

Get the Job



Breaking In

Finding your first job after college can seem more difficult than actually earning your degree. In fact, it can be even more of a challenge.

A 2013 Wall Street Journal report found that 284,000 Americans with a bachelor's degree or higher were working in jobs that paid minimum wage or less.

The job market is as competitive as ever, with numerous candidates hunting for the same positions. So how can you, the new college grad, differentiate yourself from the competition?

BE PROACTIVE

Human resources directors will tell you that one of the most impressive traits of an entry-level hire is a proactive nature. Thinking creatively and knocking on doors is a great way of making connections.

Knowing the balance between being proactive and being a nuisance is critical, however.

There's nothing wrong with sending in a follow-up email after you have submitted your resume. Two or more starts getting into the zone of not being able to take a hint that you may not be the right fit for the position.

BULLETPROOF RESUME

Typos, misstatements and outright lies are easy to spot



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by trained professionals. And they can add up to your resume being thrown in the trash.

To avoid these mistakes, first of all be honest. There is no excuse for fabricating portions of your resume. Hiring managers are trained to follow up with your references and will work hard to fact-check information you

claim to be true. Just remember, once you put it on paper and give it to someone, it's out there forever.

As far as typos are concerned, consider having someone else read through your resume. Their eyes are fresh and may be able to spot mistakes you are glossing over.

GET CREATIVE

Sending resumes via the mobile application Snapchat. Emailing storyboarded, choreographed resumes in video form. The list goes on. These are the signs of our digital times, and everyone is trying to take it to the next level when it comes to being noticed.

These ideas can be effective if your industry is a creative one, such as graphic design, videography or web development.

If you're a banker, attorney or sales manager, however, these methods can be a bit over the top. The key is in knowing your audience and tailoring your resume to what they are expecting.

Going Freelance

More than half of the workforce is expected to be freelance by 2020, according to a recent Gallup poll.

A growing desire to build a business or simply escape the corporate grind has many trading in their office computers and mahogany desks for their laptops and home offices.

But is going freelance really feasible? Can you make a great living and still enjoy all the benefits of being your own boss? The numbers say yes.

THE COMPANY PERSPECTIVE

A freelancer can be categorized into a few segments: the business owner, the independent contractor and the consultant. Companies are hiring these professionals because they are specialized in their crafts.

They also are hiring them because they are cheaper. Let's say a consumer goods company needs a graphic designer to create an exciting new product campaign. The job will take about four weeks to complete and will include the design of print materials, a website and a billboard.

Instead of hiring a full-time graphic designer with a salary, health insurance and retirement, companies are looking to independent contractors to complete the work.



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Why? Because they don't require the salary, health insurance or retirement. They pay for that themselves. Companies also save money by only paying for the hours they agree to in the project contract.

Freelancers are easy to find with online talent websites or advertisements through social

media or your local newspaper. And as the numbers show, they will only become easier to find in the future.

THE FREELANCER PERSPECTIVE

Freelance work comes with a new prestige that didn't

exist in years past. According to a study by the Freelancer's Union based in New York, freelancers are seeing major gains in their available projects and are excited about their futures.

Some of the study's major findings include:

- Twice as many freelancers have seen an increase in

demand in the past year as have seen a decrease

- Sixty-five percent of freelancers said their line of work is a career path that is more respected today than it was even three years ago.

- Thirty-eight percent of freelancers expect their hours to increase in the next year.

Keep Your Job Search Secret

When searching for a new job, you may feel like letting everyone in the world know that you're available and ready for a change. Everyone in the world, that is, except your current employer.

The scenario has played out for many professionals in the past. They are fed up with their current jobs and on the hunt for a new one until all of a sudden their employer finds out. Just like that, job security is a thing of the past and the job search becomes more urgent than ever.

There is nothing wrong with finding a new position if you're unhappy in the one you have. But there are ways to do so quietly without drawing attention to your intentions.

NO COMPANY EMAIL

This seems like a no-brainer, but avoid using company email, phone or messaging systems for your job search. There is an information technology professional overseeing all of your company systems, and finding any evidence of your job search is as simple as performing a basic search of your correspondence or Internet history.

Using your company's equipment is only half the problem. You also don't want to be caught using company time to conduct your search. This can make you seem sneaky and unethical, so keep your efforts outside of the workspace.



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NETWORK WISELY

It may be difficult to network within your office or even your industry if you work in a specialized one, but using your trusted sources can be a great way to find a new position.

According to data reported by the U.S. Bureau of Labor

Statistics, 70 percent of all jobs are found through networking.

But networking with the wrong people can land you in hot water with your boss. The key is starting with only the people you trust the most.

They will hopefully keep your secret while also intro-

ducing you to someone who could open new career doors for you.

'CONFIDENTIAL'

You also can use discretion by letting prospective employers know that your job search is confidential. Place a

watermark on your resume or in the email subject line that reads "confidential."

Address your situation in your cover letter, as well. Add a line that encourages respect for your wishes to remain confidential and let them know you appreciate their cooperation.

The Hiring Structure

Are you ever confused at who you're actually talking to when interviewing for a new position? Recruiters, hiring managers and headhunters — who does what in the hiring process?

Gaining more clarity on who can help you in particular situations will shed light on how to prepare for interviews with each one.

Each of these professionals has a different goal in mind when bringing you in for a chat.

HIRING MANAGERS

A hiring manager is generally an inside position, working for his or her company to onboard top talent. These professionals know the ins and outs of the requirements for an open position but may not always have the time to actively look for job candidates like a recruiter or headhunter does.

Hiring managers will be more apt to ask you questions about how you fit into the company and will be trying to see how much you researched the open position, so prepare accordingly.

RECRUITERS

Recruiters are most often external professionals hired by an organization to find qualified candidates for open positions.

There are many boutique recruiting firms in the marketplace, ones that solely

focus on building relationships with both candidates and companies so vacancies can be filled quickly and adequately.

The main responsibilities of recruiters include sourcing, screening and interview-

ing candidates to learn more about their career histories. They do have knowledge of open positions within certain companies, but are more concerned with learning about you and your strengths.

HEADHUNTERS

The term “headhunter” conveys a competitive, cut-throat job, and that's exactly what it is. These professionals work on a contingency basis, meaning they don't get paid until they

find an acceptable employee.

Headhunters can be paid by both companies looking for employees or by job-seekers looking for work. They generally earn a fee if they find you a job, so make sure you know how much you will owe.



Let Your Achievements Shine

Your resume is a like a complex jigsaw puzzle. If any pieces are missing, you will sell yourself short on showcasing the complete picture of you.

The most important aspect of your resume can be the key achievements that have defined your career up to this point. These bites of information are what make you different from others applying for the same positions because no one will have achieved exactly what you have.

You can let companies know that you understand the importance of results by strategically including them both within your key summary and within your job descriptions.



FRONT-LOADED ACHIEVEMENTS

One of the most effective resume-writing tactics is to list your achievements in a front-loaded fashion. What does this mean?

Here is an example that shows the difference between a standard and front-loaded achievement:

Standard: Developed new paperless system to improve company savings by \$4,000 per year

Front-Loaded: Catalyzed \$4,000 in annual savings via development and implementation of innovative paperless system

The actual achievement comes first and is followed by the steps you took to get there.

ALL ABOUT THE NUMBERS

For certain industries, numbers tell the story of your success. Leaving them off your resume can hurt your

chances of being hired.

Sales professionals make their career on the numbers: Achieving X dollars in territory growth or establishing relationships with a new account that captured X dollars in new revenue.

Recruiters and hiring managers in the sales and marketing industries are trained to spot these achievements on a resume, so include them in your job descriptions.

To give your document an effective balance, list your

main tasks for each job description in paragraph form (three to four sentences) and your achievements in bullets.

This will help reviewers differentiate between the two for a seamless analysis of what you bring to the table.

Construction Manager

The real estate industry is finally on the rebound, improving the career outlook for professionals in the construction industry.

One role within this sector is that of the construction manager, a professional who can oversee work on both residential and commercial projects ranging from new construction to remodeling jobs.

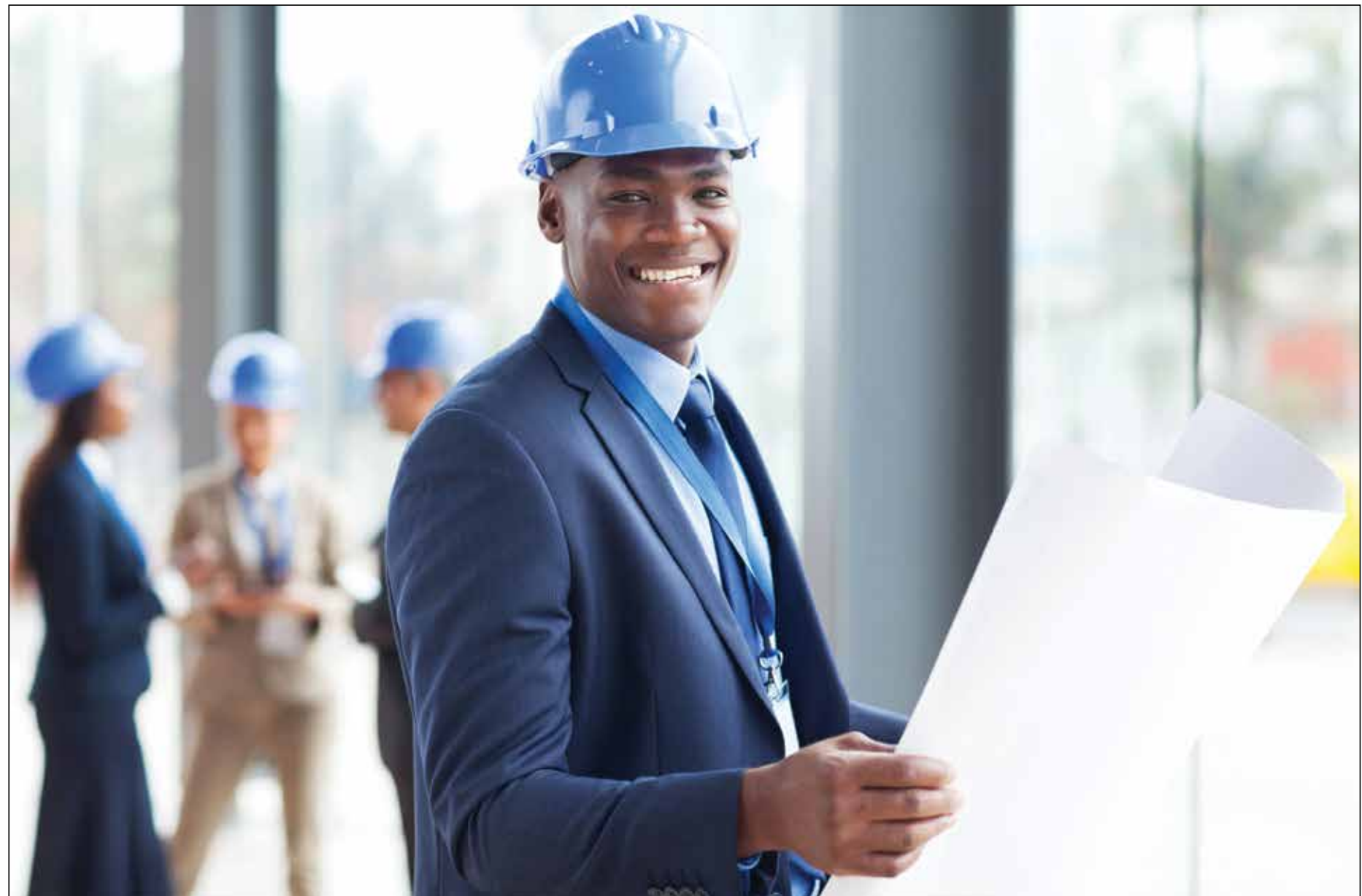
Here's what a construction manager does on a daily basis, according to a collection of job descriptions found on the career services website Indeed.com:

- Organize, coordinate and lead crew members in line with project specifications;
- Work on site to assess and improve crew performance;
- Ensure health and safety of all personnel, subcontractors and vendors;
- Work with specialized GPS equipment and other technical tools; and
- Collaborate with upper management to develop, analyze and monitor project budgets.

SALARY AND OUTLOOK

According to the Occupational Outlook Handbook reported by the United States Department of Labor, the median pay for a Construction Manager is about \$82,000 per year.

The department's last in-depth look into the profession came in 2012, when it was



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projected to grow 16 percent by 2022 — faster than the average industry in the United States.

The professionals best equipped to land construction management jobs have a bachelor's degree in construction science, construction management or civil engineering,

according to the outlook handbook.

KEY TRAITS

Given the amount of people a construction manager oversees, the ability to get along with all levels of leadership is

critical.

One minute you may be dealing with a general laborer on a roofing project. The next you could be talking to a client, updating them on the status of the project. In the very next, you might be in a meeting with a company

executive covering how your budget and labor hours look compared to the pre-determined project plan.

Being able to navigate all of these relationships requires collaborative communication skills and a strength in building positive relationships.

Interview Tips & Mistakes

Your resume was impressive enough to push you to the interview phase for a possible new position. Now it's up to you to perform in person. No pressure.

Actually, pressure is a very real part of the job interview. It's how you channel that pressure that will determine your chances of landing the job.

One great way of overcoming stress in the interview is through preparation. Before sitting down with a hiring manager, here's how you should prepare:

- Research your prospective company. If you're applying for a marketing position, knowing which recent campaigns a company has launched can position you well for the question, "What do you know about our company and what we're trying to achieve here?"

- Write down interview questions you may be asked. You can find some general ones through simple online searches. Practice answering them, and then practice answering them again. Practice in front of the mirror, in front of family members and in front of a video camera. Watch yourself and incorporate any feedback from your audience members to strengthen your execution.

CRITICAL MISTAKES

According to a Harris Interactive poll, hiring man-



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agers and recruiters identified answering a call or text as one of the most critical job interview mistakes a candidate can make. To avoid this gaffe, consider leaving your phone in the car.

Another common mistake made by interviewees is appearing uninterested and

failing to make eye contact. Look your interviewer in the eye and sell yourself. If you don't, no one else will.

DISPARAGING YOUR OLD BOSS

Nothing says "pot-stirrer"

like someone going on and on about the incompetence of a prior boss. This can leave your interviewer feeling uneasy about trusting you to make positive relationships with new bosses.

Even if you're feeling a little less than thrilled with former employers, it is important to

keep your feelings suppressed in a job interview setting.

Doing so will make you appear professional and mature, as opposed to bitter and problematic — two characteristics that no employer wants in their employees.