

Looking for a job post Covid

Laura Houlston




Introduction





Who am I? About Laura Houlston

- Almost 10 years agency recruitment experience across London and Melbourne
- Recruiting Office Support, Marketing, Fundraising, Digital and Communications
- Currently manage the Marketing & Digital Team at Michael Page
- Experience working across temporary, contract and permanent recruitment

Laura Houlston · 1st 

Associate Director - Michael Page Marketing,
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 Michael Page

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Agenda



Overview of what I will cover today

1. What to expect when looking for work
2. Advice on managing personal perception when looking for a role
3. The importance of a good network and managing relationships
4. Giving a recruiter's perspective on the job market and job seeking process
5. The importance of resilience and a positive attitude



What to expect in your job search



Today's job market

- More candidates in the market looking for work
- Multiple advertisements posted across different job boards and platforms
- Personal brand and perception have never been more important
- Depending on the role you're looking for, you could find yourself in multiple processes

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What should you remember when starting out in your job search



Three Ps to remember!

- Perception
- Perspective
- Persistence



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Getting started



Giving yourself the best chance at success

- How are you currently perceived and how do you want to be perceived?
- Make every interaction count – what first impression did you make and was it a lasting one?
- Is your CV and/or LinkedIn profile up to date and the best possible version it could be?
- Do you have a good bio/elevator pitch?

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How to write a CV and cover letter to showcase your skills

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LinkedIn



Things to consider

- How much do you log on to LinkedIn and really use it for what it's worth?
- Are you connected to the right type of contacts or just friends and old school alumni?
- Do you have job seeker alerts set up and are you viewing the notifications?
- Do you follow companies and organisations that you'd like to work for in the future?
- Do you engage with your network?

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8 tips to get your LinkedIn profile job search ready

by the Michael Page team

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What other job boards can you use?



Job boards to consider

- [Seek](#)
- [Ethical Jobs](#)
- [Adzuna](#)
- [CareerOne](#)
- [Career Jet](#)
- [Indeed](#)
- [Michael Page](#) or other recruitment agencies

TOP TIP: you can set up email alerts with every job board so you are notified as soon as a role that matches your search criteria becomes available

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Networking



Potential networking opportunities

- LinkedIn
- Recruiters
- Ex colleagues
- Friends, friends of friends
- Family
- Volunteer groups
- Community meet ups

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Managing expectations




What to expect

- Strong relationships with a recruiter can be invaluable
- Following up on interactions can go a long way
- Unfortunately you may not always receive feedback on every application
- One week you could find nothing, the next you could be inundated with job alerts
- Keep things in perspective, you never know what could be around the corner

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Recruiter's tips



My advice

- Always make sure your CV is up to date and ready to send
- Don't wait to apply for something as things can move quickly
- Maintain realistic expectations when it comes to duties and salary
- If you are actively looking, keep your phone on you and check your emails
- Get to know your recruiter, what's the best way to contact them and when
- Sharing job adverts you've seen can actually help as your recruiter may know the hiring manager or HR

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Stay positive



Things to consider

- Don't rule out temporary/contracting work
- Volunteering to fill gaps in CVs can go a long way
- A career change or change of industry can be exciting
- Maintain your network
- Remember the positives

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Questions?



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