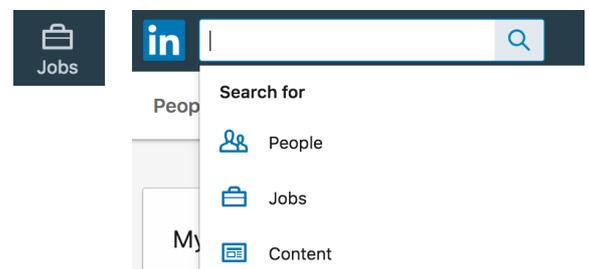


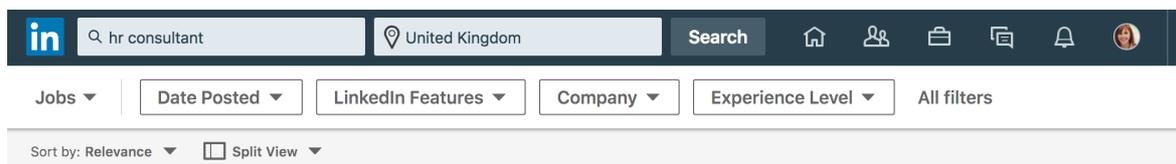
LinkedIn Job Search Tips

LinkedIn is a great resource for job hunting. It's a good idea to be happy with your LinkedIn profile before you start applying for positions on LinkedIn for a couple of reasons. Firstly, potential recruiters /future employers will be looking at your profile to help them decide if they want to interview you. Secondly, LinkedIn can assess how closely your profile matches the job you are interested in. Job posters are able to see a list of who has applied for positions via LinkedIn, and how closely they match the position. If you take out premium membership, you will be able to see how closely LinkedIn thinks you match the position.

To get to the jobs section, you can either click on the Jobs tab on the top menu bar, or use the search box and click on the jobs drop down.



Once you have the search box showing, enter the job title you are looking for (note that you may need to do some research to start with to work out which terms you need to use to find the jobs you want - sometimes you may find your previous/current employer called your role something different to other companies).



You'll see that the job role is in the box, and next to that you can specify the location. Beneath that, a few filters appear:

- **Date Posted** - this shows jobs posted within the last 24 hours, past week, past month, or anytime. The number of jobs in each category will be displayed in brackets. Click next to the category you are interested in
- **LinkedIn Features** - here you can search for jobs that are within your network (i.e where someone you are connected to works already), Easy Apply (these are the jobs where you can just click to send your LinkedIn profile to the job poster and upload your CV and apply quickly), and finally those roles with Under 10 Applicants
- **Company** - specify a company, or pick those from the list shown
- **Experience Level** - these range from internship to Executive. Some of the titles are fairly American, so it will require an educated guess as to the level of role you require!
- There is then a button for "**All Filters**". This allows you to specify 10 filters which will narrow your search down significantly (this includes those filters described above plus **job type** (full time, temporary, contract etc), **salary**, **industry**, **job function**, and then you can pick specific **job titles**)

Once you've specified your filters click **Apply** and matching jobs will appear.

You will see you have the option to Save the job as well as Apply. If you save the job, it adds it to your job area, and just means when you go back to apply you won't need to search again, it will just appear in the area entitled **Track My Jobs**.

If there is a job that you would then like to apply for, we recommend doing some research before you apply on LinkedIn:

- It is worth taking out Premium Membership (it is free for the first month) as you will get some insights. For instance, you will be able to see how many applicants the role has had, you will see how closely you match the skills required for the job and how that compares to the other applicants, the education level and seniority of the other applicants and their location. You also get some insight into the company, for instance how many employees there are, average time spent at the company, where people came from and other hiring trends
- Often the person responsible for recruiting for the position is shown on the advert. We recommend phoning the company to speak to them to ask for more information about the role, and let them know you are planning on applying. Getting your name out there before your application is a great idea, just be prepared to answer a couple of questions
- Visit the company website to see if it is also advertised there. If it is then ask the recruiter at the company which is the best way to apply. Sometimes it is better to go via the company website as LinkedIn can attract candidates who are not always good matches for the position
- Find out the closing date for applications so you have an idea of when you might hear back. Don't leave it till the last minute to apply if you can help it. Sometimes ads are closed earlier if the recruiter thinks there are enough applications with sufficient experience
- Tailor your CV and LinkedIn profile to include the key words that are referenced in the advert before you apply. You will be able to pick them out, and LinkedIn premium will tell you what they are. Try to make sure you are a good match to help your application stand out
- If the application requires a cover letter or supporting statement, spend some time ensuring you have researched the role and the company and are using that information in your letter
- Make use of any first or second degree connections at the company. Get in touch with first degree connections and find out what they think of the company, they may even have a referral programme which could be mutually beneficial. If there are second degree connections, then find out who you have in common and ask if they would introduce you

Remember your consultant can help you with tailoring applications, so please get in touch for any support.

Once you have applied, keep a note of dates and a copy of whatever you have sent. If you do get an interview you need to be able to talk about what you've sent, and if you are applying for multiple positions this can be confusing. We recommend a spreadsheet which you can annotate as and when you hear back.

If after the closing date you don't hear anything, then chances are you haven't been selected this time, but it is worth getting in touch to try to get some feedback. It is hard to actually speak to someone in these cases, and can be very frustrating, but try to keep positive and use each perceived knock back to push yourself forward to apply for something else.

LinkedIn keeps track of jobs you applied for via Easy Apply, so you can always see those in the Track My Jobs area (as well as a list of the jobs you have saved but not yet applied for).

LinkedIn is a fantastic resource for job hunting, just make sure you stand out from the competition by applying these ideas. Contact your consultant or sarah_burgess@10eighty.co.uk for support.