

Job Search

You will improve your chances of finding work by using a wide range of methods. It is also helpful to keep a daily log of job seeking activities. However, don't spend every hour on your job search.

If you are not working just now, you can use some time to build on your skills, qualifications and experience e.g:

- Volunteering allows you to explore new career areas as well as develop particular skills and expertise that may be of interest to a potential employer.
- Work shadowing is also a good way to improve your knowledge of a job if you are unable to make a regular commitment to voluntary work.
- A relevant education or training course can add to your qualifications and help keep you motivated and confident. Consider short term contracts and temporary jobs as a stepping stone to more permanent employment.

Know the Labour Market

Labour market information (LMI) helps you understand the workings of the labour market and the factors that influence it. It informs you about current and future demand for jobs which enables you to target your learning and job search effectively. It is important that you are familiar with the labour market local to where you wish to apply for work. The job situation will change from area to area and is influenced by local, national and global economic trends. LMI can be obtained online, via social media, in newspapers and from television reports.

Use the Internet

The internet is a very cost effective way for employers to advertise vacancies. A good starting point is the Job Search facility on www.myworldofwork.co.uk Some employers will also advertise locally on Facebook. Make the most of the help available by uploading your CV to relevant job sites and registering for job alerts.

The internet can be used as a tool for you to market yourself to employers e.g. by having a portfolio of your work on your own website or a link from your CV to a webpage with detailed information about projects you have undertaken.

JobCentre Plus

If you are claiming Universal Credit (mostly for those who are 18+ and unemployed) your local job coach, will help you explore vacancies and training opportunities.

Help for disabled people

The Disability Employment Adviser (DEA) based in the JobCentre Plus office offers specialist advice to disabled people looking for employment, advice to employed disabled people worried about losing their job and advice to employees and employers on all work related matters.

The Access to Work programme helps disabled people and their employers overcome work related barriers resulting from disability. Access to Work advisers provide information and guidance on whether you are eligible for a grant.

Employer / specialist websites

Some employers advertise vacancies directly on their own websites. Many encourage you to apply online and they often list a contact person so you can easily follow the progress of your application.

Some organisations only recruit at certain times of year and details can be found on their websites. You can find the web addresses of companies by using a search engine e.g. www.google.co.uk or a business finder such as www.yell.com.

Specialist websites can cover particular industries or career sectors e.g. www.myjobscotland.gov.uk for jobs with the council or www.careers.nhs.scot.

Newspapers

Newspapers can be a source of vacancies – particularly local vacancies i.e. [The Orcadian](#). National and local newspapers tend to have regular job sections on particular days.

Hidden job market

The hidden job market consists of opportunities that, unlike the open job market, are not widely publicised. This means that jobs are not advertised in newspapers, recruitment agencies JobCentre Plus or on the internet.

You should consider exploring the hidden job market if:

- You are finding it difficult to get an interview.
- You are looking in newspapers, JobCentre Plus etc, but are not finding appropriate vacancies.

It is estimated that 80% of all jobs are never advertised. These jobs are created for people who come to the employer's attention through employee recommendations, referrals from reliable associates or by direct contact from the public. They can only be accessed by networking or cold calling / Speculative applications.

Networking

Use networks that already exist by contacting friends, family and ex-colleagues to let them know you are looking for work.

Speculative approaches

As a large number of jobs are never advertised, it is important to target the hidden job market. This means speculative approaches to employers can be an important part of your job search. To do this you need to produce an effective CV and equally effective accompanying letter. The following points are worth remembering when approaching employers speculatively.

- Target appropriate organisations/ companies with job specific CV rather than send the same CV to 50 employers.
- Make the most of your speculative approach by targeting suitable organisations such as: those which are currently recruiting, those expanding or moving into your area and those which can use your skills and experience.
- Use all your information sources, e.g. newspapers; trade journals; phonebook; business and personal contact and company websites to identify a list of initial targets.
- Always try to write to a suitable named person.
- Tell the employer what you can do for them and why you are suited to the job. Also, let them know if you are willing to consider a range of options such as a job, work experience, work shadowing or a visit/meeting.

Covering Letters

- Your letter should be word-processed.
- Put your address and telephone number at the top right of the letter. The date, name and address of the organisation should be on the left-hand side.
- Keep paragraphs short and don't start every paragraph or sentence with I. Use straight forward language – letters should be clear, concise and easy to read.
- Your opening paragraph should explain why you are writing and mention that your CV is enclosed.
- Follow this with one or two short paragraphs drawing attention to particular skills and experiences relevant to the employer's needs. At this stage you should also indicate the area of work you are interested in. Be specific, but not so narrow as to mention only a single job title.
- The concluding paragraph should indicate that you are available for interview or further discussion at any time. You might want to suggest positive follow-up action on your part, for example, phoning in a week's time.
- When writing to a named contact, end your letter Yours sincerely. If you have been unable to find a named contact, begin Dear Sir/Madam and end Yours faithfully.
- Make sure the employer can contact you easily.
- Always check your letter for spelling or grammatical errors, and ask someone else to check it. If you find any mistakes, do it again – don't score out or use correction fluid.
- Remember to keep copies of everything you send and note the date sent and any follow up action to be taken.
- It is acceptable to use email for a speculative approach. Just remember to email to a named person, and remember to attach your CV.

Tip: Follow up – Maintain a polite and positive approach at all times when dealing with employers. Use any contact you make to enhance your understanding of the work you are interested in and actively seek out tips and information on ways to improve your job hunting.

Don't underestimate the power of a follow-up telephone call, letter or email: It shows an employer you are interested and can further enhance your chances of gaining access to useful information or a job vacancy.

(Cover letter example)

123 Main Street
LITTLETOWN
LT2 2AB

25/10/18

John Smith
Personnel Manager
Leisure Today
LITTLETOWN
LT1 4SS

Dear Mr Smith

I am hoping to develop my career within the retail industry and I am writing to ask whether your company has any vacancies or will have any in the near future.

As you can see from my enclosed CV, I have a wide range of relevant skills, which include customer service, stock control and cash handling. My current post as a retail assistant also allows me to demonstrate a positive approach to team working and personal initiative.

I am keen to progress my career by joining a large national retail organization. If you do have any plans to recruit staff, I would be very interested in applying.

Thank you for taking the time to consider my request. I will contact you next week to discuss potential opportunities.

Yours sincerely

Jane Johnstone

CV enc.

(Cover letter example)

123 Main Street
MAINTOWN
MT4 6XX

25th October 2018

Katrina Baird
Human Resource Manager
XTX Ltd.
Maintown Business Park
MAINTOWN
MT22 2AZ

Dear Katrina

I was interested to learn of your company's relocation to the Maintown area and the exciting opportunities that are likely to be created. As a recent graduate, with a degree in Business Studies, I am keen to develop a career within Human Resources and am currently studying for my IPD qualification.

Through my activities, my work placements and vacation employment, I have developed a wide range of skills, which are outlined in my enclosed CV. These include my proven ability to deal with people from all backgrounds, in a caring and professional manner and my ability to complete detailed projects on time. I would welcome the opportunity to discuss in more detail my skills and experience and how I may contribute to the smooth and efficient operation of your business.

I will telephone next week, in order to discuss this matter further, or to arrange a convenient time to speak to you.

Thank you for your kind attention

Yours sincerely

Alison Anderson

CV enc.