

GET THE JOB

When They're Not Calling Back

You've applied and applied – now what?

Proactive job searchers with great qualifications still sometimes fail to garner interviews.

It may just come down to how you're approaching the process. Often times, we grow comfortable with what we've done before, or fail to notice common mistakes in our paperwork because we've had a copy laying around for so long.

These little things can turn into big stumbling blocks, in particular if you're applying for job with a long line of other similarly qualified applicants. Here's a look at trouble areas that often trip people up along the way:

READ AND REVIEW

When applying, pay close attention to the required qualifications. Read carefully to make sure that your experience and education match up with what potential employers are looking for. If not, your application will be quickly passed over for someone who is more suited to their needs. Review all of your social-media accounts and delete content that is unprofessional or presents you in a poor light. Nearly 80 percent of companies surveyed by the Society for Human Resource Management said they use online resources



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for recruiting – so that means they're far more likely to stumble across postings or photos that might disqualify your candidacy.

FOLLOW DIRECTIONS

Application processes and the required submissions can vary wildly. In many cases, submitting your cover letter, resume and application might simply be a first step in the

process. For instance, hiring managers may ask for examples of certain work product. It's important to closely follow these special instructions when applying in order to be considered for the position. Aside from providing more insight into a potential candidate, these additional requirements give employers a sense of how detail oriented and responsible you are.

RESUME PROBLEMS

Consider contacting an expert to discuss customizing your resume with suggested keywords, while highlighting specific work experience that syncs with the job requirements. Read and re-read to make sure there are no spelling or grammatical errors, since that would damage your candidacy. If you're not confi-

dent in your ability to catch your own mistakes, try grammar- and spell-checking software. Make sure everything is up to date, and that nothing is embellished. Finally, test that your resume can be opened once it arrives. Email copies to friends and ask them to attempt to open it on a variety of platforms to make sure it can be accessed after you apply.