

OBSERVATIONS ABOUT THE CHANGING US JOB MARKET - WHAT JOB SEEKERS SHOULD DO TO ADAPT



Guest Post by: Bobbi Moss, Senior Vice President and General Manager of Govig & Associates

- * Today's **employers** are looking for specific or even technical expertise rather than general expertise. The more niched a skill set, the better.
- * Proficiency in all areas of social media at the highest level is very important. Familiarity won't do. Candidates should be skilled in using LinkedIn, Twitter, Facebook, at a minimum. If the job seeker is heading toward marketing or social media, then they should additionally know how to use Instagram, Pinterest, and Content Management (i.e. Hoot Suite.)
- * It's important that candidates be astute in recognizing that companies will use the counteroffer to retain them. Candidates should also be astute in making good decisions about accepting an offer; committing to the role once that offer is accepted and not looking back.
- * The professional sector has a much lower unemployment rate than the general overall **employment** rate and many employers have still not come to terms with the reality that top candidates are in high demand. They may present lower than market offers and employ lengthy hiring processes.
- * Resumes should have punch and get to the point quickly. It's most important for resumes to reflect the candidates' specific transferable benefits to the company.
- * Practicing behavior-based interviewing techniques will be essential in going through the interview process.
- * Candidates would do well to **search** the websites of companies they want to work for to understand their issues, trends and obtain specific information about people they may want to contact or with whom they may want to interview.

Bobbi Moss is Senior Vice President and General Manager of Govig & Associates, an affiliate of MRINetwork, which is one of the world's largest executive search and recruitment organizations.