Whatever the reason companies are looking, it’s good news. So, this could be the ideal time to relaunch your own search, especially if you’ve taken time off over the summer.

Seize the moment
Take advantage of key times during the year to look for a new job. One of them is the fall. With summer over and vacations in the past, companies again set their sights on the upcoming year and what new projects need staffing. They’re looking ahead to season hiring for the holidays. In some cases, they’re already focused on getting a new hire in place for the first of the year and have begun the search.

Sell Yourself
This is the time to build your personal brand. What skills and experience do you offer? What character qualities set you apart? What’s your reputation in the marketplace?

The point is that you’re selling yourself. This is not the time to be shy and reserved. Chat with people in line at that grocery store, let your barber know you’re looking. Don’t assume people know you’re out of work or that you’re looking to change jobs.

Above all, be memorable. Show personality. STAND OUT. Make an employer remember you so that you aren’t just a name on a piece of paper.
Tap into your network
Reach out to friends, family business connections, etc. Studies show the majority of people find jobs through their personal relationships, including those online.

However, do this carefully and politely. Don’t start every conversation with the fact you’re looking for a job or you can turn people off. Remember, they may not have any direct knowledge of a job opening, but they might know someone who does.

Connect with alumni in your area. Find them on social media or through your school’s services. Attend alumni events and remind people of your past connections.

Trade shows and conferences
Conferences and events are some of the best ways to learn about opportunities and make new contacts. Shows will often feature networking events, receptions and various breakout sessions where attendees can interact.

Don’t forget to roam the exhibit space to learn about new companies and chat with exhibitors about their products and services. Exchange business cards and send a quick follow-up email to them when you return to the office.

Use Social Media
Keep LinkedIn, Twitter and Facebook up to date with relevant information. Be sure you have a decent headshot. Better yet, hire a professional photographer to do it right.

Don’t stop after you’ve filled out your profile. Join groups, participate in conversations, and reach out to your followers and connections.

Several decades may have passed since you graced the lecture halls of your alma mater, but chances are your college or university network can still work for you.

LinkedIn’s job-search function has the added benefit of letting you know if any of your contacts work at the company where a job has been posted. Reach out to them to see if they can help you land an interview.

Keep your personal branding consistent across the various social media platforms. Always keep your content professional or, at the very least, inoffensive. Prospective employers can easily check out what you’ve been posting.

At the time of the interview, use social media to learn about your interviewer’s education, professional background and hobbies.
Informational Interviews

One of the most underused strategies is the informational interview. This is where you request a meeting with someone to learn more about their industry, their specific job or career path. It can be with people you know or, more likely, someone you don’t.

Informational interviews can often help you identify new leads or referrals. Sometimes, the person you interview knows of an opening in another department and can direct you to the right person to contact.

Assume such a meeting will be short. Have prepared questions, and treat the meeting as an opportunity to improve your own interviewing skills. If a person can’t meet with you in person, they may be willing to have a brief phone conversation.

Up your game

You may find during the course of your search that your resume is lacking in certain qualifications. Now’s the time to address those shortcomings and make yourself more marketable.

Maybe you need to take a class at your local community college or online. There are numerous low-cost and free resources available if you’ll simply look.

Not only will you enhance your resume with new skills, you’ll demonstrate that you are capable of adapting and adjusting to new technology or the changing marketplace.

Broaden your scope

If you don’t see any opportunities that match your specific skill set, maybe your search is too narrow. Don’t be afraid to consider a new industry or a new role. For example, moving from sales into marketing.

Challenge your own conventional wisdom about yourself. Expand your thinking about what career options might be worth exploring.

DON’T BE AFRAID TO CONSIDER A NEW INDUSTRY OR A NEW ROLE.

Become a member and gain access to a vast body of information, high-quality training programs, the latest tools and tactics, exposure to leading-thinking, and opportunities to interact and network with peers around the globe. Join WQA’s Membership today.
Focus on the employer

It’s not about you. At the end of the day, the hiring process is about the company or organization that’s looking to fill the position.

You have to position yourself as the person to meet their needs. Focus all of your cover letters and responses on how you can benefit the employer and the company.

That requires you have done your research into that company and into the position that’s being filled. Make sure your responses are aligned with the job description. Speak their language.

It’s not about how great you are or how many letters are behind your name. It’s whether you can be the solution to their problems.

Bonus Tip: Consider the Water Treatment Industry. Check out the WQA Career Center.

The WQA Career Center provides a highly targeted marketplace for water treatment companies looking to hire the next generation of water treatment professionals and for individuals looking to take the next step in their career. Jobs range from sales, to marketing, to engineering, to technicians, etc.

Post your resume in WQA’s Career Center resume database for employers to review and search for opportunities that might be perfect for you.

“The WQA Career Center is an outstanding new resource for our members.”

Bret Tanglely, immediate past WQA Board President

For more information, please contact the Career Center Help Desk at 1-888-491-8833 or visit the Career Center home page.