

employmentEdge

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A Key Strategy to Standing Out in a Sea of Other Job Seekers

by Jessica Holbrook, www.ezinearticles.com

What you need is a competitive advantage, something that gets the hiring manager's attention, causes him or her to keep reading your resume, and ultimately, pick up the phone and call for the interview. How do you differentiate yourself from all the other people seeking the same opportunity? Simply put, value.

What value do you offer?

If you were going to purchase a new laptop computer or a new car, chances are you would do your research. If you weren't sure which make and model you wanted, you would test drive the car. Or you would go to Best Buy and play with the display laptops to decide which one was best for you. What you're really looking for is the one car or computer with VALUE. The one that meets your needs and wants. When I say value here, I'm not necessarily speaking in terms of money. I'm speaking in terms of benefits. What are you going to get from purchasing that particular car or that exact laptop? What does it have that the others don't? What makes it unique-so much so that you decided to purchase it? Obviously, something about it appealed to you. Was it the software programs, speed, extras, perks, mileage, design, etc. You get where I'm going with this. There are certain aspects that compelled you to purchase that exact item. You perceived its value and that it was the perfect match for your needs.

See A Key Strategy, page 4

Employee of the Month

Congratulations *Whitney Walker!* You have been chosen as Don Richard Associates' March Employee of the Month for doing such a great job at *Waldo & Lyle* as a *Legal Assistant*.

opportunity Spotlight

52270 - Paralegal - Small law firm in Virginia Beach needs a long-term temporary Paralegal to assist one senior attorney with guardianship work, estate planning and family law. Stellar verbal and written communication skills a must along with Word and WordPerfect. A team player needed with great initiative and willingness to learn estate planning procedures. Local court experience is requested. Hours 8 am to 5 pm. This is a paralegal/legal secretary combination role. 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.



See opportunity, page 2

Southside
757-518-8600
Norfolk

DonRichardAssociates
Your Staffing & Recruiting Partner in Hampton Roads

Peninsula
757-873-0447
Newport News

opportunity, continued from page 1

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.

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.

52243 - Benefits Specialist - Firm on Peninsula is looking for a top-notch, polished and professional Benefits Specialist to provide support on life, disability, health and other group and voluntary insurance. Previous experience in an agency, benefits administration or extensive human resources required. Must have excellent oral and written skills and a strong work ethic and stability in work history. Successful applicant will have or obtain Virginia Life/Health Insurance license. Contact Sam Morton at 757-873-0447 for more information.

37251 - Employee Benefits Specialist - Virginia Beach based benefits consulting firm seeks high-energy, experienced candidate to manage growth of existing large corporate clients. The right candidate must have 3-5 years Employee Benefits experience with a current Virginia Life/Health Insurance license or the ability to obtain quickly. Duties will include managing 30-40 accounts supplying sales, support and evaluations of pertinent information on health, dental, life, disability and other products for the purpose of completing a benefit analysis. Contact Brenda Bigelow at 757-518-8600 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.

52043 - Paralegal - Firm on upper Peninsula in need of experienced Paralegal to provide support to two attorneys as well as managing the office. Must have excellent computer skills to include typing speed of 65 words per minute, ability to do mail merges, ability to create complex spreadsheets and excellent communication skills both oral and written. Contact Sam Morton at 757-873-0447 for more information.

37258 - General Manager - General Manager needed for the Norfolk field office of this Springfield Virginia based company. The best candidate must have a current Real Estate license with proven sales success. Dynamic personality, extraordinary people skills are a must. Recruiting, mentoring and retaining productive sales associates is primary goal to build field office profitability and build office to control majority market share in realty and home buying! Must be comfortable working with REO properties - buying and selling. Contact Brenda Bigelow at 757-518-8600 for more information.

See opportunity, page 3

opportunity, continued from page 2

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.

52196 - Legal Secretary - Peninsula firm in need of experienced staff member to assist with heavy case-load in foreclosures. Successful applicant will be able to multi-task, pay close attention to detail, have strong computer skills and be able to work with minimal supervision. Contact Sam Morton at 757-873-0447 for more information.

52247 - Tax Preparer/Bookkeeper - Small, busy CPA firm is looking for an accounting professional to prepare individual and corporate tax returns (1040, 1120, 1120s and 1065 Forms). Previous bookkeeping knowledge and experience is a must. Flexible hours and a positive work environment! Position will last at least through 4/15/10. Familiarity with ATX software a plus. Part-time 20-25 hours per week. Contact Liza Parker at 757-518-8600 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.



March Events in Hampton Roads

- March 12:** Shamrockin' in Ghent
Colley Avenue, Norfolk
- March 13:** Oceanview St. Patricks Parade
Oceanview, Norfolk
- March 26:** Randy Travis
Sandler Center for the Performing Arts
- March 26:** Busch Gardens Williamsburg Opens
Williamsburg
- March 27:** Ballet VA International's Sleeping Beauty
Suffolk Center for Cultural Arts
- March 27:** Jeff Dunham
Ted Constant Center



Irresistible Irish Soda Bread

www.allrecipes.com

Ingredients:

- | | |
|------------------------------|--------------------------|
| * 3 cups all-purpose flour | * 1 teaspoon baking soda |
| * 1 tablespoon baking powder | * 1 egg, lightly beaten |
| * 1/3 cup white sugar | * 2 cups buttermilk |
| * 1 teaspoon salt | * 1/4 cup butter, melted |

Directions:

1. Preheat oven to 325°F (165°C). Grease a 9x5 inch loaf pan.
2. Combine flour, baking powder, sugar, salt and baking soda. Blend egg and buttermilk together, and add all at once to the flour mixture. Mix just until moistened. Stir in butter. Pour into prepared pan.
3. Bake for 65 to 70 minutes, or until a toothpick inserted in the bread comes out clean. Cool on wire rack. Wrap in foil for several hours, or overnight, for best flavor.

Show the employer your value.

Now put yourself in the hiring manager's shoes. It's just like when you went searching for that perfect new car or laptop. When an employer reviews your resume he is thinking about taking you out for a test drive--he is searching for your value. What do you have to offer that the other 500 job seekers who applied don't? How does your value fit their needs? When you can show the employer the value you offer them--and how that value isn't like anyone else's--you begin to create a competitive advantage for yourself. And you position yourself to receive a greater number of call backs for interviews and job offers. The key is to create content on your resume that showcases your value to the employer in a way that makes them realize, "Wow, this person is the perfect fit and more."

When the employer realizes what a great match you are, he will decide to take you for a test drive--he will pick up the phone, and he will call. Does this mean a little extra work for you? Well, it means you have to discern what your value is and what makes you unique from every other job seeker. Then you have to communicate that on your resume to the potential employer. Does your value change? Absolutely. With each different position or different industry, you offer something that the employer needs. It's your job to discover what the employer needs and then translate how you can meet that need into a well-crafted resume. No two employers need the same thing; therefore, no two resumes will be the same. And the value you offer the employer may change with each resume, depending on the organization's needs. Sure, it may mean a little more work up front, but if it's the difference between an extra ten minutes now and an extra six months in your job search, wouldn't you rather invest the time now?

3 Tips to Make Your First Impressions Count in a Job Interview

by Derric Goodwin, www.ezinearticles.com

When approaching a job interview you may not realize that your first impression may land or lose you the job. The truth is that more often than not an employer will know within the first thirty seconds of meeting you whether they will seriously consider hiring you to join their team. Almost instantly, you have given your potential employer enough knowledge to know whether they are interested in hiring you.

Tip One: The first element is your initial appearance. You may have heard it before, but you want to "dress for success." How you dress is an indication of the respect level that you have for yourself as well as your potential employer. If you show up to an interview in torn jeans and a T-shirt your employer gets the feeling that they are not very high on your priority list. Instead, you want to let your potential employer know that you do value their opinion, and that you care about representing them in a positive and professional manner. You can accomplish this by putting together a professional and polished appearance. This does not mean that you have to spend a fortune on clothes for your interview, but it does mean that you should appear clean and coordinated. During your research of the company, be sure to take note of their work environment. If they all wear suits and ties to work then you will want to show up to your interview in the same. It is always better to look more put together than to appear too casual.

Tip Two: Secondly, you need to take note of your body language so that you can present yourself in the best manner possible. A smile will instantly help to put the person across the desk from you at ease. In addition to that, a nice solid handshake will help to convey your sense of self-confidence. Be sure that you keep that confidence throughout your interview. Make lots of eye contact, and engage in physical maneuvers that display your interest in their company. Do not keep your arms crossed in front of you or constantly shift your gaze. Non-verbal cues like this can actually leave your interviewer feeling as though you are hiding something or even untrustworthy.

See 3 Tips, page 5

Tip Three: Your tone of voice is also a part of your overall first impression. Be sure that you pay attention to how you sound and the tone that you take when you are speaking. You want your voice to be strong and confident, but you do not want your volume to get exceedingly loud when you are feeling passionate about a point. This can actually lead to your interviewer feeling as though you are yelling at them. Instead, you will want to keep your voice even and pleasing to the ear, but you must keep your breath support engaged. This will help you to sound proficient and confident while you answer the interviewer's questions.

How to be a Good Temporary Employee: Communicate Well with Your Agency Representative

by Elizabeth Allen, www.associatedcontent.com

Congratulations! You've been looking for work with the help of a temp agency, and you just started your first long-term assignment. If you're like me, you're probably working hard at your assignment site, while fantasizing about your first paycheck. You're trying to fit in at a new company, and so the temp agency that helped you get to said company may fade in your mind, except as "those guys that send me my checks."

Don't forget your temp agency, though. The agency is your employer, your crucial liaison between you and your assignment. While you may think the temp agencies are there to serve you - e.g., get you a job - it's really a two-way street. Temp agencies will find you work, but, in return, they expect you to be a good dependable employee. Performing well at your assignment is only one part of your success as a temp. You have to do right by the temp agency too, which means keeping in constant contact.

The First Few Days

Call your agency rep on the first day of the assignment to let him or her know that you have arrived punctually. Some agencies require you to do this, and some don't. Do it anyway, even if you aren't required to. Your rep will appreciate it. At the end of your first week, e-mail or call your agency rep with a summary of your first days on the job. The temp agency's mission is to find assignments that satisfy the company and the temp employee. While the agency may be in contact with your supervisor at the assignment, your agency rep may not always solicit your side of the story. Taking the initiative to debrief your agency rep demonstrates that you're a proactive employee.

Heads Up!

Of course, if you have any problems or questions, call or e-mail your agency rep as soon as possible. Barring difficulties, however, you should e-mail or call your agency rep every week. Let him or her know how your assignment is doing, even if nothing much has changed.

Regular chats with your agency rep have a two-fold purpose. One is strictly business. Remember - you work for the temp agency at a particular company. While you may have an on-site supervisor that you report to, you are an employee of the temp agency, so technically your agency representative is your boss. Reporting regularly to your boss is as much part of your job as completing your temp assignment.

See How to be, page 6

Second, you should talk to your rep frequently because it's in your best interest. Not only will you resolve any questions or conflicts sooner, but you'll also establish yourself as a conscientious employee with good follow-up and attention to detail. Then you're much more likely to receive prompt, helpful service from your rep in return... as well as a positive reference for your resume.

Absences

If you're going to be sick or on vacation, you already know that you should tell your agency rep and your supervisor at your assignment. Let both of them know how long you will be gone and when you will return.

But there's more. Once you come back from the sick bed or from your tropical getaway, send your agency rep a message that you're back on the job. It may seem like overkill, but you and your rep can't just pass each other in the hall and chat about Bermuda. Since you and your rep are at different sites, the more communication between you, the better.

Job Offers

Refer all questions about "going perm" to your agency rep. This is actually part of frequent communication, but it bears repeating. If you are offered a full-time job at your current assignment, don't say yes or no immediately.

If you are interested in working full-time at the company where you are temping, you might reply, "Thanks for the offer; I am interested, but I have to talk to the agency about how to go about applying." This is common courtesy. Because you're employed by the temp agency, you can't just commit to another job without letting the agency know. Furthermore, since your agency rep probably works on commission, with some sort of bonus if one of his or her temps goes perm, he or she will appreciate your heads-up.

If the company where you are assigned makes you an offer, but you don't want to go perm, say no politely, but tell your rep about the offer. Again, your rep will appreciate that you are keeping him or her in the loop. Also, even if you say no, your rep will at least know that there are business leads at the assigned company, with the possibility of future commissions.

Ask Questions

While most of my advice is about extra information you should supply to your agency rep, don't be afraid to GET information from him or her. Just because you're on assignment doesn't mean that you can't think about others. If filing bores you out of your skull and you'd rather be doing reception, ask your rep if he or she has any receptionist assignments. If you realize that you'd be better fitted for financial services temping, rather than legal work, ask if the agency has a specific rep - or even a different division - that you can work with. If you initially interviewed for short-term assignments, but you'd like to switch to permanent placement, say so.

As a temp, you have a two-fold job. First, you do your work at your assignment. Second, you stay in touch with your agency rep. Both are essential ingredients to your success.