

Is it time to test the job market?

Common reasons people embark upon a job search:

- Bored in their current position
- Limited opportunities for advancement
- Poor work environment or cultural fit
- Dissatisfaction with management or leadership
- Work-life balance issues
- Lack of recognition or appreciation for contributions
- Low salary or limited benefits



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Members of the UK Alumni Association are encouraged to use Alumni Career Services as their partner for any transition. Begin the job search process by updating your resume with pertinent experience limited to two pages.

Use relevant keywords and include a targeted profile or summary section that offers an overview of related skills, experience, training, etc. Name-drop prior work experience with well-known companies or list experience in key industries.

In your professional experience section, use bullets to describe your accomplishments. Quantify (\$, #, %) when possible. How have you solved problems, made processes more efficient, brought in new business, saved the employer money, led a team? Accomplishment-oriented statements are much stronger than simply listing past job duties or responsibilities.

Update your LinkedIn profile. Be strategic with your headline using target job titles. Fill out the summary and employment sections by including information similar to your resume.

Step up your networking efforts through professional associations and community involvement. Invite former coworkers, clients or bosses to coffee or reach out for a telephone conversation. Draft an email to strategically update your network and seek referrals. Be sure to list your target positions or companies. Practice common interview questions, especially behavior or situational type questions. Role-play with a career counselor, peer or mentor. Spending a few hours preparing for a search will help get you up to speed for testing the job search market.

According to Branden Ferguson '09 AS, director of business operations at Aerotek, "Due to the uptick in our economy most employers have done an excellent job adapting and realizing a 1-3 percent annual raise alone won't be enough to retain top talent. However, not all employers have adjusted to the changing times or simply don't have the opportunity to adjust which is understandable. If you feel your opportunities are limited due to any of the reasons listed in this article, it is probably time to test the job market."

UK Alumni Association members are eligible for two complimentary appointments per year with an alumni career counselor. Call 1-888-9UK-CATS (852287) to schedule an appointment. Visit www.ukalumni.net/career to learn more about resume critiques, virtual networking events and other Alumni Career Services. To post a job opening, employers may visit www.ukalumni.net/employers.