

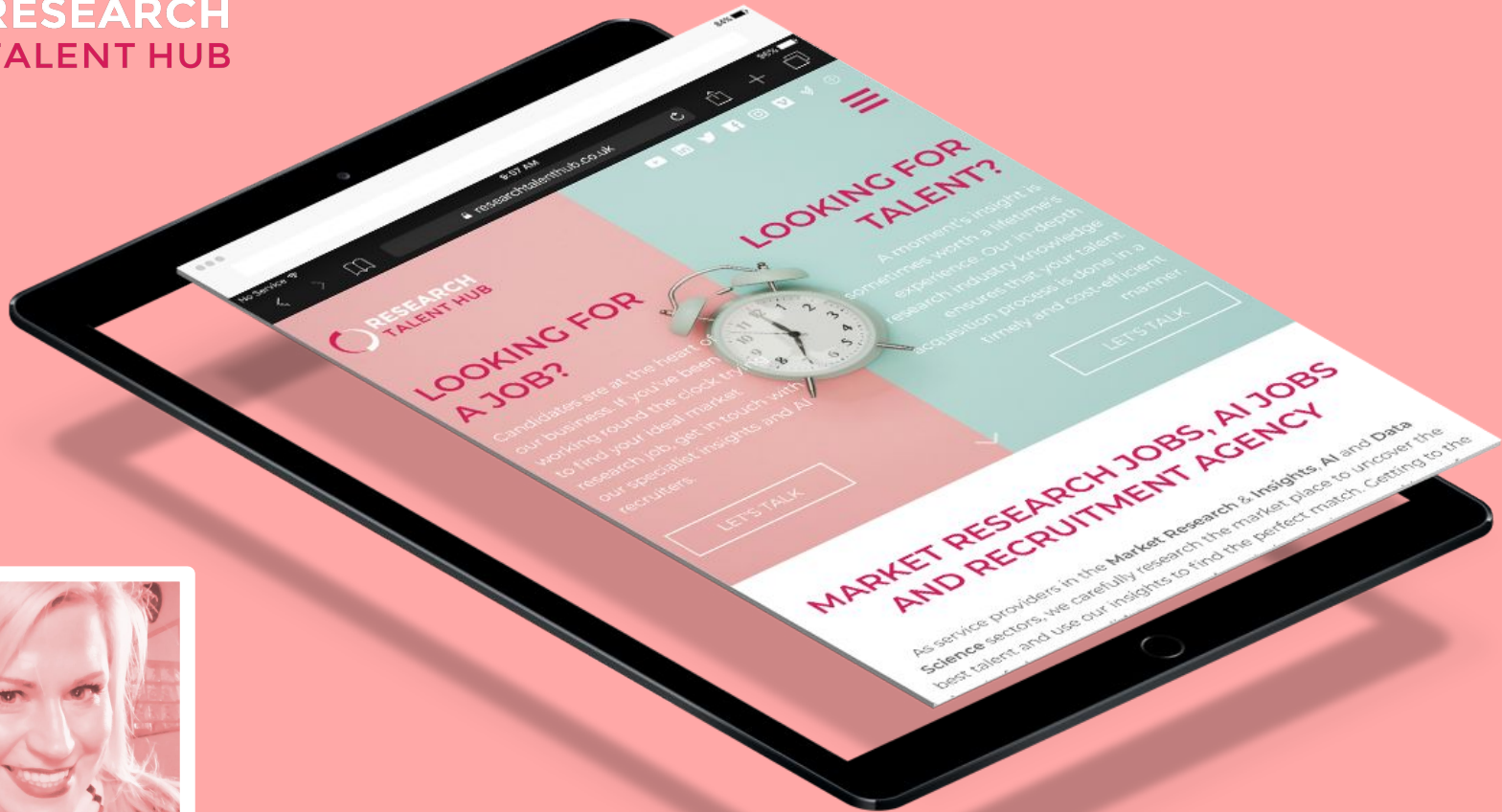


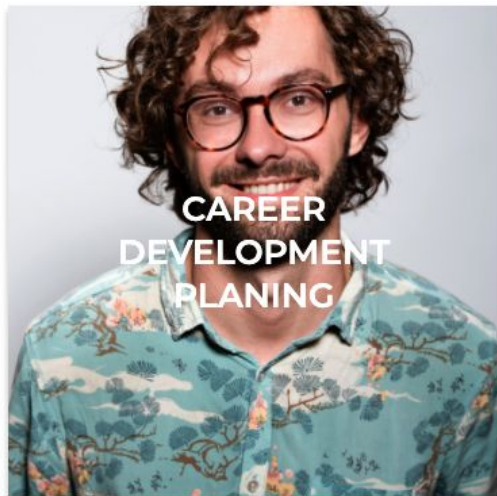
JOB HUNTING TIPS THAT WILL GET YOU HIRED

FAST!

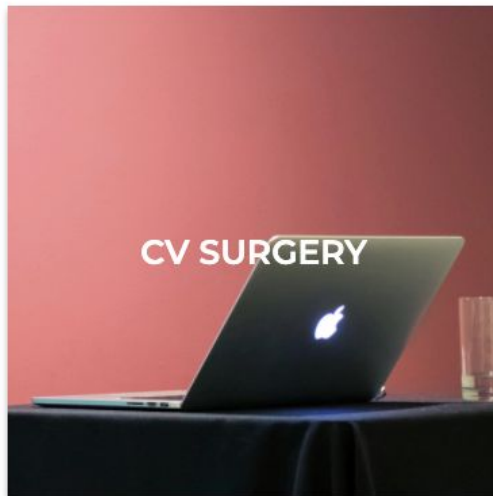


LIVE WEBINAR
IN ASSOCIATION WITH AURA INSIGHT
Thursday, 19th November @ 12pm





CAREER
DEVELOPMENT
PLANNING



CV SURGERY



INTERVIEW COACHING



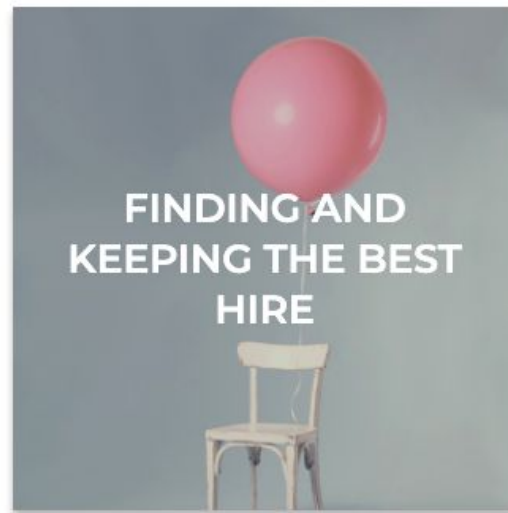
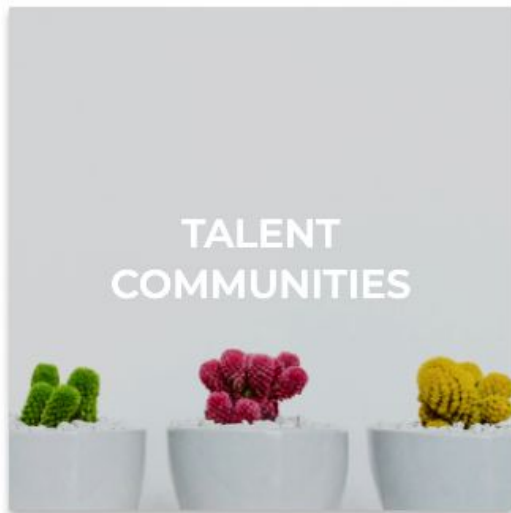
THE FORMALITIES



RECRUITMENT PLAN



UNDERSTANDING
YOUR DNA



Research Talent Hub's general enthusiasm and encouragement gave me the extra boost of confidence I needed to show my best self throughout the recruitment process. I would not hesitate to recommend them to anyone seeking opportunities in their speciality sectors.

- Qualitative Insight Director
Strategy & Innovation Consultancy



CURRENT SITUATION



YOUR FRUSTRATIONS!

“I’ve been chasing agencies & direct clients that I have applied to jobs with and they just don’t come back to me. It’s very frustrating and not good for my confidence.”

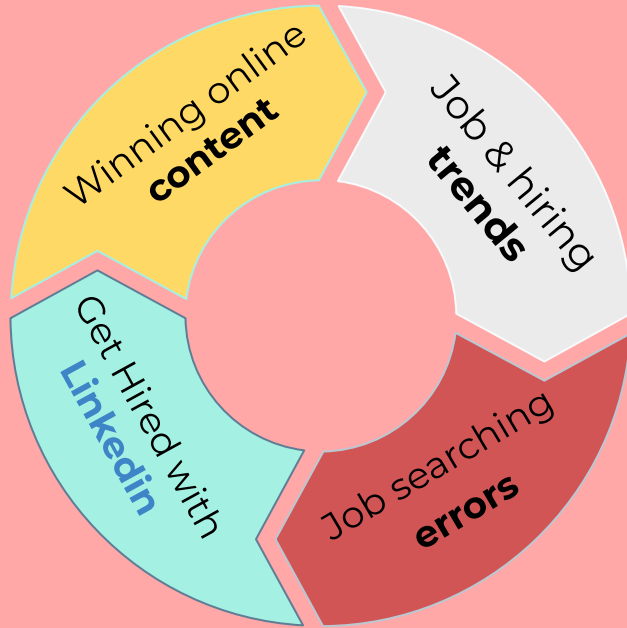


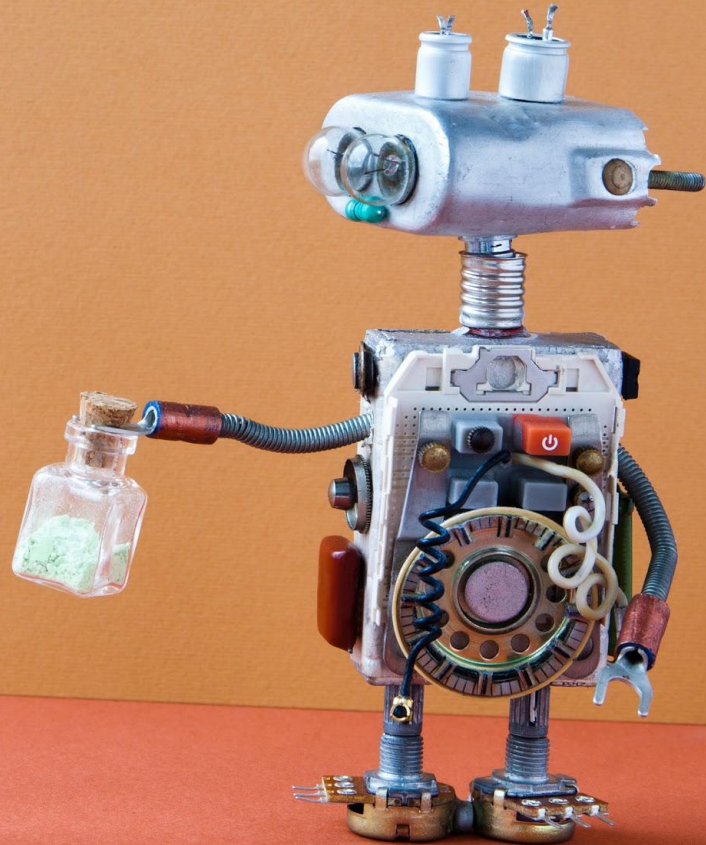
Anonymous MR Jobseeker, 2020

A close-up portrait of a woman with voluminous, curly brown hair. She is wearing a plain white t-shirt and looking directly at the camera with a slight smile. The background is a neutral, light gray. The text 'YOUR BRAND STORY' is overlaid across the middle of the image in a bold, pink, sans-serif font.

YOUR BRAND STORY

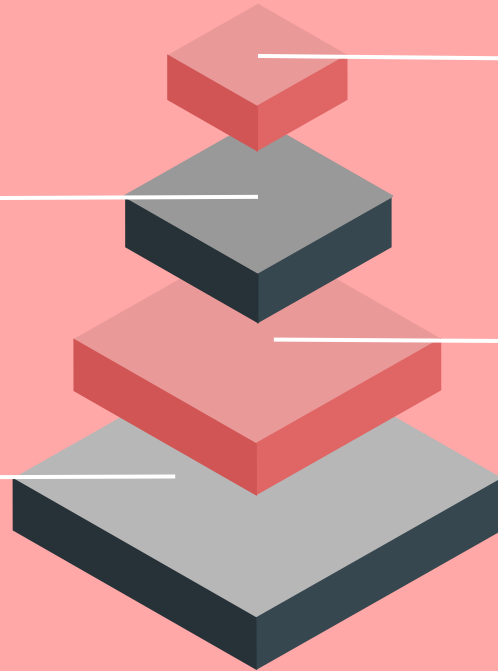
WHAT WE'LL COVER





UK JOB MARKET TRENDS

Mar - Nov 2020



THE NUMBER OF HOURS WORKED

Since the start of pandemic, **total weekly hours worked** had declined

(-649,000) PAYROLLS | Jul 2020

(-800,000) PAYROLLS | Nov 2020

LOWER FUNDS FOR MARKET RESEARCH

In **Q3** Covid continued to heavily impact marketing spending. A net of **-41%** saw marketing budgets cut but this was an **improvement on Q2**. With Brexit no-deal looming, the short term hiring will remain unchanged

UNEMPLOYMENT (MAR-MAY) AT 3.9%

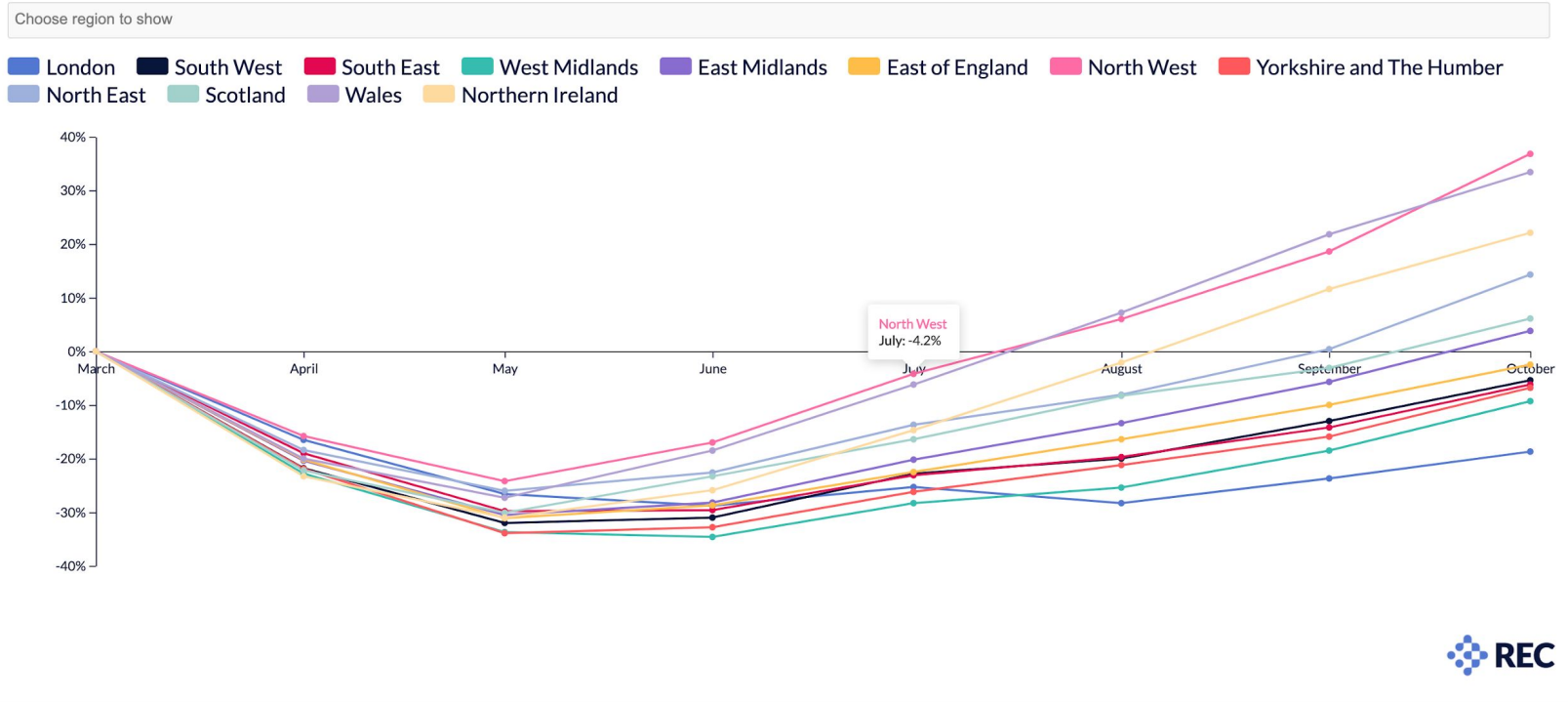
The overall UNEMPLOYMENT rate unchanged in **Jul** but **47,000** more young people (18-24) unemployed than there were in 2019. In **Nov** that figure reached **200,000**. **4.5%** unemployed in Nov

FASTEST CONTRACTION FOR 20 YEARS

The net balance of companies that cut marketing budgets dropped to **-50.7% in Q2, 2020** (from **-6.1% in Q1**)

-50.7% is the lowest figure since **-41.7%** recorded in 2008, after financial crisis

Growth in job postings by government office region



Source: Job Recovery Tracker REC, 13th November 2020

JOBS ADVERTS IN THE UK

JOB RECOVERY TRACKER Jul - Sep 2020

MID JULY

UK ADVERTS

1,050,000

NEW ADS

106,000

NORTH WEST
OF ENGLAND

125,000

MID SEP

UK ADVERTS

1,280,000

NEW ADS

129,000

NORTH WEST
OF ENGLAND

148,250

June

Sep

**SIGNS OF RECOVERY
POST FIRST LOCKDOWN**

25%

**RECORD NUMBER OF JOB
ADVERTS SINCE LOCKDOWN**

RECOVERY SLOWS AS VIRUS RETURNS

Mid October - the number of **job adverts decline** for the first time since July

Still, **significantly higher number of job ads posted** in Oct (128,000) then during spring and summer

33% more new job postings in the second week of October, then in mid July

90% more postings in Nov, then in late March



WHO IS HIRING NOW?

HIRING DURING PANDEMIC →

- Health & Pharma
- Tech & Gaming
- Challenger Banks
- E-commerce

TYPICAL ROLES →

- Director
- UX Researcher
- Data Analyst
- Insights Manager
- Analytics Manager
- Client Manager

WE'VE JUST HIRED →

QUAL AD **INSIGHT MANAGER** MIXED METHODS AD QUANT AD **INSIGHT DIRECTOR** QUAL DIRECTOR



- **FREELANCE HIRING** → growth
- **PERMANENT HIRING** → decline

JOB SEARCHING ERRORS



You are treating your **CV** as the main tool to secure a job

You don't have an online presence such as **LinkedIn Profile**

You have the online profile, but you **do not update content**

Therefore, you are not building your **Personal Brand**

You rely too heavily on **Job Boards!**

YOUR LINKEDIN PROFILE AKA PERSONAL BRAND



250 MLN (25 MLN UK)

ACTIVE USERS

722+ MILLION REGISTERED USERS
WORLDWIDE

**80% OF JOB
OPPORTUNITIES**

LEARN HOW TO
STAND OUT IN **TOP 1%**

LINKEDIN IS **277%**
MORE EFFECTIVE IN
GENERATING LEADS THEN
TWITTER AND FACEBOOK



3. Profile-Photo

Professional and representable photo



2. Headline


"Contains Speciality and value proposition"

Justin Reid-Ross OLY • 1ste
Marketeer • Payments Professional • Olympian • adidas Athlete


Amsterdam en omgeving, Nederland


Bericht

Meer...

 PaymentGenes

 Johan Cruyff Institute

 Contactgegevens weergeven

 Connecties weergeven (500+)

Key words

Key Words are essential to attract people to your profile










I combine my passion for professional sports with my passion for marketing, communications, and storytelling.

Having started in recruitment, I am now the marketing manager at PaymentGenes, where I balance content creator, social media events, PR communications, digital marketing, and stakeholder management within an organisation that offers consultancy and recruitment services in the Payments and Fintech sectors.

By night (and on weekends), I am a professional athlete for Amsterdam Hockey Club. I am a London 2012 Olympian and the all-time highest-scoring foreign player in the Dutch hockey league.

GET HIRED WITH LINKEDIN



-  Photo
-  Background Picture
-  Recording 
-  About Me = Elevator Pitch
-  Keywords
-  Accomplishments
-  Posts
-  Recommendations

CONTENT STRATEGY

Once a Day or Comment

Engagement

Own & Syndicated

Human Connections

Blog

TARGET:
2000 ACTIVE PROFILE VIEWS
90 DAYS



CONTENT TIPS

LinkedIn



Create Company Page



Share Timely Updates



Thought Leadership



Keep Brand Identity



Video Content



Power of Instagram



Hubspot for Client Segmentation

31 DAYS OF SOCIAL POSTS

1. It's #WorldCoffeeDay post your cuppa	2. Tell people what you sell	3. Share a relevant quote for your audience	4. Show your followers how to do something in 3 steps
5. It's World Teachers Day, share your favorite teachers and why.	6. Rest ❤️	7. Share your top tip of the week	8. Post a sneak peek of something coming soon
9. Share 3 testimonials	10. It's World Mental Health Day, share how you take care of your mind	11. Post a client/customer case study	12. Remind people how you got started
13. Rest ❤️	14. Host a 1-day-only sale!	15. Welcome new followers and thank your community	16. It's World Food Day, post a pic of your fave restaurant or meal.
17. Post a fill in the blank	18. Answer a burning question	19. Share a lesson you've learnt	20. Rest ❤️
21. Share what inspired you to create your product or service	22. Share a phrase you live by	23. Shoutout 3 people that inspire you	24. Share a new product, service, or feature
25. Share a mistake you see a lot	26. Shoutout or mention your clients/customers	27. Rest ❤️	28. Post an interesting stat that is relevant to your audience
29. Share a reminder for your audience	30. Share something you are grateful for	31. It's Halloween! Post a scary story.	

MONTHLY CONTENT PLAN

3 - 2 - 1 METHOD

- **3 value adders** (tutorials, tips, & how to guides)
- **2 brand builders** (behind the scene, about me, what we do)
- **1 hard sell** (anything that builds your customer base)



YOUR 'TRADITIONAL' WINNING CV



SPELLING & GRAMMAR

Check spelling, grammar and size for consistency. Yes, it does count against you, so why would you give yourself any disadvantage?



PERSONAL DETAILS

Make sure you included a phone number on your CV. Remember to change an unprofessional email address you set up at Uni.



TELLING LIES

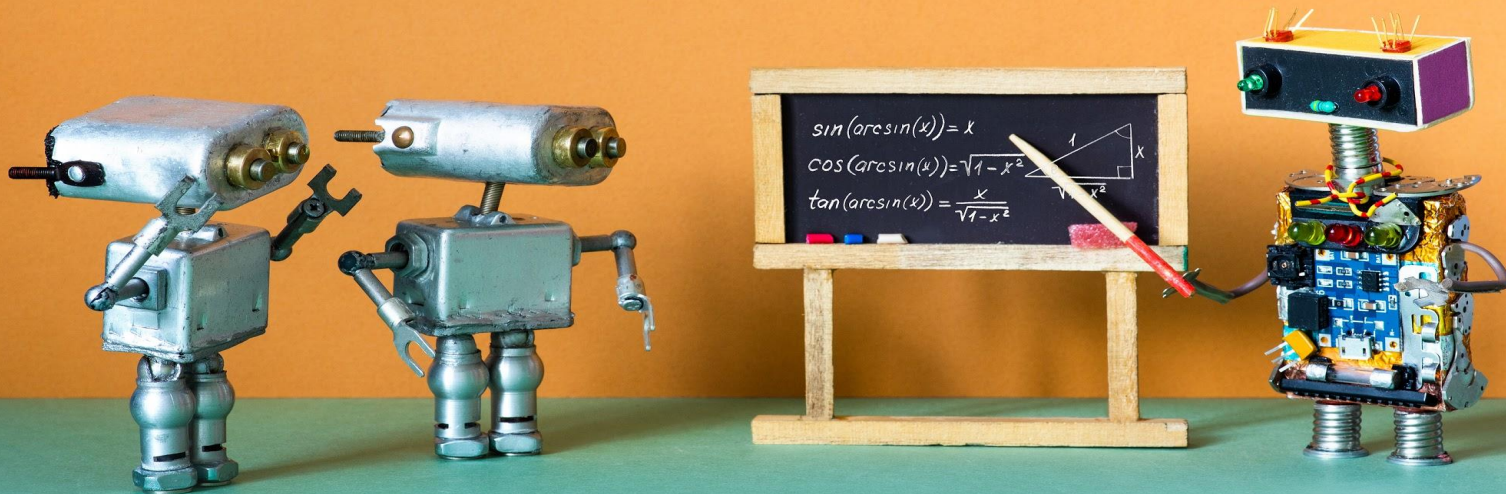
Don't make wild claims on your CV as you'll probably be found out. Also, don't leave out key information.



FORMATTING & FILING

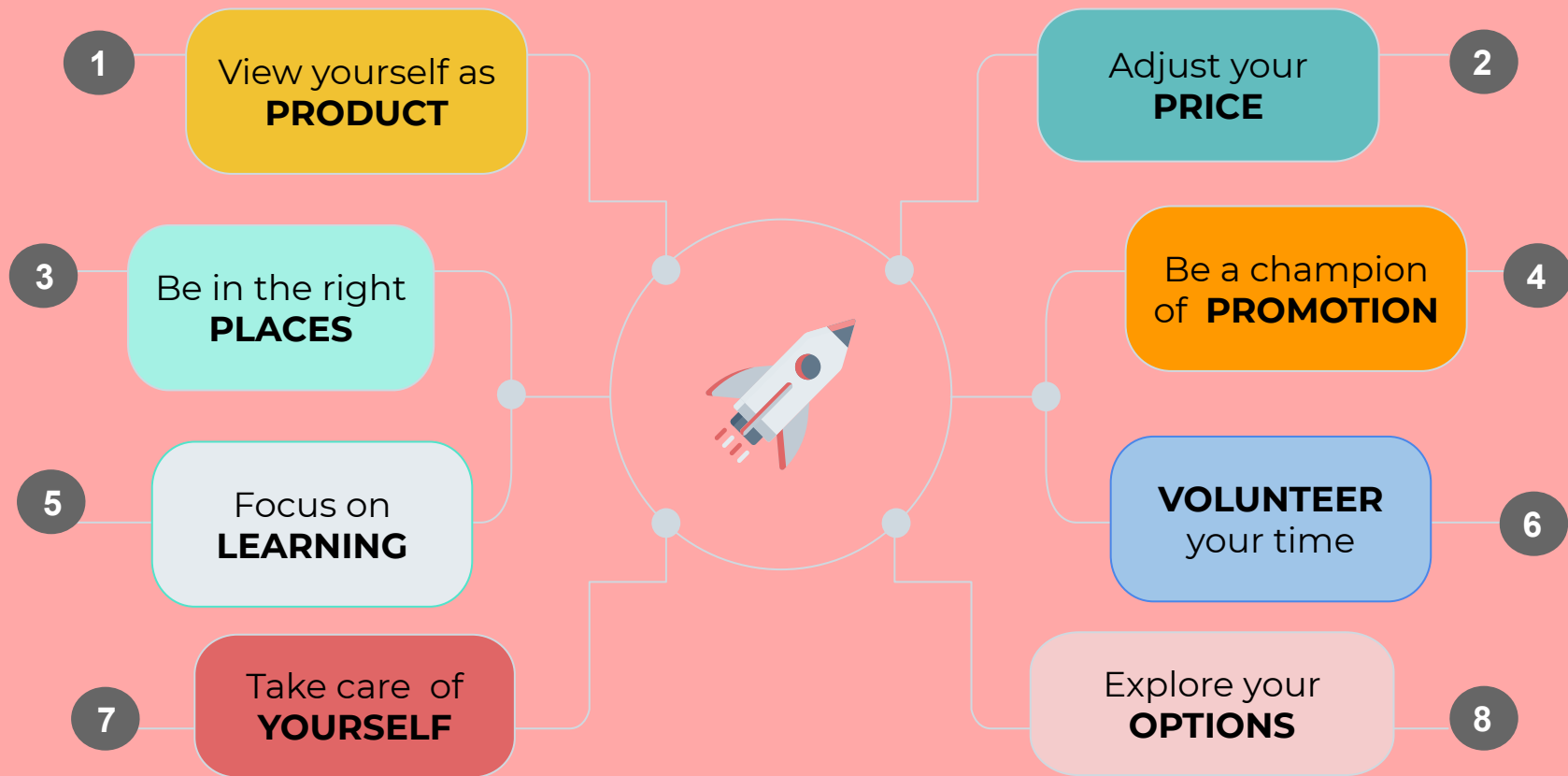
Don't put 'Curriculum Vitae' at the top of your CV. Don't use elaborate fonts, give your file a simple name and do not break the sacred 2-page rule!

YOUR 'AUTOMATED' CV



CV Parsing Header & Footer CV File No Fancy Software Keywords Achievements Bulleted Cover Letter

8 KEY TAKEAWAYS TO GET HIRED!





**YOU ARE
HIRED!**

**ANY
QUESTIONS?**

YOUR SPEAKER

Joanna Byerley

Research Talent Hub



joanna@researchtalenthub.co.uk



<https://www.linkedin.com/in/jomarketresearch>



<https://www.researchtalenthub.co.uk>



@researchtalenthub



0044 (7873475714)





THANKS!



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