



Advice for job hunters

CAREER SUPPORT FROM TAL AND CAREER MANAGEMENT SERVICES

Job hunting can feel draining, especially if you're continuously scrolling through job boards, applying for job after job and not hearing back.

Are you making the most of your online and offline opportunities and, more importantly, do you know where to find them?

A lot of time and effort goes into searching for a new job, so it's crucial to spend your time and effort wisely. Before you start your job search, take some time to consider what your career goals are so you can focus your energy in the right direction. With these simple tips from CMS, you can optimise your chances of securing a role.



HELPING YOU GET BACK INTO THE WORKFORCE

As a leader in the life insurance industry, TAL has always been focused on helping Australians through life's biggest challenges. In these challenging times, we understand it's not just lives, but also jobs and livelihoods that are at risk due to the economic impacts of COVID-19.

That's why TAL has partnered with Career Management Services (CMS) to provide resources, tools and expertise to super fund members if your employment has been impacted or you're facing uncertainty about your career and the job market because of the pandemic.

ABOUT TAL

TAL is a leading Australian life insurer, helping people protect what matters most in their lives for 150 years. Together with its partners, TAL provides life insurance and disability benefits to over 4 million Australians and in 2019, paid over \$2.3 billion in claims to more than 34,000 customers. TAL partners with leading superannuation funds to provide members with options to protect their future choices with insurance through super.

ABOUT CAREER MANAGEMENT SERVICES

CMS is a leading personalised career services provider that helps Australians transition into new roles based on their individual requirements and career needs. CMS have a comprehensive knowledge and understanding of the Australian job market, drawing on extensive experience in career transition support.

1

Create a job search plan

Searching for jobs can be overwhelming at times, which is why we recommend creating an action plan. That includes reviewing your weekly schedule and blocking out some time to hunt for jobs. The key objective is to stay focused and motivated: if you feel the boredom creeping in, switch it up and perhaps spend one day searching for jobs and another day following up on applications. Having your schedule and goals mapped out on paper will put you in the right mindset.

2

Organise your documents

It's important to customise your applications for each job you apply for, but that doesn't necessarily mean you need to write a new resume or cover letter for every application. Create a core cover letter that can be quickly edited for the position you're applying for. It's also a good idea to create different versions of your resume based on the different types of roles you're targeting. By organising your documents beforehand, you'll be able to apply for more jobs, more effectively.

3

Know the value of LinkedIn

LinkedIn helps you apply for active jobs and it also opens up opportunities for recruiters to contact you directly. Take the time to build your profile and provide prospective employers with detailed information about your skills and experience, while using keywords to rank highly in searches. You want your LinkedIn profile to effectively reflect your expertise and personal brand so recruiters understand what value you can bring to an organisation. Investing time into your LinkedIn profile will also help you connect with your network in a professional context.

4

Build a network

There are many ways to establish and maintain strong connections, including industry events, assisting others in their career endeavours or congratulating them on their achievements. Investing in professional relationships will help you keep up-to-date on trends in the job market, introduce yourself as a prospective employee, and foster your career development. Once you've discovered your ideal networking style and considered where you can go to meet the right people, you'll be able to identify opportunities all around you – even if they're not publicly advertised.

Take a targeted approach to your job search to ensure you optimise your time and opportunities.

5

Make the most of job boards

With online job boards becoming more user-friendly, you no longer need to spend every hour of the day scrolling through page after page in hope of that dream role. Searching by role, location, salary and most recent posting will discount long standing or outdated vacancies from your list, meaning you can put your browsing time to better use. You can save your search parameters to immediately find the results most relevant to you and set up alerts for a range of websites to receive daily updates.

6

Explore company websites

It's important to keep in mind that not every job is posted on mainstream job boards like Seek and Jora. Visit the careers page on a company's website to explore job vacancies. If there aren't any active listings, there might be an opportunity for you to submit your resume for future reference. This is often how hiring managers attract a smaller but better qualified applicant pool or local applicants. Make a list of businesses you're interested in working for and schedule a regular time to review their websites for recent job posts.

7

Approach companies directly

Have you considered proactively contacting organisations to enquire about current or upcoming opportunities? Before contacting the company (preferably the recruiter or hiring manager), do some research and write a personalised letter of introduction explaining why your skills and experience would be a great match. Remember to use clear, concise language to grab the reader's attention and be direct about why you'd like to connect with them. You can further increase your chances of landing an interview by picking up the phone to follow up.

With online and offline opportunities all around us, the process of finding that dream role doesn't have to be overwhelming or daunting. With a plan in place, you can maximise your efforts and get the most out of the time you devote to job hunting. With these top tips, you should expect to secure your next opportunity sooner than you might think.



TOOLS AND RESOURCES TO HELP YOU SUCCEED



Start your job search today

If you're feeling confident and ready to continue your job search, we're providing access to the CMS **job search portal**. Updated daily, new jobs and hiring opportunities are posted by sector or industry with technical and professional roles covered.



Need some extra support?

If you think you'd benefit from some personal advice, CMS' experienced consultants have recruited and coached through previous economic downturns and can provide tailored career, job search and career transition support. As a member of a TAL partner super fund, you can claim 10% discount on CMS services. Call **1300 588 088** and quote the special code *TALSUPPORT20* or click [here](#) to learn more.