

Get
the
Job





While a career in the military can prove to be a lifelong venture, many men and women choose to return to civilian life once their enlistment is complete. Serving provides you with an incredible skill set and experiences to help find your dream job. Do you know how to use them to market yourself to hiring managers?

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Employment after Military Service

Most companies use software like applicant-tracking systems to filter through job seekers before a resume is presented to an actual human. Make sure your application is fine tuned to peak to the job requirements and responsibilities. Even an impressive military career can be overlooked if it doesn't appease the software's expectations.

A resource you should consider is a professional resume writer or career counselor. They can efficiently draft a portfolio to explain your career goals and attract attention from hiring managers. Here are some other beneficial

ways to get started in your civilian job hunt.

THE COOL PROGRAM

Credentialing Opportunities On-Line Program is in place to help those who have served, with assistance in translating the skills honed in the military to civilian credentials. Each branch offers their own unique service, which are easily accessible with a proficient search engine. Here are a few areas where they can help, according to the United States Department of Defense's Military OneSource Network.

Gain information on credentials relating to your service specialty.

Identify gaps in training and credential requirements.

Provide resources to close the gap between credentials and training.

GOVERNMENT ASSISTANCE

The Department of Labor reports that the unemployment rate for veterans was 2.7% in May, that's down from 3.4% from 2018. Assistance from agencies like the Department of Veteran Affairs offer advantages for servicemen and women to showcase their talents and connect with like-minded

employers. It's easy to register with the VA and ensure your contact information and resume is available to hiring managers in search of your skill set.

FINDING JOBS

Having military experience is a requirement for numerous high-paying jobs. You can find them by reaching out to local recruiters, networking on professional social media outlets and even the classifieds section of your morning newspaper. Best of luck on your job search for your post-military career and thank you for your service.

Do You Need a Cover Letter?

Many job seekers place the majority of their focus on drafting the perfect resume. A common mistake is forgetting to dedicate the same passion to a cover letter.

When prepared accurately and professionally, this documentation duo can be the difference between landing the job and waiting for an interview.

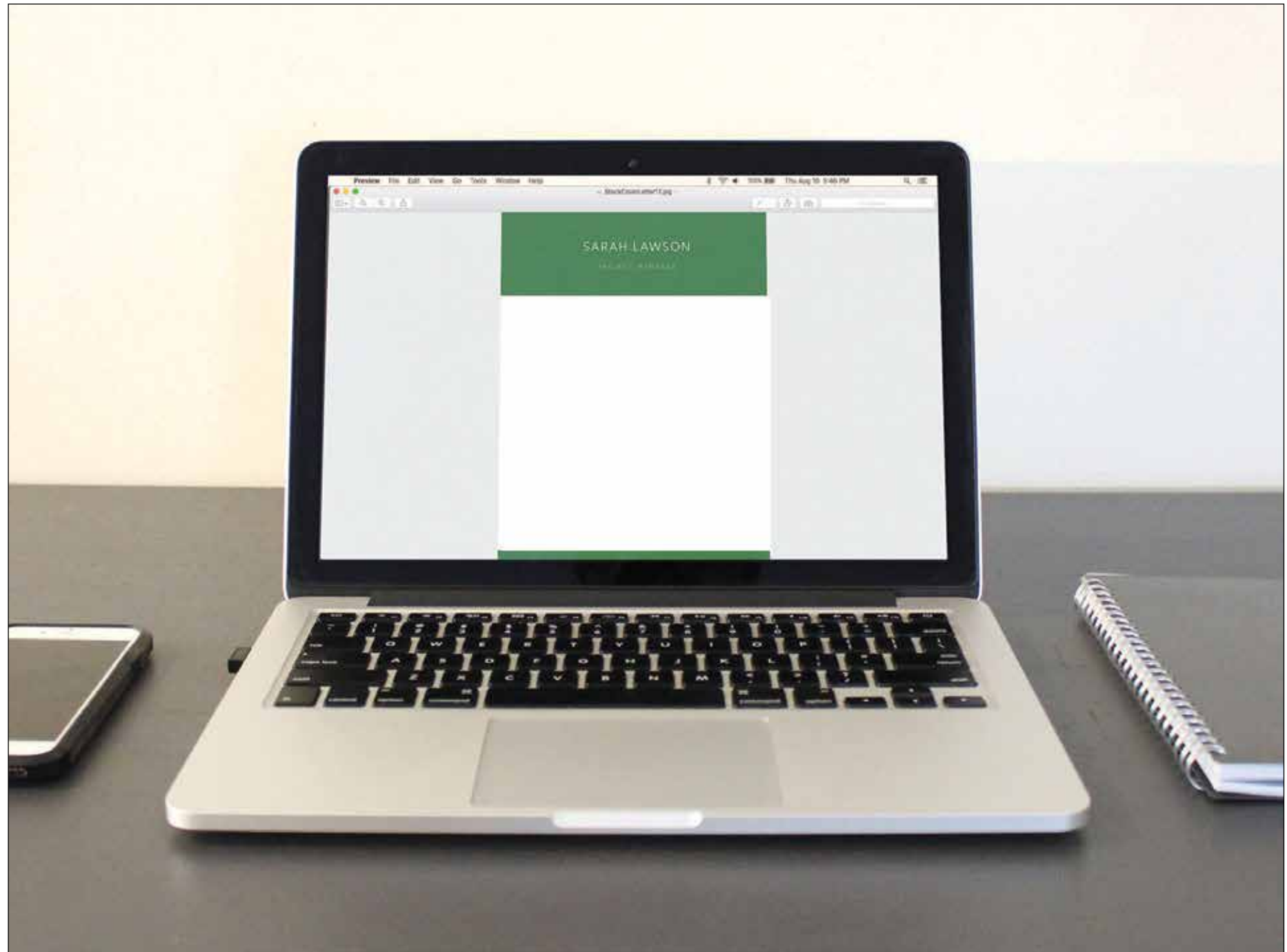
Your resume is enhanced by a cover letter that provides another opportunity to brag about your skills and how they can benefit a company. Try not to duplicate the information; instead, explain to a hiring manager how you can have a direct impact on the challenges they are facing, based on the job description.

It's important to do your research on the company so you can specifically target their needs.

A STRONG OPENING

The Harvard Business Review states one of the most important things to include in your cover letter is an opening expressing why you're a good fit for the position. Start with an explanation that showcases how your previous experiences will meet the needs they describe in their job posting.

For instance, when applying for a leadership position,



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provide a brief explanation about the accomplishments you obtained with a previous team.

Make sure to include how many employees you oversaw and how you improved productivity. Your opening should also include any personal connections you have with someone who is already

employed within the company. You can also impress a hiring manager by addressing your cover letter directly.

With a little research on social media and company profiles, you should be able to find their name easily.

SHOW PERSONAL VALUE

After a strong introduction,

you can emphasize your value by displaying proactive problem-solving skills.

Again, research will be a beneficial strategy so you can discover issues your targeted company is facing.

Don't worry if you are unable to discover a specific problem, you can find common trends that impact most

businesses within the industry.

Show your wisdom by discussing new laws or mandates that may affect a company and a plan to adjust a strategy to accommodate them. Here, you can share a professional experience which explains how you solved a problem previously.

Why You Aren't Getting Calls

If you find yourself being proactive in your job search but failing to receive interview invitations, you should review your strategy.

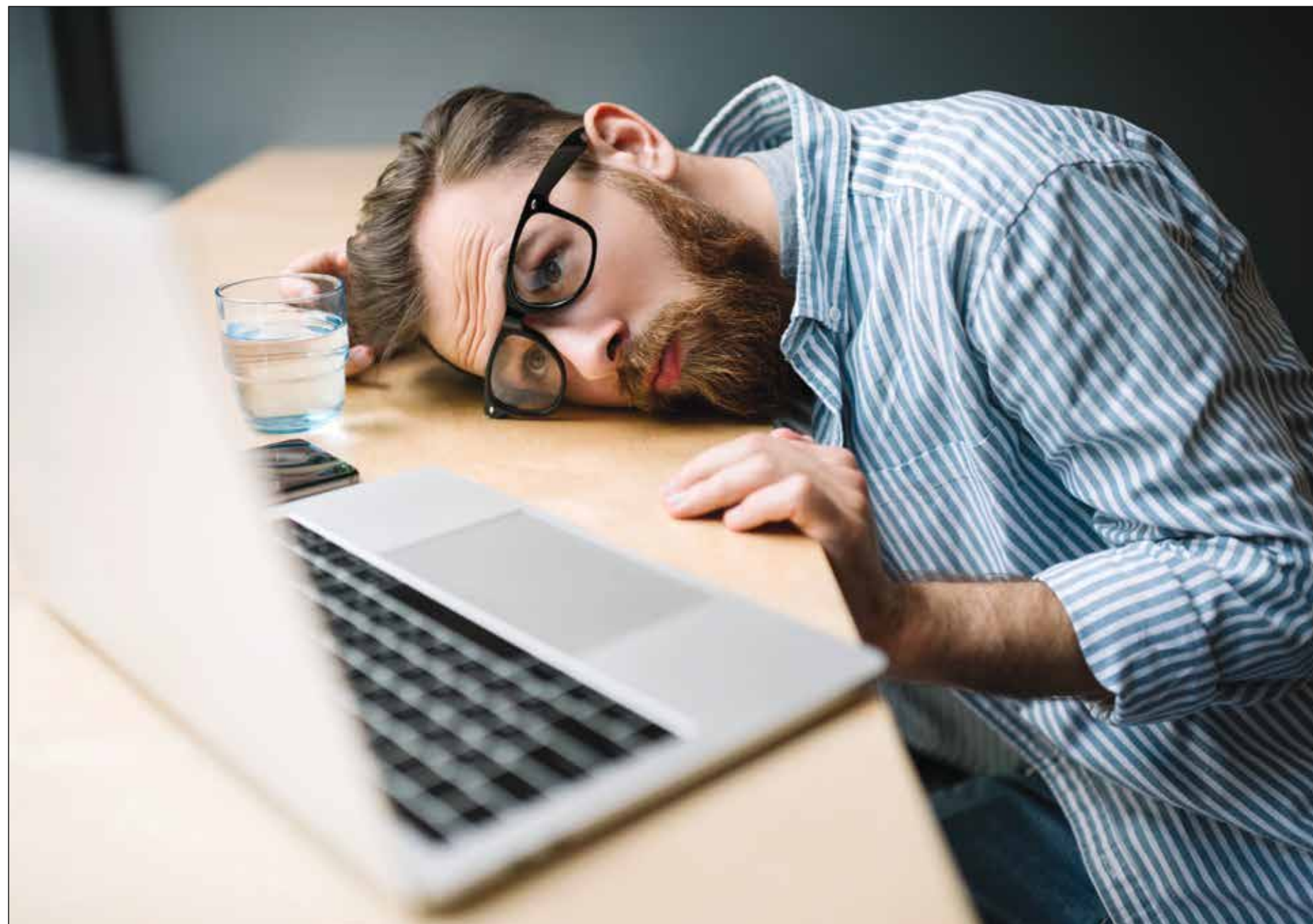
A common reason people don't hear back from an employer is by applying to positions outside of their qualifications. Make sure to thoroughly read the job description to discover what employers are seeking.

Another factor that may dismiss your chances of employment can be found in your online persona. Review your active social media accounts for content that may appear unprofessional or represent you in an unreliable fashion. According to a report from the Society for Human Resource Management, 77% of their surveyed companies use social networking sites to recruit candidates.

Here are some other reasons you may not get the desired responses during a job hunt.

IGNORING DIRECTIONS

Depending on the type of job you're seeking, the application process can vary. Oftentimes, submitting a resume and cover letter or application are only the first step. Some hiring managers will ask to see previous examples of your work through a portfolio or website and may require you to follow special



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instructions when applying for the position.

Their extra steps throughout this stage are created for a couple of different reasons. First, having a direct link to related work experience gives them quick access to a list of applicants, rather than researching each candidate individually.

It also provides a hiring manager with a perspective of

how detail oriented potential employees are. Showing you can follow their simple instructions promotes your accountability and attention to detail.

RESUME ISSUES

With all the factors you consider when presenting an exquisite resume, one thing you may forget to address is ensuring a digital copy will be

visible once it's received by a hiring manager. Since many resumes are submitted electronically, there's a chance that your file may experience issues when opened. For peace of mind, attempt to email a copy to a few different friends to make sure it can be accessed without error.

Your resume should also be tailored to specific listings. You can work with an expert to

customize a document that includes the right keywords and highlights your work experience that meets a job description's requirements.

Common mistakes like grammatical or spelling errors can also be a reason your application was dismissed. You can avoid this issue by using grammar-checking software or hiring an expert to analyze your document.

Tips for your Executive Job Search

Whether you're already an established executive or looking to break into a position within a company, these highly coveted careers require serious strategy to obtain.

Being in this role comes with significant responsibility to ensure the department or organization thrives under your supervision.

While a referral from a professional peer can be a step in the right direction, you can still impress your way into a gig with a solid work history and proven record. Of course, your resume should highlight your achievements and qualifications, you can also prepare an online portfolio or networking site to go into more detail.

Research the roster of executives and decision makers within a company to get a feel for their career visions. It can be beneficial to adjust your social media profiles to appeal to similar goals you share.

REACH OUT TO A PROFESSIONAL NETWORK

The connections you made throughout your professional career can be a huge resource to rely on when searching for an executive position. Reach out to peers you connected with in the past for new opportunities.

Of course, pursuing these



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professionals should be handled with care to avoid coming off as pushy. Rather than asking for a job from the get-go, express your interest in sitting down for coffee or lunch to discuss the future of your industry. This initial meeting can be a great way to reconnect.

MAKE YOURSELF VISIBLE

Become a pro at marketing

yourself and the knowledge and expertise you have to offer. A good place to start is creating a professional social media profile where industry leaders can view your career accomplishments and goals.

Don't hesitate from bragging about achievements and the impact you had on previous ventures.

You can also get in the spot-

light by volunteering to speak publicly at keynote conferences or panels. Showing your expertise at large gatherings allows you to network with a multitude of professionals at once.

NAIL THE INTERVIEW

Before an executive interview, it's crucial to research the company and become familiar

with their objectives and challenges. Express your interest in contributing to the growth of their business and how past experiences can make you the perfect candidate.

Confidence is key when meeting with a hiring manager, make sure eye contact is constant and you are comfortable when discussing your qualifications.

The Future of Tech Careers

You have probably heard that one day robots and artificial intelligence will take over numerous jobs once performed by humans.

A recent report from the World Economic Forum estimates that by 2022, more than 75 million jobs will have been lost due to technological advances. However, there is good news for job seekers trying to enter a career in tech. The same study, *The Future of Job Report 2018*, expects technology will also lead to the creation of 133 million new jobs to support innovative systems.

For job hunters, acquiring the right skills to lead their companies forward in an exciting new direction is important. Here are a few highlights from the report to help understand which industries are expected to see significant increases.

AI AND MACHINE LEARNING SPECIALISTS

This industry will continue to grow thanks to the success of artificial personal assistants, navigation and streaming. For these technologies to grow, machine learning is a concept that must continue to advance.

If this career field appeals to you, focus on familiarizing yourself with programming both code and algorithms. It's also beneficial to take courses that educate you on robotic



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process automation and general machine learning.

SALES AND MARKETING

The classic role of salesperson will continue to thrive as innovative products are created. Being efficient in understanding and describing new technology will help you explain why companies need their benefits. One new posi-

tion that is required by many startups is a sales engineer.

Experts are required to hold in-depth knowledge of every factor of a new technology or product, including its software, code and overall architecture. This information is imperative when expressing its benefits to a potential client. To excel in this career, a technical background can be beneficial to

articulate a sales pitch with ease and confidence.

SOFTWARE AND APPLICATION DEVELOPERS

To remain innovative and offer attractive products to consumers, big businesses invest a significant amount of revenue toward software development. According to the

United States Department of Labor, the average developer earned \$105,590 annually in 2018.

These creative positions are typically filled by employees with at least a bachelor's degree or extensive and proven on-hand experience. The DOL expects the field to grow at a rapid rate of 24 percent by 2026.

Benefits of Technical School

When you find yourself stuck in your field, the journey of starting a new career can be daunting.

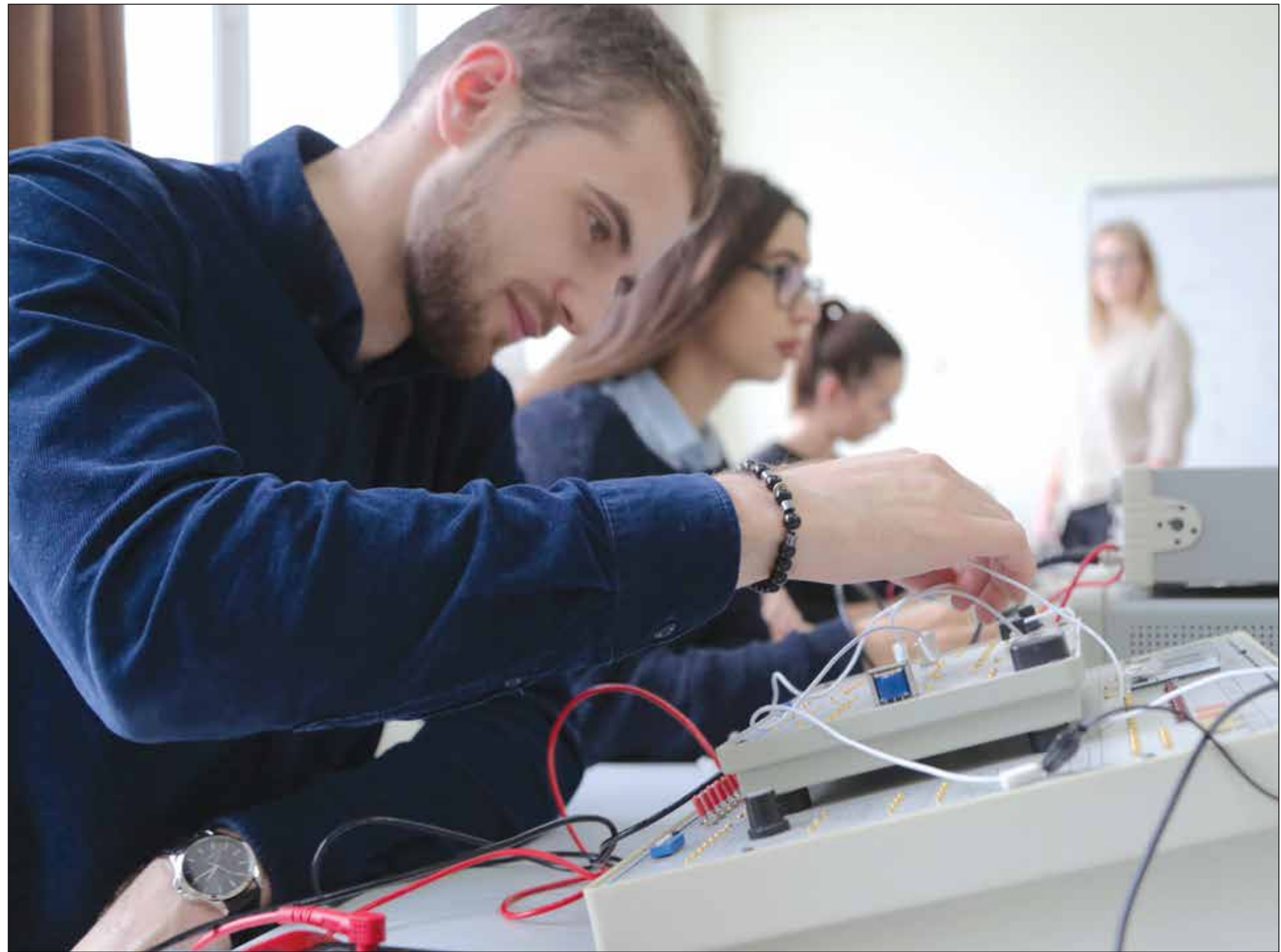
Especially if you have a family and financial obligations, the task of attending a four-year university and continuing to work can be a momentous undertaking. Fortunately, a technical school offers attendees a quick and affordable way to obtain the credentials needed to start a new and fulfilling career.

According to the Imagine America Foundation, trade schools thrive in providing on-the-job experience for a specialized skill. Do research in your area to discover which industries are in high demand for new employees. A few common options to consider are careers in the field of electricians, dental hygienists and welders.

Whether you're fresh out of high school struggling to decide how to go forward or a working adult who needs a fresh start in life, here are some advantages to attending a technical school.

HANDS-ON EXPERIENCE

Breaking into an industry without experience can be difficult, even if you have earned a degree. Technical schools are proficient in preparing students for high-demand careers while offering hands-on experience to use in the field.



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When applying for a position after completing technical school, be thorough with the skills you obtained during training. The real-life experience plus certification are important factors which hiring managers look for on a resume.

AFFORDABLE

The education obtained

from a qualified technical school is on average, significantly less than an avenue with a four-year university. In fact, the Community for Accredited Online Schools states the national average for a trade institution is \$7,351 per year. This is in contrast to the National Center for Education Statistics' estimation of

\$39,529 annually at a four-year college.

SMALLER CLASSES

An advantage that many technical school students prefer is the small size of classes. It's typically a much different setting than a university or community college and allows for a more personal learning

experience.

You can also network with peers in a more intimate manner leading to lifelong relationships both personally and professionally. They also enjoy a smaller campus, usually partaking in their class in one room rather than rushing to different buildings to keep on schedule.



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American Employment Outlook

According to the United States Bureau of Labor Statistics, the unemployment rate is expected to remain at 3.6 percent in 2019 but see a small increase to 3.8 percent by 2021.

This is encouraging news for job seekers as the rate was 9.9% only a decade ago.

Take a look at some encouraging statistics about the current employment outlook as reported by the United States Department of Labor.

Employment in the health care industry has continued to trend upward by adding over 391,000 jobs over the past 12 months.

In 2019, the average hourly earnings have increased by 3.1%. In May, the total was

\$27.83 per hour.

In May alone, the United States economy gained 75,000 jobs. Mostly in health care, hospitality and financial activities.

The number of involuntary part-time workers declined by 565,000 over the past year as full-time positions opened.

Two states reported historically low unemployment rates in May, Vermont at 2.1% and Texas at 3.5%.

Solar photovoltaic install-

ers, wind turbine service technicians and home health aides are amongst the fastest growing occupations in the country.

The Bureau of Labor projects employment to grow by 11.5 million jobs by 2026.

Registered nurses, medical assistants and medical secretaries are the occupations with the most job growth in the health care industry.

The software development industry has a projected

growth of 30.7 percent by 2026.

Occupations that require postsecondary education are projected to grow faster than those which don't.

As companies enhance their big data analytics strategies, the mathematical science industry is projected to gain 50,400 job.

The average health care salary is expected to experience the most growth by 2026, at a rate of 1.9%.