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Finding Jobs & What Employers Want?

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Career snapshot

- Median salary \$41K
- Work on average 39 hrs/week
- 71.4% in FT employment
- 28.7% are looking
- 37% are studying
- Top 3 occupations: Science Professional, Clerical & Administrative and Agricultural & Science Technicians

Salary ranges

- Administration Assistant - \$27 to \$37K
- Centre Mgr - \$60 to \$90K
- Chief Executive Officer - \$60 to \$350K
- Coach - \$35 to \$500K+
- Development Officer - \$35 to \$40K
- Events Coordinator - \$40 to \$55K
- Events Mgr \$60 to \$150K
- Fitness Instructor - \$35 to \$50K
- High Performance Mgr - \$50K to \$250K+
- Personal Trainer - \$20 to \$60 p/hr
- Recreation Officer \$35 to \$45K
- Sales Mgr - \$45 to \$100K+
- Yoga Instructor - \$50 to \$70 hr

Improved by :

- having a targeted approach to job search
- an understanding of the job market
- your self-marketing approach

Job market

Visible Job Market

- Print advertisements
- Online advertisements
e.g. employers, agencies

Hidden Job Market

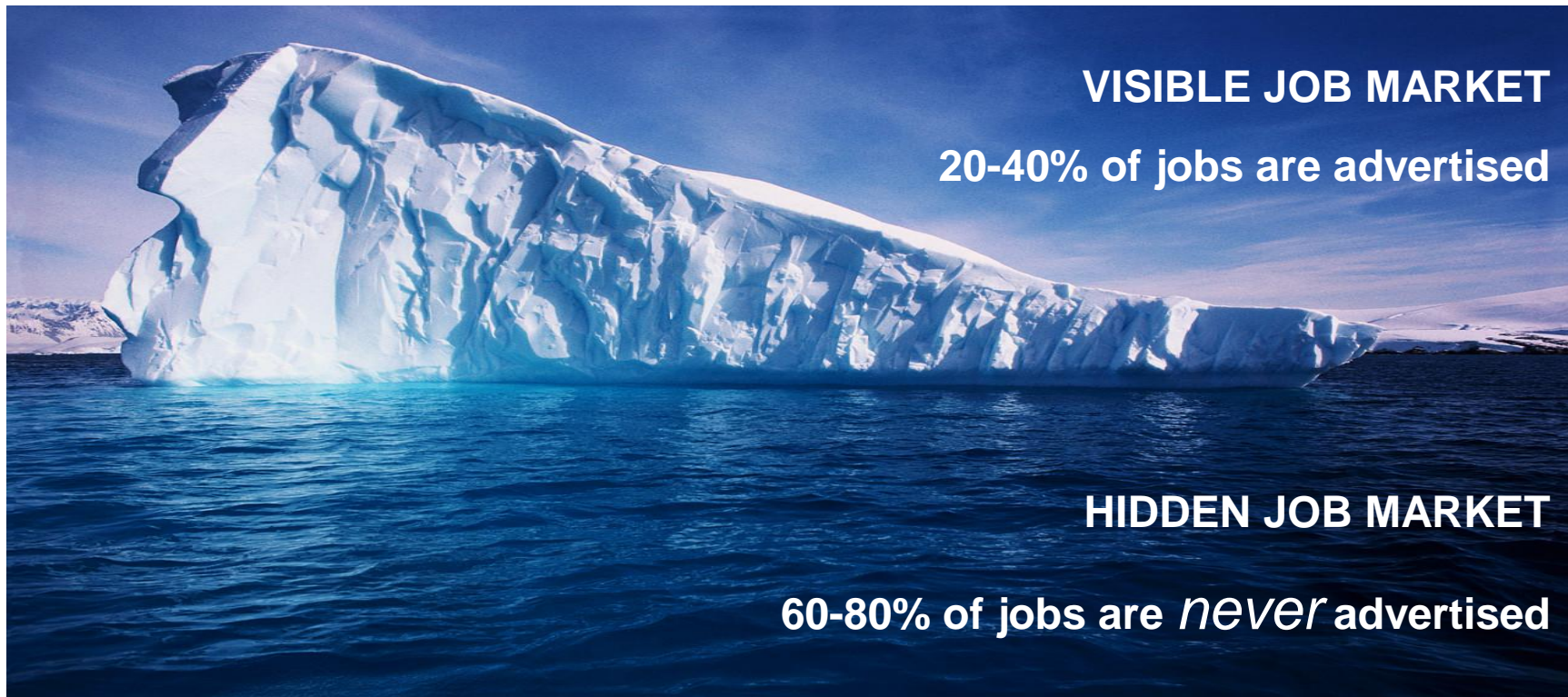
- Networking / Information interviews
- Door knocking,
- Being head hunted
- Using recruitment agencies
- Advertising yourself
- Self employment
- Through work experience

HOW DID YOU FIND YOUR LAST JOB?



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Job Market



VISIBLE JOB MARKET

20-40% of jobs are advertised

HIDDEN JOB MARKET

60-80% of jobs are *never* advertised



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Research resources

1. Job Profiles

<http://online.onetcenter.org/> provides occupational information, on key attributes of workers occupations

<http://www.myfuture.edu.au> provides insight into requirements, responsibilities, related roles and statistical information relating to range of roles.

<http://www.jobguide.gov.au> resource outlining common specifications relevant to variety of traditional and non traditional occupations

2. Graduate information

<http://www.graduateopportunities.com/> provides information about graduate recruitment, job search and career planning

<http://www.unimail.com.au/> contains graduate recruitment information, along with career and job search advice

<http://www.gradsonline.com.au/gradsonline/> includes statistics and information about graduate activities, salaries and jobs

3. Job Search

<http://mycareerplan.unisa.edu.au/> UniSA Career Services site : access by password

<http://www.careerone.com.au> (News Limited's job search website.)

<http://www.seek.com.au> (Large job search website.)

<http://www.mycareer.com.au> (Fairfax Digital job search website.)

<https://jobsearch.gov.au> (Federal Government job search site.)

<http://www.australia.gov.au/98> - Federal government jobs, also a link here to grad jobs



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Research resources

3. Job Search

<http://www.graduate.sa.gov.au/#qualifications> – SA Government register

<http://www.australia.gov.au/departments> Individual government departments -

<http://www.psgazetteonline.gov.au> (a job search facility for positions in the Australian public service.)

Career Expos / Fairs and Employer presentations

Newspapers

4. Labour market information

<http://www.jobsearch.gov.au/joboutlook> (Website of the DEWR - Department of Employment and Workplace Relations. Find out about job prospects, weekly earnings, type of work and other useful occupational information.)

5. Human Movement relevant information (e.g. company, professional body)

<http://www.sma.org.au/about/> Sports Medicine Australia

<http://www.aaess.com.au/#> Australian Association for Exercise and Sports Science

<http://www.sportspeople.com.au> Sportspeople Pty site containing employment information & vacancies

Do a google search to find other relevant sites!

Recruitment Agencies

- Select 2 or 3
- Pick those who specialise in areas related to your job targets e.g. gov, sports
- Visit www.sacentral.sa.gov.au for a comprehensive list

Graduate Recruitment

- Seasonal
- Advertised widely
- Specific degree not always required
- Sometimes structured career development offered
- Most graduates don't secure employment through this process



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The hidden market

- Accessed through networking
- Job search networking means meeting people you know **personally**, or on a **referral basis** to:
 - Seek guidance about how to find work in your chosen field
 - Research the industry and job roles you have targeted
 - Research individual organisations – their needs, recruitment processes, decision makers/key people



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Networking

- Phone or short (15-20 mins) face to face meeting
- Have questions prepared
 - state of the industry, what the work is like, their career and advancement, money and pathways, employer requirements, lifestyle, more information sources etc
- Be able to explain career goals, motives, strengths etc
- Ensure your personal presentation is of a high standard
- Follow up and demonstrate courtesy



Contact script – known contacts

Hi John/Mary, how have you been?

The reason for my call is that I'm looking to find out more aboutindustry, ortype of job role (i.e I'm doing some research, don't want/need you to find me a job)

I recall that you have some knowledge about this (industry/job role), and would appreciate your advice & guidance. When can we get together?

OR

- Do you know someone who works in that industry or type of job that you recommend I speak to?"

Contact script – referral

“Hi, my name is (.....). Elizabeth Jones suggested I contact you.

Briefly, the reason for my call is that I’m seeking advice/guidance about a career inindustry.

Elizabeth spoke very highly of you. She indicated you have wide experience in this field, and thought that you would be an extremely valuable source of information about the industry (or this field).

I want to emphasise that I’m not asking you for a job, but I would appreciate your advice.

Are you open to the idea of meeting with me for 10-15 minutes?”

Self marketing

- Proactive promotion of employable features and benefits, relevant to employer needs
- May help to qualify for the next stage of recruitment
- Important in seeking and maintaining employment

Self marketing opportunities

- Resumes
- Application form
- Cover letter
- Resume
- Selection criteria
- Academic transcript
- Interviews
- Extra-curricular activities
- Networking
- Clinical placements
- References
- Placement reports
- Volunteer opportunities
- Paid employment
- Studies
- Other.....



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What do employers want?

They want

Skills

Knowledge

Experiences

Qualities



I have

Skills

Knowledge

Experiences

Qualities

*Think about what examples
you can provide to
demonstrate these points*

Specific HM requirements

- Prescribing exercise regimes to people of all ages
- Developing and implementing programs to promote rewarding and healthy lifestyles
- Ability to working with other allied health professionals in rehabilitation programs
- Provide fitness or performance enhancement programs

Note: variations will occur depending on area of specialisation

Graduate Skills

- Learning
- Teamwork
- Communication
- Problem solving
- Self management
- Planning and organising
- Initiative and enterprise
- Technology
- Technical skills resulting from your course

Graduate Careers Australia 'University and Beyond 2008' survey

Employers don't want

- Poor attitude / lack of work ethic / poor approach to work
- Lack of interpersonal and communication skills
- Lack of leadership skills
- Lack of drive, motivation, enthusiasm and initiative
- Arrogance / selfishness / aggression / dominating
- Lack of commitment / high absenteeism / lack of loyalty
- Inflexibility / inability to accept direction, challenges or change
- Poor or inappropriate academic qualifications or results
- Poor teamwork skills
- Lack of emotional intelligence, self-awareness or self-confidence



Workplace impressions

- Tasks and responsibilities
- Phone and email etiquette
- Internet
- Meetings
- Punctuality
- Dress and grooming
- Social activities and engagement
- Responsibility and taking to instruction
- Respect, manners and courtesy
- Teamwork (role and non-role related)
- Others.....



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What can you do....

- Consider how to enhance your job search presentation
- Continually review role and expectations (e.g. responsibilities, skills, education), clarify if unclear
- Impress employer with both your specific and generic skills
- Think how current activities or additional opportunities can enhance employability
- Develop relationships –networking, referees, personal mentors
- Observe organisational rules, policies and practices
- Have a “can do” attitude – be a person who solves problems

Summary

- Be pro-active in your search for employment by working both the visible and hidden job market
- Recognise there a range of number of self marketing opportunities that apply to finding jobs and maintaining employment
- Being marketable and making good workplace impressions often requires a conscious and proactive approach



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Career Services support

- Our web site – career planning, job search strategies, job ads in password access area - www.unisa.edu.au/careers
- Short consultations on campus – check Learning & Teaching Unit for times
- Lunch time workshops
- Employer presentations on campus