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Executive Recruiters
Definition:
Resource/vehicle in job search process

Company/Executive Recruiter

- Recruiter works **for** the Company
- Recruiter engaged by Company to identify, recruit and submit only the best qualified candidates
- Recruiter compensated upon successful completion of the search

Candidate/Executive Recruiter

- Recruiter works **with** candidates
- Recruiter submits the best candidates for each assignment
- Recruiter assists candidates in role playing & interview prep

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Executive Recruiters

Selecting a Good Recruiter

- Process begins with self – having a reputation as a high potential candidate in your field, at your position – exit statement, position statement, marketing plan and resume.
- Identify recruiters within your Industry – encouraged to use multiple recruiters
- Qualify recruiters
 - What other industries they service
 - Length of time as a recruiter
 - Names of some of the companies they work with
 - Experience prior to becoming a recruiter
 - Trust your intuition

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Networking

Definition:
Resource/vehicle in job
search process

Benefits of Networking

- Building relationships with people you know, and people you've never met to make connections, share information, ask questions
- Process of getting to know people
- Allows candidates to be more proactive in their job search
- A means for learning and growing your network

Challenges of Networking

- Fear
- Not knowing where to start
- Shyness/discomfort in reaching out to others

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Networking

Critical Steps Prior to Networking

- Create your marketing plan
- Ironclad elevator speech that you can recite in your sleep

Who is my Network

- Family, friends, neighbors, former classmates
- Business associates/colleagues
- Former Supervisors
- References
- Peers within your industry

What is my Network

- Industry Associations
- Trade shows
- Industry gatherings
- Mentor groups

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Job Boards

Job Boards

Indeed

- Use customized resume for each job category (Keywords & titles are key)
- Create an Indeed Resume (Findable/searchable by recruiters)

ZipRecruiter

- Same as Indeed

Fiverr, Upwork & Behance

- Find & bid/apply on project work

LinkedIn – Can and should be your main priority!

- Create profile
- Get to work – add connections (local & regional), join groups
- Create a short list of local companies, neighbors, church, networking groups, etc.

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Applying on Job Boards

Indeed

- By far – the most jobs are on this site

ZipRecruiter

- Lots of jobs, plenty of junk

Fiverr, Upwork & Behance

- Find & bid/apply on “project” work

Dice.Com

- Technical jobs

LinkedIn

- Great place for white collar jobs, groups and networking

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LinkedIn

BUILD A PROFILE

Photo
Headline
Summary
Experience

BUILD A NETWORK

Organizations
Education
Volunteer
Experiences &
Causes

BUILD A BRAND

Skills & Expertise
Awards & Honors
Courses
Projects
Recommendations

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LinkedIn

Definition: World's largest professional social media networking platform; over 100M U.S. users

How to build a strong profile

- Professional headshot photo – 11x more likely to have profile viewed
- Headline – what you're excited about and hope to do; not just job title
- Summary – compelling language about your interests and what's next; make it keyword rich
- Profile essentials – experience, organizations, skills, volunteerism, education, recommendations

How to build a strong network

- Key point – build your network **before** you need it
- Past and present colleagues, acquaintances, family; never know who can make a connection
- Join groups (more than 1.5M) and post useful content (professional only!)

How to use LinkedIn as a job search tool

- Sign up for job alerts
- Follow target companies and HR leaders
- Use your connections to stand out from the crowd

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LinkedIn Essentials

Claim your unique URL

- www.linkedin.com/in/thomasneedham NOT: www.linkedin.com/in/t-needham0578445
- Place it on your resume
- Demonstrate attention to detail

Participate in groups

- Make new and relevant connections
- Opportunity to create a digital impression with influential people you otherwise wouldn't know
- Open the door to be communicated with

Use the alumni tool

- A tab located on a university's LinkedIn page that opens a powerful connection point
- Search by job title, location, years attended, where they work, "Hey, I went to the same university. Curious about what path you took to work there."

Actively update your profile

- Stale, dated information gives the wrong impressions
- Updates, including open for work status, can be communicated to your network (be seen!)

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