Let’s start our summer issue off with good news – there are companies who are hiring! Here are just a few sites with available jobs to access immediately.

According to TheLadders.com, many companies are experiencing growth, and are hiring new professionals nationwide. Some of these include Amazon, Georgia-Pacific, Coventry Health Care, Accenture, Thomson Reuters, Pitney Bowes, Microsoft, Unisys, EarthLink, AT&T, Novo Nordisk, Starbucks Coffee Company, UPS, LivingSocial, GE Energy, and AIG. Check out the complete list, and apply to posted positions through TheLadders.com, and also directly on the companies’ websites. TheLadders.com also offers members access to online job postings (the basic membership is free), as well as career advice.

Be sure to use the RIT Job Zone system as part of your job search – there are currently over 800 active jobs posted for alumni at entry and experienced levels. Search by your major, and expand your search to other areas that may match your skills, experience and interests. If a company in which you’re interested has a posting that isn’t relevant to you, use the contact information on the posting to establish a connection with the company, and discuss potential opportunities that are a fit for you.

LinkedIn has a jobs section, in which you can access hundreds of available positions, and more importantly, see who in your network can assist you in connecting with the right people in the hiring companies. Many companies and recruiters use LinkedIn exclusively to post positions, so actively use LinkedIn as a resource in your job search.

Chicago Online Alumni Career Expo

Brazen Careerist continues its series of online career expos just for alumni with one in Chicago. The fair will be held on Thursday, August 23, 2012, from 11am-2pm CDT. By participating, you’ll gain direct access to dozens of Chicago’s top employers (30-40 are expected), and get the opportunity to speak with recruiters and hiring managers that make hiring decisions. Participating candidates save time by eliminating the “internet resume black hole.” In addition, you’ll gain access to great employers and recruiters looking for candidates outside of their routine job-search network.

You’ll have direct conversations (through online chat) with recruiters, giving YOU the power to decide which opportunity is the best fit for your next career move. No charge to participants!

Register for the Expo online at www.alumnicareerexpo.com.
Tips for Job Seekers Over 50

If you’re an experienced job seeker back in the market after a number of years, the prospect of gearing up for the search, as well as competing against recent college graduates, can be daunting. Here are some things to keep in mind as you begin your search.

Companies DO hire older workers. Age discrimination does exist to a degree, but many companies want to hire employees with experience, maturity, dedication and in-depth industry knowledge. Focus on how you can provide solutions to the company’s problems, and how your passion and accomplishments make you the best candidate.

Some websites that target older workers include: RetirementJobs.com, Jobs 4.0, Retired Brains, Seniors4Hire, and Workforce50.com.

Limit your history. Tailor your resume to include relevant accomplishments and skills for each position, and focus your interview responses on the most relevant examples of your achievements. You’re not trying to show how much you’ve accomplished in your career, just that you have the relevant skills and experience.

Maintain a positive attitude. Demonstrate how well you work with people of all ages, and your flexibility for doing whatever needs to be done. Address potential concerns about lower pay or less responsibility, and reassure potential employers that you are excited about working at their company.

Keep current with technology, and embrace social media.

Reconnect and reach out to all your contacts, even if you haven’t corresponded in years. Social media makes this process easier.

The Hidden Jobs App Tool

One of the hardest parts of a job search is trying to find the jobs that aren’t listed on job boards, or the “hidden jobs.” These can often be the key to job search success, if you can get the information before every other job seeker. Here’s an online tool that can help you do just that – The Hidden Jobs App. From their site:

“Statistics show that 80% of job openings are never advertised. With the Hidden Jobs App you can discover many of these positions at companies that are expanding and making news.

Our site and mobile apps track company job announcements from newspapers, online media and press releases. Available for iPhone & iPad & iPod Touch and now Android.

Our database is updated daily with new content. Articles stay active for 90 days.

Ideal for job hunters, career professionals, reporters and recruiters.

Note: this is NOT a job board. Follow the leads and Google the company.”

You can find this tool here http://hiddenjobsapp.com
Overcoming Long-Term Unemployment

If you’ve been unfortunate enough to be unemployed for an extended length of time, you’re probably experiencing frustration, a sense of discouragement, and perhaps finding it difficult to stay motivated in your search. Your search efforts may become desperate and unfocused, further hindering your ability to be successful in your search.

If you find yourself in this situation, take a step back and reevaluate your progress, and approach your search with a fresh eye. Here are some tips to help you get back on track.

Check your industry focus. Are you concentrating on healthy, growth industries like health care, financial services, and energy, where there are more likely to be available jobs?

Keep current. Both in terms of your skills and your industry knowledge, you should be up to date on what’s new in your industry and field. Take classes, attend seminars, subscribe to newsletters and read online publications that are relevant. Demonstrating that you’re continually expanding your knowledge base and applicable skills positions you for available opportunities.

Manage your references. If you’re getting interviews but not offers, make sure your references are providing accurate, positive, relevant information about you. Keep them up to date about your latest accomplishments, and let them know about potential calls from employers so they’re prepared.

Pursue temporary work. Don’t be afraid to take a part-time, contract, or temporary position while waiting for your ideal job. You can gain experience and make valuable networking contacts that can lead to additional opportunities.

Have an online presence. If you’ve been afraid to delve into social media, now’s the time. Using LinkedIn and Twitter allow you to make industry and recruiting contacts, build visibility, and demonstrate your expertise. Consider a personal website and even a blog to highlight your qualifications.

Network. You’ve heard this before, but you can never have enough networking contacts. Review your resources, and commit to increasing your networking efforts. Attend local networking events; all events give you the chance to meet people who may help your search. Join and be active in professional associations for your industry – if you already belong, take on a leadership role, use membership directories for informational interviews. Volunteering also gives you the chance to grow your network.

Practice interviewing skills. Make sure you’re making a strong, positive impression by practicing your marketing pitch.

Maintain a positive attitude. This can be hard to do at times, but don’t be negative or act desperate.

Get help. Connect with your advisor in our office, who can go over every aspect of your search, and offer advice to help you break out of your slump and reach your goals. Call 585-475-2301 to get started – we’re here to help!
Using Twitter in Your Job Search

Most people know Twitter as a way to keep friends informed of your activities, through 140 character “Tweets” (messages). As it continues to grow and expand, however, people are finding ways to incorporate Twitter as part of their social media job search strategy. Here are some ways Twitter can help in your job search.

- Build your credibility, and showcase your expertise. Twitter allows you to build a profile that highlights your qualifications. As you begin to contribute to your industry community by Tweeting articles of interest, and answers to questions being asked by colleagues, people will go to your profile, including recruiters.
- Connect with targeted companies and key professionals in your industry. You’ll be able to develop networking relationships with people in companies you’re focusing on, find recruiters, follow people in professional associations.
  - Twubble is a Twitter application that helps users expand their connections by searching your friends’ friends and suggesting some you may want to follow (with like interests).
- Create Twitter searches, using keywords like “software engineer AND Rochester”. Or include a hashtag in your search, “#accountant AND Rochester”. You can also use hashtags like #jobopening, #jobsearch, or #hiring, as recruiters often use these to promote jobs within their companies.
- Use specific Twitter job sites. These include:
  - TwitHire – https://twitter.com/twithire/ - a Twitter job board
  - @Microjobs - https://twitter.com/microjobs/ - follow to get Tweets on available jobs.