

Get the Job





# Resolve to be Happy in Your Career

What's on your list for a better New Year? For many of us, a better job makes it to the top.

Maybe you're seeking a better salary or a bigger challenge. Maybe you're looking to shake things up and go into an entirely different career. Whatever is motivating you as a new year begins, there are a few things to keep in mind during your career transformation.

## SEEK OUT CONNECTIONS

Numerous studies, including ones by ABC News and Payscale.com, report that up to 80 percent of today's jobs are landed through networking.

Yes, in today's digital world of emails, chats and instant messages, the most important part of your job search is good old-fashioned networking.

Here are a couple of ideas for an effective networking strategy:

- **Pick up the phone.** Skip the impersonal email for an actual phone call. Talking to a recruiter or hiring manager about an open position lets you convey your professionalism, ideas and overall value. Plus, you can tell if a position is right for you by hearing more about the company.

- **Offer lunch. Or coffee. Or breakfast.** Invite a past boss to meet you to discuss your

current situation. On a job search, you need as many people on your team as possible.

## MANAGE YOUR ONLINE PRESENCE

The number of employers using social media to screen candidates is at an all-time

high, according to a recent CareerBuilders study that found:

- 70 percent of employers use social media to screen candidates, up from 11 percent in 2006;

- 57 percent are less likely to interview a candidate they can't find online; and

- 54 percent have decided not to hire a candidate based on their social media profiles.

Kick the new year off right by re-thinking your online presence. Scrub your Facebook, Twitter and LinkedIn profiles for inappropriate content or photos.

Use social media as a pro-

fessional tool. You can connect with prominent leaders in your industry and post regular topics related to your field. These simple steps can help optimize your social media footprint and keep you in the running when hiring managers find their way to your profiles.



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# Fastest-Growing Jobs for Grads

College grads want what everyone wants — to land in a successful, sustainable career that brings them steady pay and a strong work-life balance.

But without experience, how do they know which industry to enter? Can they be sure their chosen career field will be around for the long haul?

Research is a good place to start. There are many resources available through universities and online education platforms that guide students through the aforementioned questions. Young professionals also should rely on family members and friends who have found success.

The Federal Bureau of Labor Statistics compiled a list of the fastest-growing jobs for the decade leading up to 2024. Below are the top five with details on pay and other perks, according to the FBL.



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## 5. OPERATIONS RESEARCH ANALYST

**Main responsibilities:** Utilize advanced mathematical and analytical methods to help organizations investigate and resolve complex issues.

**2014 median pay:** \$76,660 per year

**No. of jobs, 2014:** 91,300

**10-year job growth outlook:** 30 percent

## 4. PHYSICIAN ASSISTANT

**Main responsibilities:** Practice medicine on teams with physicians, surgeons and other healthcare workers to examine, diagnose and treat patients.

**2014 median pay:** \$95,820 per year

**No. of jobs, 2014:** 94,400

**10-year job growth outlook:** 30 percent

## 3. STATISTICIAN

**Main responsibilities:** Apply statistical methods to collect and analyze data and to help solve real-world problems in business, engineering, health-care or other fields.

**2014 median pay:** \$79,990 per year

**No. of jobs, 2014:** 30,000  
**10-year job growth outlook:** 34 percent

## 2. PHYSICAL THERAPIST

**Main responsibilities:** Help injured or ill people improve their movement and manage their pain.

**2014 median pay:** \$82,390 per year

**No. of jobs, 2014:** 210,900

**10-year job growth outlook:** 34 percent

## 1. NURSE PRACTITIONER

**Main responsibilities:** Provide patient, primary and specialty healthcare.

**2014 median pay:** \$95,350 per year

**No. of jobs, 2014:** 170,400

**10-year job growth outlook:** 35 percent



# Navigate Video Interviews

As technology further disrupts the recruitment industry, video interviews are finding their way into the hiring process. For traditional job-seekers, this is a big change that has rapidly occurred over the past few years.

The experience gives you a chance to not only tell your story to a hiring manager, but also to show off your professionalism. If you're asked to participate in a video interview, there are specific steps to take and some potential pitfalls to avoid.

## LOOK THE PART

Remember that video interviews are just like regular interviews when it comes to your appearance. Just because you are likely in the comfort of your own home doesn't mean you should wear jeans and a T-shirt.

Put on a professional outfit to look the part. Practice answering general interview questions, making sure to look directly into your webcam.

## SET THE STAGE

Treat your interview space as if it were part of a profes-



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sional office. Choose a solid-color wall as your background and make sure plenty of light is available.

Test the look of your interview surroundings by turning on your webcam and sitting in front of your computer or laptop. This will give you a glimpse of what the hiring

manager will see on his or her screen.

## TECHNOLOGY CHECK

There are dozens of video chat options so make sure you're using the same one as your interviewer. Generally, the person requesting the interview will provide you

with login information and a predetermined time to join.

Make sure you have the most recent version of the video software downloaded to your computer. Doing so days or even weeks ahead of time is a great way to stay focused on the job at hand: landing your next job.

Follow these tips and your video interviewing skills will take off in no time.

Remember to always follow up with interviewers to let them know your interest in the job. A simple email or phone call can go a long way in establishing yourself as a viable candidate.

# Resume: Art and Science

There is a lot of misinformation floating around the Internet about what to include or not include on your resume. A simple Google search of “What should I include on my resume?” fields hundreds of responses, many of which offer completely different strategies and best practices.

The truth is that each job candidate’s situation is different. An executive with 25 years of experience requires a vastly different resume than that of a 25-year-old college graduate.

Since there is no “box” in which every professional resume can fit, the key to creating a memorable, effective document is all in the art and the science of personal branding.

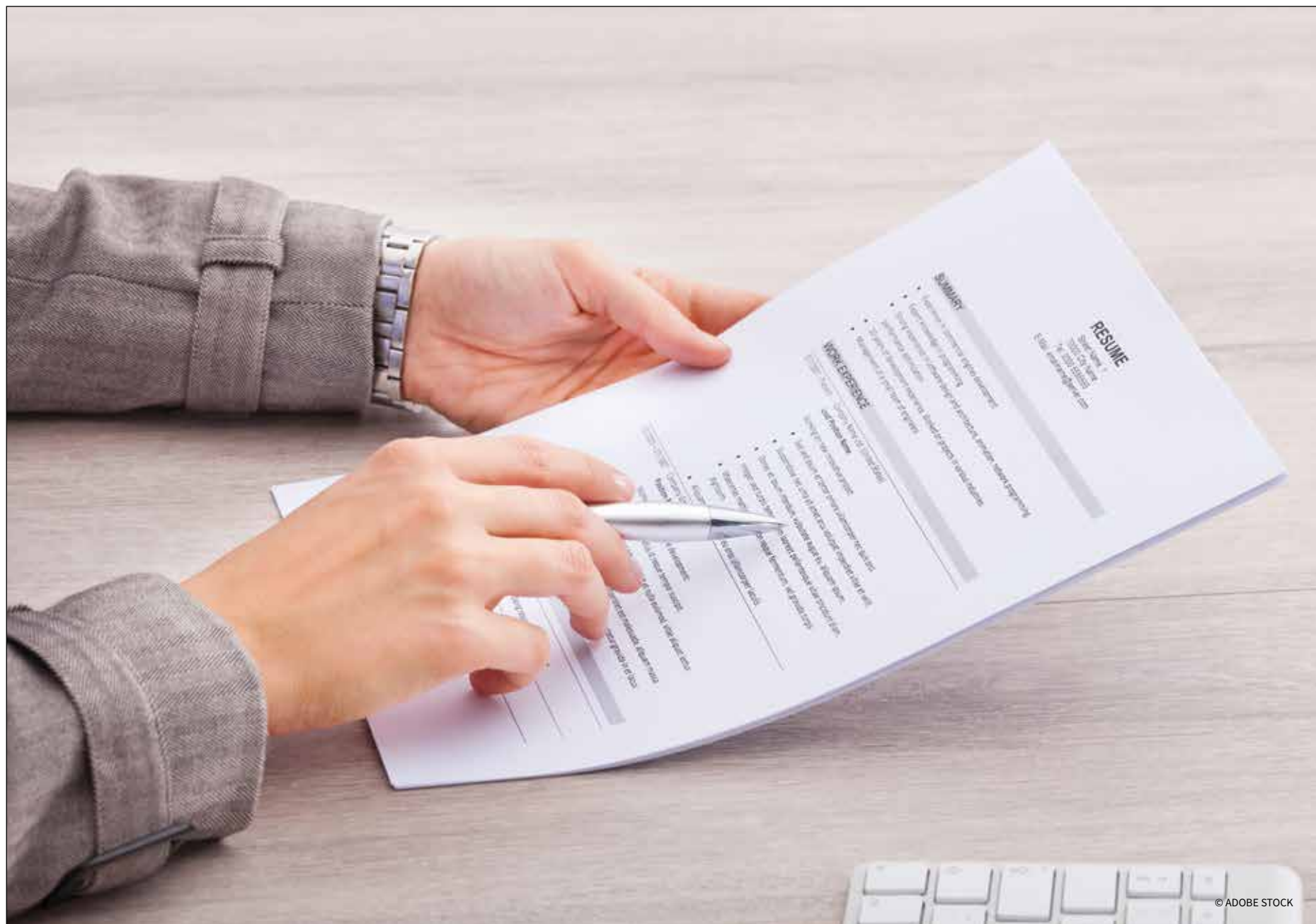
## THE ART

Many candidates have multiple versions of their resumes for various industries or roles. This can become a logistical nightmare if you’re applying to multiple jobs throughout the day or week.

If you’re building your resume correctly, you will likely need just two versions. Which one you give to whom requires you to understand your audience.

A longer, more comprehensive resume is great for making sure you incorporate the right keywords. When hand-delivering your resume to connections who may be able to help you find your next role, keywords aren’t as important.

That’s because your document likely won’t go through an applicant tracking system to reach the hiring manager.



## THE SCIENCE

Companies use applicant tracking systems to filter incoming resumes for open vacancies. This helps recruiters work from a more targeted stack of documents rather than

poring over every submission.

Resumes that don’t align with the keywords a company is looking for are tossed before the process really even gets going.

Applying a scientific, mea-

sured approach to resume creation requires writing skill and knowledge of your industry. Study your target job descriptions and underline 15 to 20 strategic phrases or keywords.

Weave them into your

resume in an “Areas of Expertise” section or throughout the “Experience” section of your document. Doing so makes sure your resume will play well with applicant tracking systems.



# Win Your Next Job Fair

**R**ooms full of prospective employers. Multiple job opportunities on the table. Highly connected recruiters and hiring managers at your disposal.

For anyone doubting the effectiveness of a well-planned job fair, you are missing out on a major chance to improve your career and meet new people.

Job fairs are teeming with potential connections and like-minded job-seekers looking to land their next role. Such amazing networking opportunities don't come every day.

Below are some tips on making the maximum impact on your next career fair.

## PREPARATION MATTERS

Bring multiple copies of your resume to the job fair, and be prepared to discuss your specific experiences, achievements and projects. It's not enough to simply hand over a resume.

Remember, there are dozens of competitors vying for the same opportunities. How you sell yourself can be a determining factor in your chances at employment.

A key point of preparation is in how you handle difficult questions about job gaps or short employment times. Recruiters and hiring manag-



ers are trained to spot these types of issues on your resume. A concise, honest approach is best to mitigating any red flags for these hiring professionals.

## DRESS FOR SUCCESS

Even if you are a college student checking out a job fair at your university, dress appropriately for the opportunity to

meet hiring managers and recruiters.

Even in today's digital world, in-person first impressions are vital to your success. Business casual attire is a solid approach. This includes a tucked in dress shirt with a tie for men, and a professional skirt- or pants-shirt combo for women.

## PLAN OUT YOUR DAY

Most job fairs provide job candidates with a list of the companies that will be attending. Map out your top five prospective employers and get ready to pitch yourself to their hiring managers. Once you mark the top five off your list, target another five.

Staying well organized will

let you most effectively use your time, which is important for making as many connections as possible during the event.

Always remember to collect as many business cards as possible, both from hiring managers and fellow candidates. You never know where connections might lead.

# Protecting Your Privacy

**W**ith much of the job search process transitioning to online platforms, privacy has become a major issue for job-seekers to consider. How much of your personal information are you uploading to various job boards? Are you sharing sensitive information such as your address, salary history or Social Security Number?

Information you submit over the Internet during your job search can put you at risk for fraud or even identity theft. Fortunately, there are steps you can take that will protect your personal information as you search for your next great role.

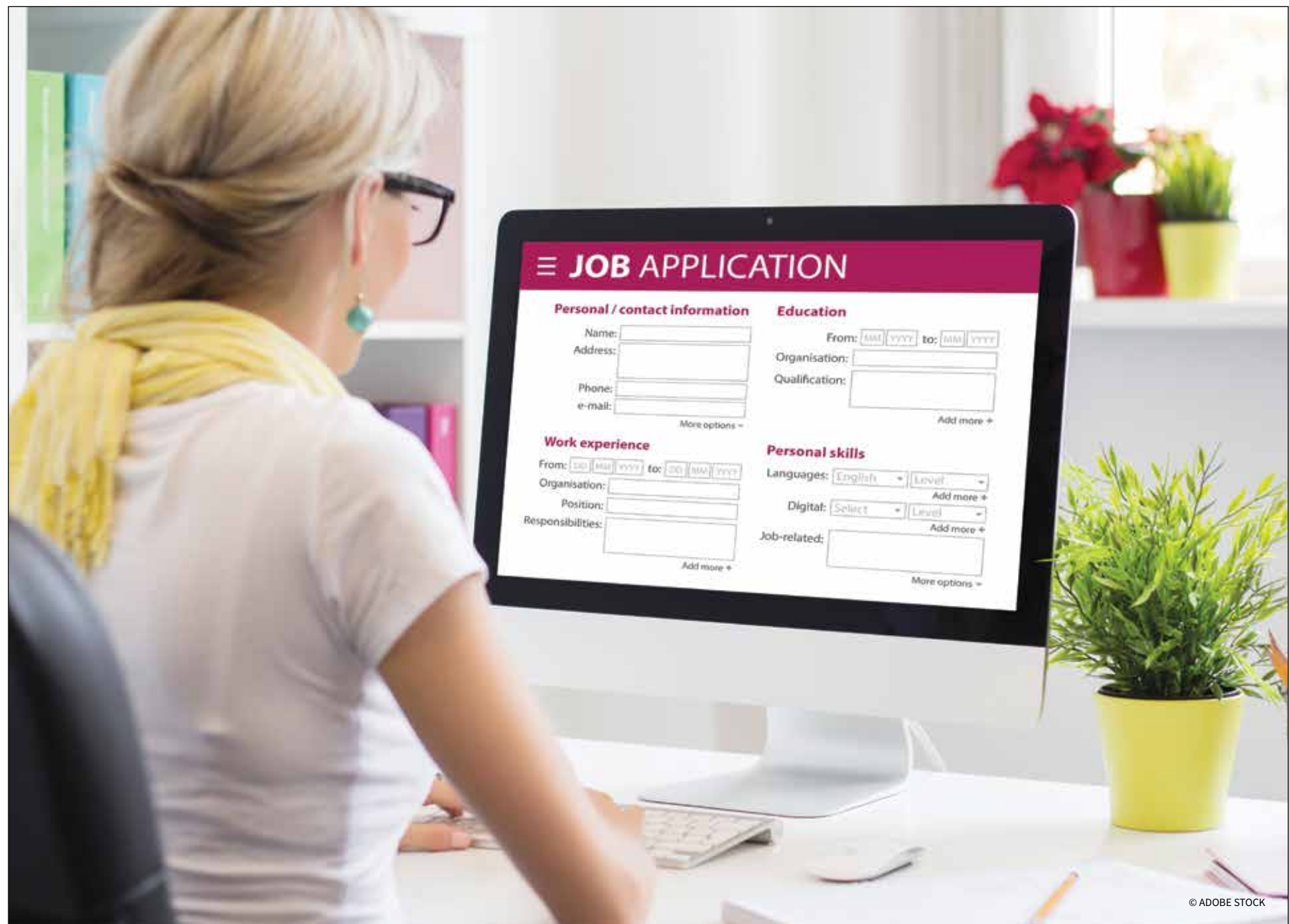
When you post your resume to a major job board, you can generally determine the exposure you'd like to receive. If you choose to make your resume searchable, employers who subscribe to that particular job board will be able to find your resume if they search for matching keywords.

There are protective settings for most job boards, allowing you to set visibility to private. In theory, this doesn't allow anyone to see your resume unless you use it to apply for a job. You also can generally choose a confidential setting, which lets recruiters and hiring managers know that you are discreetly looking for new opportunities.

Some things to avoid listing on your resume include:

- **Highly sensitive information, such as your Social Security number.** If a job board or recruiter is asking for this information, it's best for you to avoid using their services.

- **Cell phone number and email address.** This is a tricky one. You want hiring managers to be able to easily reach you.



But many job boards have their own messaging software built into the platform, allowing hiring managers and job candidates easy access to each other.

- **Home address.** Instead, simply list your city, state and ZIP code. Hiring managers will reach out via phone or email to set up an interview. Plastering numerous job boards with a

document that includes your home address is a risk to your personal privacy.

- **Information for professional references.** Just as you don't want your home address

floating around the Internet, your personal and professional references surely do not want their cell phone numbers or addresses splashed across numerous job boards.



# Salary Negotiating Tactics

**L**anding a new job is an exciting time. It can lead to more opportunities, better work-life balance and — if you're strategic — a much higher salary.

The key to securing great pay from the start is negotiating your prospective salary before you accept a job offer. The national average pay raise is about 3 percent. There is a much larger margin to be made if you can effectively set your strategy early on.

This strategy can come with some risk, so make sure you're willing to walk away from the offer if it doesn't fit your salary range.

Here are a few tips on negotiating your salary before stepping foot into your new office.

## RESEARCH, RESEARCH, RESEARCH

There are numerous online resources that help you accurately predict the salary for a specific position in a certain geographical location. Conduct some research on your target role to find salary ranges in your neck of the woods.

Choose your target number, and be prepared to stick firmly to it if the question comes up in the interview process. A bonus tip for negotiating salary is to never be the first one to name your price. Let the hiring manager tell you what they've paid similar roles in the past and take it from there.

## BE CONFIDENT

Many people are too nervous to ask for the pay they want early in the hiring process. While this is an understandable situation for job candidates, the strategy can have a big payoff.

Be confident in your worth as a professional. Once you land on a specific number you would like to see reflected in your salary, explain your position to the hiring manager. Bring up the value you have given your past companies and how you plan to help your next one.

There is a fine line between confidence and arrogance — especially when you're selling yourself — so be sure to maintain a personable demeanor while you make your pitch.

## NEGOTIATE OTHER PERKS

If your salary needs are unmet but you are passionate about joining the company, there are other aspects of your compensation package up for negotiation.

Work schedule, vacation days and professional development opportunities are all important aspects of a positive employee-employer relationship. See what you can negotiate in these areas.

