

# GET THE JOB

## Look Beyond Online Job Boards

While online job boards and classifieds are excellent places to look for an open position, employment hunters have many other places to search.

If you're limiting your job search to only pursuing printed advertisements, you may be missing out on attractive careers offered by exceptional companies.

If you're running dry on places to apply, consider these other ways to unlock extra pieces to the occupation hunting puzzle.

### **PERSONAL NETWORK**

The hidden job market is used to describe positions that aren't posted online or in the papers. There are numerous reasons that employers prefer to hire this way, including:

- Hiring internally.
- Using a recruiting firm.
- Relying on referrals from employees.
- Saving money on advertising fees.

To find these gems, applicants must rely on personal connections from their peers



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in the industry to recommend them for the position. If you have friends in an industry or with a company that interests you, ask them if they know of any openings.

If you continue to be vocal about acquiring a job, they will be more likely to keep you updated as staff needs change.

### **OPTIMIZE SOCIAL MEDIA**

Professional networking sites and social media channels can help you introduce yourself to companies and the leaders in place. Before reaching out to experts, ensure your

online persona is neat and presentable and highlights some of your career goals.

Try to be clear about your interests in seeking a new opportunity while expressing your most significant professional achievements in previous or current positions.

Don't forget to tell the same story across your social media pages if hiring managers choose to research you by name.

### **VISIT JOB FAIRS AND CONFERENCES**

Check your local area for

upcoming job fairs or conferences. Make an effort to visit these special events and network with like-minded peers and industry leaders. As you begin to impress and add connections to your professional web, it can lead to someone reaching out to you for an employment opportunity.

If approaching unfamiliar faces causes you stress or anxiety, try to remember these tips from the Forte Foundation.

- Be informative yet concise.

- Introduce yourself to shape the first impression you make on others.

- Strengthen your message by observing and incorporating what works.

- What you say or don't say can influence relationships and opportunities.

Do your best to be yourself while showing great confidence as you mingle and build professional relationships.

### **VOLUNTEER**

A less intimidating way to rub shoulders with new contacts is by volunteering for local causes. Because you're doing something beneficial for those less fortunate, you should feel less stressed than when attending a job fair.

Take advantage of the time you spend helping people to make personal connections with other volunteers.

Keep in mind that if your volunteering attempts are part of a job searching plan, it's essential to perform it strategically.

For instance, ensure that other experts in the field will be present at the event and commit to working at your most efficient pace to show your value as a worker. While the task may not lead to a job offer immediately, the connections you build while serving a great purpose can have lasting results in the future.

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### HOT JOB PROFILE

#### TECHNICAL WRITERS

**Number of jobs in 2019:** 58,400

**Job outlook, 2019-29:** 7% (faster than average)

**Employment change, 2019-29:** 4,300

**The role:** Technical writers prepare instruction manuals, how-to guides, journal articles and other supporting documents to communicate complex and technical information more easily.

Source: U.S. Bureau of Labor Statistics

**Education required:** A college degree is usually required for a position as a technical writer. In addition, knowledge of or experience with a technical subject, such as science or engineering, is beneficial.

**Job outlook:** An increase in web-based product support should also increase demand for technical writers. Job opportunities, especially for applicants with technical skills, are expected to be good.



## AD SPACE