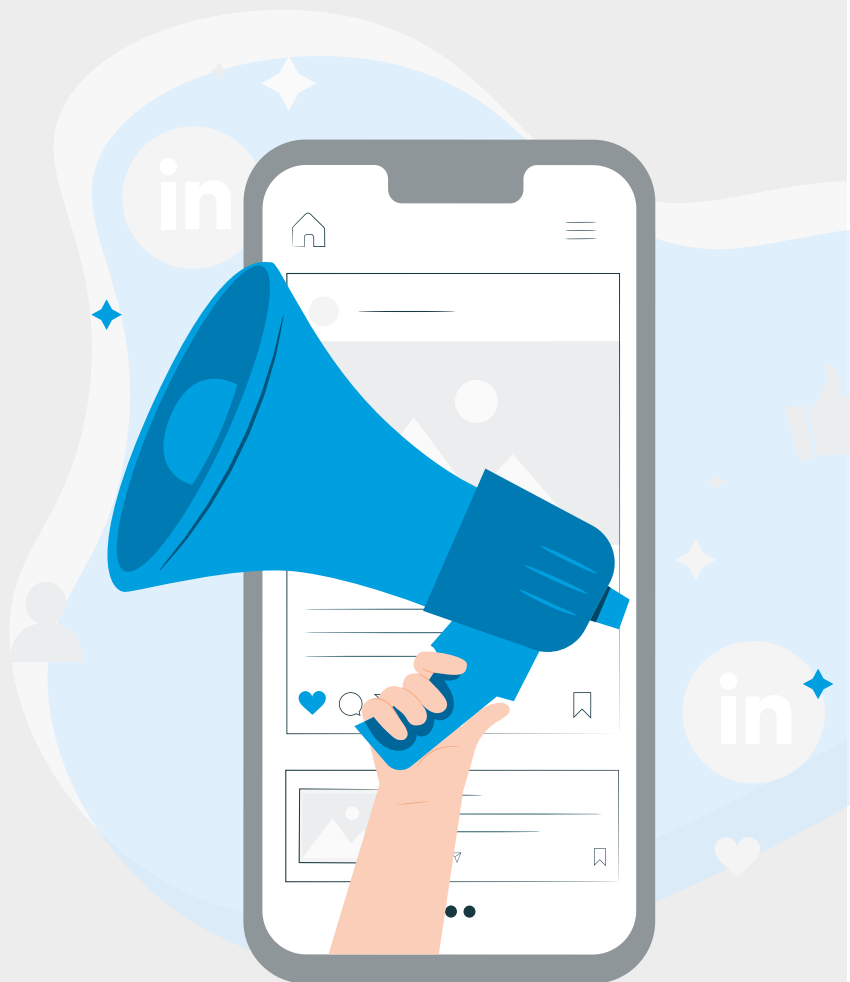
www.linkedin.com/help/linkedin/answer/20709

Find jobs on LinkedIn – Best Practice:

www.linkedin.com/help/linkedin/answer/110912

Managing jobs you've saved on LinkedIn

www.linkedin.com/help/linkedin/answer/3480



Conclusions

Major Leaps Forward

Job hunting can be difficult and in such a volatile climate, it's hard to keep yourself motivated. We hope this e-book of practical advice and guidance empowered you to kickstart your year confidently towards a new career.

We are here to help you make major leaps forward. We aren't afraid to encourage you to explore the thought of new possibilities and support bold, brave decision making.

We're here to help you become a Major Player.

If you need any additional support, visit www.majorplayers.co.uk or reach us at talk@majorplayers.co.uk

Disclaimer: Please note that this e-book is purposed for advice and guidance only.

**Links to our web pieces on job advice,
the industries and more**

Breaking into the Creative Industries

www.majorplayers.co.uk/news-events/major-hub/breaking-into-the-creative-industries/

Thinking about going Freelance

www.majorplayers.co.uk/news-events/major-hub/thinking-about-going-freelance/

How to negotiate a Pay Rise

www.majorplayers.co.uk/news-events/major-hub/how-to-negotiate-a-pay-rise/

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Job Seeker
Toolkit

**MAJOR
PLAYERS**