

employmentEdge

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Web 2.0 and Finding Jobs Online by Paul Kirkup, www.ezinearticles.com

Ten years ago at the beginning of the new millennium we were still writing letters, and were perfectly prepared to wait the week required for a response. At the start of 2010 the world of communication is a very different place. Clients can contact me 24/7 by email, mobile phone or instant messenger; I can receive information regarding what my favorite celebrity is eating for breakfast as they are eating it, direct to my mobile phone.

Social networking and communication is becoming increasingly important for recruiters, and clients increasingly want to make the best use of referral schemes over the traditional methods of recruitment 83% of adults regularly use social networks, which now takes up 93% more time than in 2006 according to bizreport, making the need for individuals to capitalize on this increasingly apparent.

This can often be a bit bewildering, tricky and time consuming, so we have put together a few tips and ideas to help you think about how the new world of communication is important for your job hunt.

Finding jobs online has long been the norm, but in the forever evolving realm of the internet the world of on-line recruitment is, too, changing. Searching through an online jobs-board is useful, but not always fruitful. According to an article on Mashable.com the amount of jobs posted on job boards has been decreasing at over 13% in recent times, making this an ever more prevalent issue.

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opportunity Spotlight

52236 - Accountant - Local retail company is looking for an experienced accounting professional. Must have 3-5 years working in a corporate and/or combination of corporate/CPA environment. Responsibilities include managing general ledger for multiple related companies including journal entries, reconciliations, financial statement preparation, cash management and reporting for 19 entities. Must have advanced Excel skills including knowledge of pivot tables. Great Plains software a plus. Contact Liza Parker at 757-518-8600 for more information.

37268 - Cost Estimator/PMA - Government Contractor is in need of a Cost Estimator with secondary role as Assistant Project Manager/Submittal Reviewer. The right candidate must have experience with RS Means Cost Data. Must have strong understanding of RFP's and scope of work. Must have estimated federal/government projects on construction. Must be familiar with obtaining/soliciting subcontractor quotes and material prices. Must have some experience in managing federal/government construction projects. Familiar in submittal review process. Must have strong Microsoft Outlook, Word, Excel and Project. Contact Brenda Bigelow at 757-518-8600 for more information.



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Southside
757-518-8600
Norfolk

DonRichardAssociates
Your Staffing & Recruiting Partner in Hampton Roads

Peninsula
757-873-0447
Newport News

opportunity, continued from page 1

52228 - Legal Secretary - Great law firm in Virginia Beach region is seeking a skilled legal secretary familiar with family law practices. Must be able to handle both contested and uncontested divorces, separation agreements and complex cases. Experience working in Hampton Roads preferred. Must have great attention to detail, strong composition ability and type 65 words per minute minimum. Firm offers great benefits and competitive salary. Looking for a stellar, upbeat professional to support several attorneys. TimeMatters experience a plus! Immediate need! Contact Joyce Diaz at 757-518-8600 for more information.

52215 - Bookkeeper - Firm on Peninsula in need of experienced bookkeeper. Successful applicant will have knowledge of retail accounting and inventory as well as general duties such as A/P, A/R, payroll, reconciling bank statements, preparing daily deposits, and assisting with benefits administration. Requires degree in accounting as well as 5+ years of bookkeeping experience. Contact Sam Morton at 757-873-0447 for more information.

37200 - CP Accounting Specialist - Large national company is looking for accounting professionals with strong Property & Casualty Insurance and A/P knowledge and experience. Responsibilities include reviewing payables and processing payments, completing cash advance reports, processing premium financing contracts, preparing month-end reconciliations and research discrepancies and assisting in resolving outstanding balances. Must have at least an Associates Degree in Accounting and a minimum of 2 years of actual A/P and/or accounting work experience. Company offers excellent benefits package. Contact Liza Parker at 757-518-8600 for more information.

37242 - Human Resource Generalist - HR Generalist with comprehensive experience to include recruitment, benefits, payroll, training, development, employee welfare and wellness, health, safety, OSHA, employee relations, EEO, AA, ADA, and ERISA compliance and reporting. Report to and work with Chief Operating Officer to ensure that the HR department and responsibilities are exceeding the employees and CEO's expectations. Hands-on is a must, the HR department is a department of one. Excellent opportunity for an experienced Generalist to step out and run their own show. Quality company, quality job! Contact Brenda Bigelow at 757-518-8600 for more information.

52231 - Paralegal - Extremely well-established law firm seeks PI Paralegal ASAP! Must have minimum 5 years local court experience to qualify. Ideal candidate will have strong trial preparation ability. Will work cases cradle to grave and have superb writing skills. Must enjoy research, drafting pleadings and handling discovery. Full benefits, paid parking and great work environment! Hours 8:30 - 5:30 pm. Join a winning team in 2010! Contact Joyce Diaz at 757-518-8600 for more information.

52071 - Project Manager Assistant - Company on Peninsula in need of experienced project management assistant to provide support to various department managers. Must have excellent test scores in Excel, Word and Access. Must be able to create complex spreadsheets and have knowledge of job cost accounting. Previous experience working in construction industry a plus. Contact Sam Morton at 757-873-0447 for more information.

52191 - Accountant - Company in Norfolk is looking for a degreed accountant with a minimum of 3 years of accounting experience. Must be proficient in Excel and have strong general ledger, account reconciliations, inventory, financial statement preparation, financial analysis, month-end closing, taxes and fixed asset knowledge and experience. Contact Liza Parker at 757-518-8600 for more information.

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Employee of the Month

Congratulations *Sandra Worthy*! You have been chosen as Don Richard Associates' February Employee of the Month for doing such a great job at *L3 Communications* as an *Administrative Assistant*.

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52098 - Medical Biller - Experienced medical biller needed for medical equipment company in Norfolk. Must have 3 to 5 years experience working with HME and DME. Expert in Medicaid and Medicare billing. Contact Brenda Bigelow at 757-518-8600 for more information.

52240 - Paralegal - Seeking a superstar litigation paralegal with minimum 8 years of personal injury experience. Must have incredible trial experience for this busy law firm and reputable attorney. Routine tasks include drafting pleadings, answering interrogatories, performing legal research, preparing trial binders and attending court. Superior writing ability and communication skills required. Great firm works 35 hour week and offers fantastic benefits. Immediate need so contact me today! Please note, local court experience is A+! Contact Joyce Diaz at 757-518-8600 for more information.

52179 - Paralegal - Prestigious law firm on Peninsula in need of experienced Paralegal to provide support in working closely with both General District and Circuit Courts. Must have excellent writing and communication skills, ability to prioritize and work under tight schedules, in depth knowledge of legal terminology and principles and ability to analyze legal documents for accuracy. Contact Sam Morton at 757-873-0447 for more information.

If you or anyone you know are interested in these positions, please contact the appropriate recruiter. Please visit www.donrichard.com for **additional** career opportunities.

Events in Hampton Roads

Groundhog Night at the Virginia Living Museum
February 2, 2010

Broadway at the Center presents Stand By Your Man
February 5, 2010
Sandler Center for Performing Arts

Black History Month Celebration
February 13, 2010
Virginia Air & Space Center

Spirit of Norfolk Valentine's Weekend Cruises
February 13, 2010
Spirit of Norfolk Cruises

Fat Tuesday Mardi Gras Party
February 16, 2010
Waterside Festival Marketplace - Dockmasters

Hampton Sports Festival
February 19-21, 2010
Hampton Roads Convention Center



This is a quick guide to get you thinking about how Web 2.0 could help you with your career, getting you ahead of the game in these tough times.

For some this may seem a little confusing or scary: Social networking, online referrals and self branding may sound a bit scary for some. However, all it's really about is building your network and getting yourself 'out there' online.

The traditional way to find jobs online was to apply for roles, not really knowing if you were actually going to enjoy the role. While it would be naive to say these days are over, Web 2.0 has brought for many the opportunity to build a personal brand that attracts employers to them.

This does not mean you need to be an online guru, but it's important to make yourself aware of these technologies and how recruitment fits into them.

Web 2.0 is not a technical term like it sounds, more a buzz word that refers to an idea or attitude. This being that the internet has moved on from its roots towards a wealth of rich interactive content composed and shared through a system of participation and community.

This starts with your CV (resume), make sure your CV is clear, this may sound obvious and nothing to do with new technology, more common sense, but the majority of sites allow employers to search CVs to find candidates they're interested in. Make sure all the terminology in your CV is your industries most used. Take a look at some job descriptions in your field; does the text in your CV correspond well to requirements? For example, rather than putting experienced with Microsoft Office put experienced in using Microsoft Word, Excel and Access as an employer may be looking for someone with particular knowledge of one application.

To really participate in Web 2.0 you need to be a "prosumer", a content producer, not just a consumer of online content. This doesn't have to be difficult and you can spend as little or as much times as you have depending on what you want to do.

Whether you want to go all out and create a blog, or maybe your one for a YouTube video or a flickr photo album or all of the above. It is up to you and what you feel up to doing. If you're currently unemployed this is a good project to undertake as a way of building your IT skills while doing something that may help you get that much craved job.

Blogs

If writing is something you like, start a blog about your professional expertise and experience, this works particularly well for media and marketing jobs and has become almost an essential requirement for some roles. You can include photos, music and video in this too, bringing together all your online work.

Creating a blog will prove your passion and understanding for the subject matter. Mentioning this in your CV or Profile will highlight your passion; recruiters are likely to check it out. If they like what they see they will want to hire you, not just on your apparent professional ability but it is a great way to make you personable, make your blog get them to like you.

Making a blog doesn't have to be difficult, give it a try with blogger.com or wordpress.com, both free.

Video

A new trend is the talking CV or video resume. This can be a great way to stand out from the crowd and get noticed, but only do this if you feel confident enough, otherwise it may do more harm than good. In the New Year Mypeoplebiz will enable you to attach your talking CV to a job application and employers also will have the ability to create clips, explain the role to you and introduce the work environment.

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Photography

One of the simplest things you could do is create an album on Flickr. Flickr is a photo sharing site where you can upload your photography to discuss, share and interact with other photographers. If you have a digital camera or a mobile phone camera, get snapping!

This will be great for personal interests or hobbies section of your CV, even better, say you're applying for a role in an electrical retailer, you can prove your interest and understanding of the technology, cameras, computers and the internet just by creating a photo album online.

Going social and building your network

So you've got Facebook and reconnected with some old school friends and laughed at some embarrassing photos of yourself, but how can social networking sites help get you a job?

First, it's an excellent way to bring everything together and publicize anything you may have created online as outlined above. Also, make sure all your profiles are linked together (eg. there is a link to your twitter on your facebook profile, etc.). You may also want to think about how employer friendly your profile is, and remove content or change security settings to fit as it's reported that many employers search social networking profiles of prospective employees to gain a greater insight.

Secondly, if you haven't already done it, join the professional social networks. Primarily this is LinkedIn, but there are others, namely xing.com that could also prove useful. Perhaps not as fun as the other social networks but definitely a useful tool for building your professional reputation and finding jobs. Start by adding all your contacts from Outlook, Gmail, etc. and build up from this point on. There are simple functions to do this on LinkedIn as well as an Outlook LinkedIn Application. The more people you are connected to the easier this is because you're only able to reach other people in your network (1st, 2nd and 3rd degree connections).

Recruiters are starting to use LinkedIn (as well as other social networks) as a serious source for candidates, and it is a great place to find jobs online, so complete as much of your profile as possible. The mypeoplebiz LinkedIn page publishes all the jobs on the site, including referral bonuses. You can refer anyone or people can refer you.

Furthermore, there are thousands of jobs advertised on LinkedIn, look through groups, almost all of them have a jobs tab. More important advertise yourself; get involved, join groups and conversations this way you can make connections and get noticed.

Avoid sounding like a sales pitch for yourself, people will tune out. Stick to the rules of the group - it will be tempting to post in more popular sections of groups to get more attention to your message but these groups are often well policed and it is likely to get you kicked out of the group if you do it more than once.

Evaluate regularly, how much time are you contributing to this compared to the delivery. Are there any additional bonuses that you have discovered?

However, be patient. This will not change your circumstances overnight. Try to have fun with it and make it something you enjoy.



Identify a Large Number of Targets

by James Ball and Jennifer Kuchta
10 Best Tips for Getting a Job

The law of large numbers is an important principle to remember and apply when seeking a job.

Getting a job is a numbers game. The more people you see, the better your chances are of finding the employer you want to find. The more people that know you are seeking a job, the better your chances are that someone can provide a referral that will lead you to a job.

In addition to increasing your odds for success, a large number of targeted prospects will be a motivating force to propel you forward each day. People who begin a day with only 5 prospective employers on their list will approach things differently, usually at a slower pace and with less intensity, than those who start their day with 50 prospects.

Begin your search efforts by pushing yourself to compile a *written* list of at least *100 targeted prospects* you will approach.

One technique for creating a large list of targets is to first identify the possible employers within five to ten miles of where you live. You can research this online in directories such as those provided by chambers of commerce. You also can drive up and down the street and read the directories of the businesses in the buildings, office parks, or retail centers you see. Write down the names of the organizations and companies that meet your criteria. This is your list.

In addition to targeted potential employers, begin with as large a list as you can develop of *networking contacts*. Networking contacts are individuals who can provide referrals, suggestions and introductions to opportunities.

Do:

- Compile a list of at least *100 targeted prospects*. Start by brainstorming possible employers with friends. First, identify targets within five miles of your home and work. Then expand to areas where you would be willing to commute. The more flexible you are about location, the more opportunities there will be for you to consider.
- Tell everyone you meet that you are looking for a job opportunity. Ask everyone for referrals and suggestions.
- Get the name, title, street address, city, state, zip code, telephone number, and email address of every good contact you meet. Put this information into a worksheet, directory, or some kind of database for follow-ups.
- Give everyone you meet a card with your name, address, telephone number, and email address. If you do not have a business card you can use, get some plain cards printed.
- Brainstorm with friends and compile a list of at least *50 networking contacts* you know or your friends may know whom you can contact. Contact these individuals, tell them your situation, and ask for their advice and referrals.

Don't:

- Begin with a small number of prospects or contacts.
- Keep the fact that you are looking for a job a secret.

People who do not know you are looking for a job cannot and will not help you find one. Do not assume that everyone knows you are looking for a job. Let your family, friends and colleagues know you welcome their referrals and suggestions. Remind them periodically.