

# GET THE JOB

## Create a Job-Searching Strategy

Deciding to approach the search for a new job is far more involved than merely sending out resumes or randomly applying for positions.

For the best results, it's imperative to create a strategy that you will adhere to during the entire process. From considering what you want from your next career to securing the role, prepare yourself for what's to come.

When building your plan, the Association for Supply Chain Management suggests taking an omnichannel approach. In short, job seekers should leave no stone unturned and leverage every job-search channel and tool available.

Fortunately, the modern employment pursuit is significantly easier than years past, thanks to the introduction of the internet and social media. The same tools can cause distractions and missteps, however, if they aren't accessed correctly.

Follow these tips to pursue a new career successfully.

### FIND THE JOB

Before setting forth on a job hunt, be honest about the role you are seeking. Ask



yourself if this will be a short-term venture to build experience before achieving employment elsewhere in the industry. Or, are you trying to break into a company with an entry-level position that can lead to upper management down the road?

You should also narrow down your choices by asking these questions.

- What are the key strengths you have to offer?
- In which industries are you most interested?
- Would you rather work for a small, mid-size or large company?
- How far are you willing to travel for work?

The way you answer these questions will guide you through online job postings,

newspaper classifieds or social media inquiries.

### FINE-TUNE YOUR TOOLS

It's crucial to catch a hiring manager's attention within the first few seconds as they review your resume or online persona. Make sure your experience and qualifications are in line with the job description they have listed.

Try to fine-tune your credentials to include keywords necessary for the industry and highlight previous jobs, academics or volunteering efforts that may appeal to an interviewer.

Your social media profiles should also be analyzed to ensure they are professional and offer a glance into your passion for your desired career path.

For instance, share blogs or informative articles from related experts about niche problem-solving or news regarding the business. This practice shows you are interested in the line of work and eager to learn.

### CREATE AN ACTION PLAN

Once you're ready for the job search, make a list of companies that are hiring and keep track of your progress throughout the process. Record the date you applied and touch base within a week or so to find out if you're being considered.

If you get a callback, a written log makes it easier to keep interview times and dates straight and arrange to send a thank-you letter or email after the meeting.

Try to limit the number of applications you have in circulation to avoid becoming confused if numerous recruiters contact you at once.

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### HOT JOB PROFILE

#### COURT REPORTERS

**Number of jobs in 2018:** 15,700

**Job outlook, 2018-28:** 7% (faster than average)

**Employment change, 2018-28:** 1,100

**The role:** Court reporters create word-for-word transcriptions at trials, depositions and other legal proceedings.

**Education required:** Many community colleges and technical institutes offer postsecondary certificate programs for court reporters. Court reporters typically

receive a few weeks of on-the-job training. Many states require court reporters who work in legal settings to have a state license or a certification from a professional association.

**The need:** Those with experience and training in techniques for helping deaf or hard-of-hearing people, such as real-time captioning and communication access real-time translation (CART), will have the best job prospects.

Source: U.S. Bureau of Labor Statistics

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