



AR RESOURCING

GUIDE 1

# STARTING YOUR JOB SEARCH

Everything that you need to know to kick start your job search

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PINPOINTING  
THE BEST  
TALENT

# GUIDE 1 : STARTING YOUR JOB SEARCH

In this guide we will focus on everything that you need to know to kick start your job search. We will explore when it is time to start looking for a new role, offer tips on how to build your personal brand so that you are more likely to be head hunted, together with sharing advise on how to make your CV stand out.

## Candidate Support Guides

This is the first of three guides that we have produced to support candidates throughout their entire journey of finding a new job, you can view the other guides in the series here:

[Guide 1: Starting Your Job Search](#)

[Guide 2: Managing Your Interview](#)

[Guide 3: Managing Your Resignation](#)

## Pre-interview preparation

These guides are only the beginning of the support we provide to our candidate network.

Every candidate will receive a detailed pre-interview preparation call 48 hours prior to every interview we arrange. In this call we will discuss the interview format, have a refresh on the role duties and advise what interview preparation activities will best help your chances of success.

## Get in contact

Whether you are looking for a confidential career consultation or you simply have a recruitment related question that we can help with, call our office to speak with an industry expert recruitment consultant.



## IT'S TIME TO START LOOKING

Deciding to look for a new challenge with a different company is a big decision and you will have to seriously consider if the grass could be greener elsewhere. If you have experienced any of the following, it could well be time for you to take the step of exploring external vacancies:

### You start dreading Monday mornings on a Sunday evening

It's true that we all get the Monday morning blues from time to time but when the dread of beginning the working week begins every Sunday then it's possibly time to start looking for a new role.

### You just want a new challenge

It could just be as simple as you want a new role in a new industry because sometimes you have just reached the end of the road in a particular role. If you cannot be offered a new challenge internally it could be an indicator that it is time to move on as it's always better to leave on a high when you have delivered your objectives rather than letting your skills become stale.

### You are in a department that has seen significant change

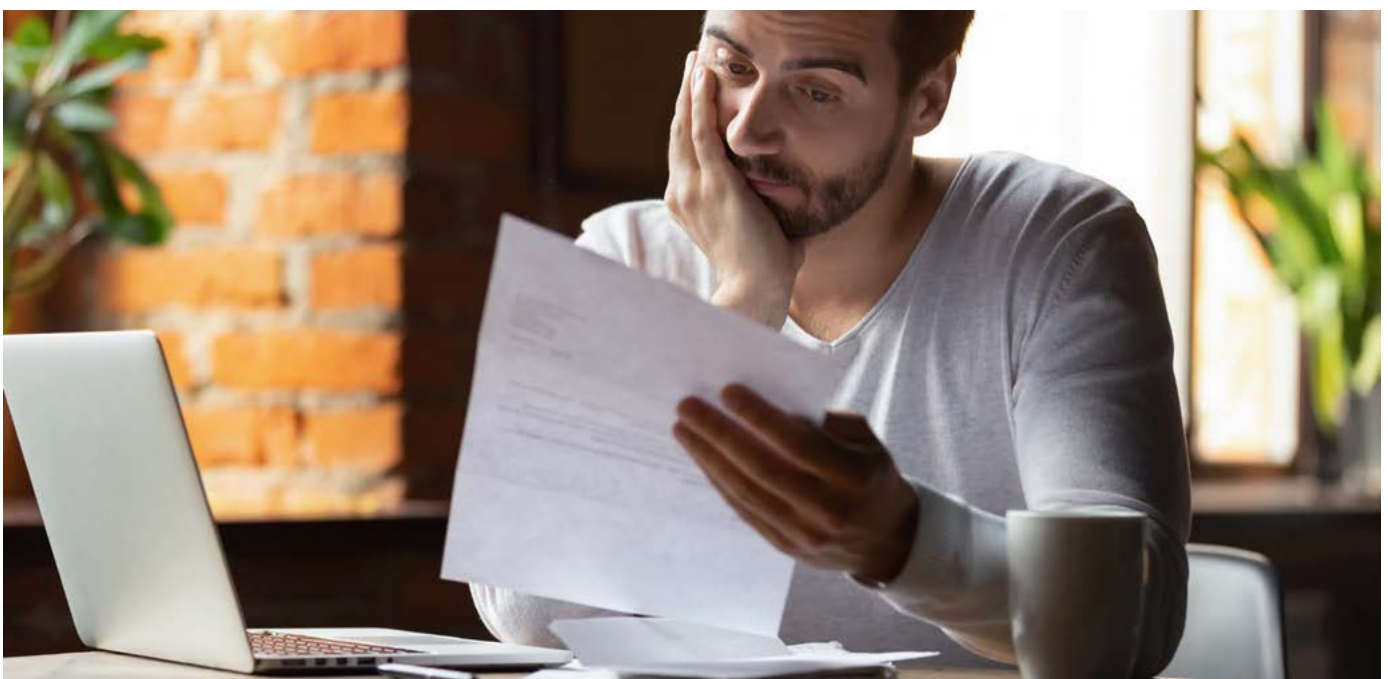
After a while in any job things will change, you may now have a different boss and new colleagues than when you first joined, or you may have been through various restructures. Each and all of these could make your current situation differ from the one you joined the organisation for and if this is the case, you may wish to look for a new challenge to kick start your career again.

### You are delivering more but being paid less

You have found out that you are seriously underpaid even though you have delivered more than your colleagues and you have brought this to the attention of your boss. If they cannot or are not willing to address the issue, then it could be time to start your job search.

### You don't have any career progression opportunities

You could be a couple of years into your job, easily completing your role's duties and you have spoken to your boss to explain that the role is not challenging you anymore. If they cannot demonstrate a clear career path for you then it may be time to start searching for a career move.





## BEFORE STARTING YOUR JOB SEARCH

Finding a new job can be time-consuming and sometimes a stressful process so it is important that you have properly planned before you start your search and the following four steps will make sure you are in a good place should you need to explore an external career move:

### Step 1: Explore all internal options first

Handing in your notice and then accepting a counter offer is not a good strategy for your long-term prospects with your current company. It is much better to have a constructive conversation with your line manager (without giving too much away!) to understand your options and seek answers to those burning questions.

Make sure you are confident in your own mind that you have asked and answered the following questions before looking at external vacancies:

- What are your current frustrations and how can they be resolved?
- Have you explained your feelings to your line manager?
- Is your company aware of your frustrations, what are they doing about it?
- Would a change of line manager or division solve your problems?
- Why have you been overlooked for previous promotions or salary increases?

### Step 2: Understand your short term and long term career goals

When you have made up your mind that the above points cannot be resolved and you want to explore external opportunities you should take the time to explore your options and follow these tips to make the process easier:

- Talk to a career coach / mentor or trusted recruiter who can offer you advice
- Understand your career goals and how you are going to achieve them
- Understand what role you want next and how realistic this is in the current climate
- Evaluate your own transferable skills and achievements to help identify potentially suitable opportunities and companies



### Step 3: Research the external recruitment market

You have now exhausted all internal opportunities and you understand what your next realistic role and company need to offer you... all that you need to do now is identify and secure that perfect job with an awesome company!

Although this process can sound daunting, working with a specialist recruiter to help you in your job search can add great value and take a lot of pain out of the process. You should, however, be careful not to register with too many agencies as having hiring managers receiving multiple applications from different recruiters does not show you in the best light.

Research the market to see what value recruiters can add to your search and ensure when choosing your preferred recruiter(s) that you consider the following advice:

- Good recruiters should inspire you and offer impartial advice and market insights
- Good recruiters are proactive and should easily understand your transferable skills and achievements
- Good recruiters are well networked and should easily offer names of suitable companies and hiring managers that they can introduce you to.
- Good recruiters should be worked with in partnership, they are chosen representatives and mediators, so it is critical that you trust their advice
- Good recruiters should give you confidence that they have your best interests at heart – not just their fee!

### Step 4: Optimise Your Online Profile

Most hiring managers will check social media profiles to get a better sense of who you are so it should certainly be part of your professional brand, along with your CV.

LinkedIn is by far the most important social media site that you should have updated before you start your search, however, you should also consider the impression you make on all forms of social media.

Whenever you are applying for jobs you should increase your LinkedIn activity to make yourself stand out as a high calibre insightful professional. There are several steps you can take to achieve this such as:

- Posting articles that are relevant to your job function and industry
- Comment on and share other people's posts
- Follow industry groups and join in with discussions
- Follow companies you are interested in working for and connect with industry peers and leaders



## HOW TO NEGOTIATE A BETTER SALARY

There are many reasons why people choose to change organisation, however feeling undervalued financially is normally the top of many candidates' reasons for considering a move.

It is common for an employee to value their worth to the company differently to the employer. If you think you deserve a pay rise, then make sure you are prepared to prove your worth. Here are some points to advise on how to approach your next salary review with your line manager:

### Demonstrate you are achieving your targets

Prepare a list of how you are targeted and what you have achieved as this is generally the best evidence to support the value you are providing to the company.

### Check your job description

It's worth having a review of your original job description and what targets were you originally set as this could have changed over time.

### Highlight any changes or increase in workload

As your role has progressed you may have taken on additional responsibility both in terms of increased workload and more complex tasks.

### Highlight what has previously been agreed

Have you agreed performance related salary increases in previous review meetings? If not, then it's time to start!

### Be realistic with your expectations

State the salary you feel your performance and results are worth but make sure you can justify why you feel you are worth this. Speak with your trusted recruiter to benchmark your experience against the market.

### Demonstrate the additional value you bring

As well as delivering your core targets you may have also delivered other tangible projects and achievements in the role that will support your case.

### Have a Plan B

If your employer is not willing to increase your salary, then agree a date for another pay review in three to six months rather than waiting a year. It is also worth considering if there are any increased benefits that can be offered, such as an increased bonus, paying for an affiliation like MCIPS / MRICS or additional annual leave.





# HOW TO GET HEADHUNTED

If you are a talented professional working in a specialist role there is a good chance your next role will be presented to you by a specialist recruitment company.

We are all aware that a high percentage of senior roles are not advertised in the public domain, so increasing your chances of being contacted by a headhunter is a sensible approach that should allow you to review some potentially exciting new career opportunities. Here is some advice on how to get headhunted:

## Research the market

First and foremost, do some research and find out who the leading recruitment companies are that are relevant to your job function or industry. Make contact with them and start to build a relationship so they are aware of you for future opportunities.

## Build your own network

Build relationships with current and previous colleagues, clients and suppliers. Have a presence on relevant social media sites... you never know where the next approach or recommendation could come from!

## Make yourself more visible

Writing articles for industry publications and websites, presenting at relevant conferences, getting involved with industry roundtable or networking groups can all help you become recognised as an expert in your field which is enough on its own to generate interest from headhunters.

## Register your CV

Make contact with a select number of specialist industry recruiters but be careful not to overload the market with your CV as it could have a negative effect.

## Keep your CV up to date and relevant

Your CV should be treated as a living document. Keep a number of tailored versions that are updated every three to six months and keep a backup copy in your web-based email to allow you to quickly react to that unexpected call or email.

## Be patient

When you have identified and made contact with the right headhunters (and there will only be a handful) you should not expect your phone to start ringing immediately. It is more than likely that there will be only a small number of suitable roles per year that match your criteria.

## Be proactive as well as reactive

Work with your chosen headhunter to approach directly the appropriate hiring managers that they have relationships with; getting your details confidentially registered with target companies is an effective way of generating new relevant opportunities.

## Have reciprocity with your headhunter

Find any excuse to further build your relationship; helping them on their current assignments with potential target companies or candidate recommendations will strengthen your relationship and help build trust.

## Talk to your current recruitment suppliers

Quite often recruiters place candidates that end up as clients and they also work for clients that end up as candidates. Assuming there are no conflicts of interest you may find that your strongest recruitment relationship is with an existing recruiter.

## Focus on your results, the recognition will come

Doing none of the above and overachieving in your current role will get you recognised by headhunters. Good people stand out and are easier to recommend so make sure you let the right people know about what you have achieved and how you have achieved it.

# HOW TO MAKE YOUR CV STAND OUT

During a typical recruitment process your CV is likely to be reviewed by many different people including line managers, senior directors, potential colleagues, HR professionals, recruiters... The purpose of your CV is simply to get you an interview with an employer or a call with a recruitment consultant so the easier it is for them to identify the information they need, the better your chances of progressing further.

## Presentation and layout

On a CV, less is often more. When a page is cluttered readers will find it hard to identify and digest information. So:

- keep your CV to two (or at most three) sides of A4;
- use a simple font like Arial and also make sure the font size is large enough to read but not too big - 10pt is my preference;
- don't be afraid of white space to break up the sections;
- use bullets to list your responsibilities and detail your achievements making them easy to identify and absorb;
- use bold text or capitals to create headers - avoid underlining and italics
- be consistent i.e. all headings Arial 12pt capitalised; all body text Arial 10pt; each responsibility bulleted; each achievement bulleted.



## Structure

A clear structure is critical to helping the reader find the information they are looking for. The structure below is a proven one. Starting at the top of page 1:

- **Contact details:** FULL NAME (plus initials from relevant qualifications) | Full postal address | Mobile and landline | Personal email address
- **Profile:** 2-3 lines of your skills, knowledge and expertise.
- **Objective:** 2-3 lines giving an overview of what you are looking for from your next role and the skills and experience you will bring to the employer.
- **Achievements:** from your recent career select two or three key achievements, ideally over recent years that are relevant to the role you are applying for.
- **Career summary:** in chronological order for each role detail:
  - Job title | Company name | Date from – to
  - Key responsibilities (one per bullet);
  - Key achievements (one per bullet).
- **Amount of detail required:** Roles from more than 10 years ago can be summarised and roles undertaken within the last 5 years need the highest level of detail.
- **Education and professional development:** include any degree or A-levels gained as well as any further professional qualifications, such as MCIPS, MILT, MRICS, Prince2 etc.
- **Other details:** list anything else that will help your application, such as: computer applications; driving licence; languages etc.
- **Interests:** give an insight into what you do in your free time, so that your interviewer has something less formal to chat about.
- **References:** available on request.
- **Footer:** in the footer of every page include your name, email and the page number.



## Achievements

Achievements are critical to catching a prospective employer's attention. For every role you should include 2-3 achievements that illustrate your ability to hit targets and your contribution to your employer. For your most recent role you should include 4-5 achievements.

Choose achievements that relate to a variety of targets and both short- and long-term objectives. When articulating your achievements use facts and figures.

## Updating your cv

You should update your CV every six months or whenever you get a promotion, new responsibilities or complete training.

In recruitment time is critical. In the current market some employers are moving from the point of accepting CVs to making an offer in under a fortnight. Small, regular updates to your CV will mean that you are always in a position to apply if your perfect role comes up.

When we explain to candidates that an employer has chosen not to interview them because they lacked skills or experience, too often they tell us they simply forgot to include those details because they had to rush updating

## And finally...

Having put the effort in to make a standout CV that you can easily adapt for the sector or role we would like to offer you two pieces of advice.

1. Double check your grammar, spelling and punctuation. Small mistakes have a BIG negative impact, so it's worth getting a second pair of eyes to review your CV before you send it anywhere.
2. Once it is perfect keep copies of your CV in two different places so that you always have a back-up.

If you would like feedback on your CV then please contact our office and the team would be happy to take a critical (but friendly) look.



# CV TEMPLATE

## FULL NAME

Address: [Full postal address needs to be included]

Telephone: [Mobile and landline]

Email: [Personal email address]

### Profile

[No more than 2-3 lines that further enhance your appeal to an employer. Bring to their attention your skills, knowledge and expertise. For example:]

A highly experienced, innovative and strategic thinking professional with a core understanding and strong track record of delivering value, efficiency, productivity and results. A strong influencer, negotiator and communicator who enjoys the challenges presented in a fast paced and changing business environment.

### Objective

[No more than 2-3 lines that highlight your next career objectives, ensuring this remains relevant to each vacancy application. For example:]

Now looking to secure a challenging and rewarding new role within the ..... industry, where skills, knowledge and expertise gained throughout previous experience in the ..... sector can be transferred across and utilised to best effect for the benefit of your organisation.

### Key Achievements

[Bullet pointed achievements from your recent career history in priority order, try to quantify results in £ or % where possible. For example:]

- Achieved £3.2m annual cost reduction against a target of £2.0m
- Rationalised category from 15 suppliers to 3, saving £750k
- Improved defective parts quality by 50% by implementing value engineering techniques

### Career Summary

[Start with a brief sentence summarising your role, follow with bullet pointed duties and achievements, repeat in detail for all roles undertaken over the last 10 years: anything older can be summarised. For example:]

Dates from and to - JOB TITLE - Company Name

Accountable for setting and delivering a global commodity strategy for direct materials. Managing a £200m spend with direct responsibility for five Commodity Managers. My main objective is to achieve group procurement targets while delivering internal customer satisfaction.

Main Duties & Achievements:

- Set and delivered direct materials commodity strategy resulting in a 14% cost reduction
- Managed virtual teams on high profile change programs which delivered 25% savings
- Implemented a PSL on Plant Hire category which delivered a 5% saving
- Rationalised Consumable supplies from 7 to 1 sole source agreement, saving 15%
- Achieved customer satisfaction levels of 97%

### Education & Professional Development

[Include all educational qualifications gained as well as any further professional qualifications, such as MCIPS, MILT, MRICS, Prince2 etc, make sure to add letters after your name if relevant]

### Other Details & Interests

[Other: Advise here of anything else that will help your application, such as: computer applications, driving licence, languages]

[Interests: Include what you like to do in your spare time; this will give the interviewer a personal view of you and something to chat about at the end of an interview]

References are available on request



## AR RESOURCING

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0330 174 6800

[www.arresourcing.com](http://www.arresourcing.com)

[onpoint@arresourcing.com](mailto:onpoint@arresourcing.com)

AR Resourcing Group Limited  
First Floor, Unit 10, Escrick Business Park,  
York, YO19 6FD

Registered in England & Wales, No. 7265109, VAT Reg. 107 4139 38

