



Gearing up to make a career move? Does your 'career marketing mix' stack up?

Firstly, I hope 2013 has been a great year for all FSAA members, in personal and business terms. The end of the calendar year gives most of us a chance to break from work and reflect on the year that was. Good, bad or otherwise, our career endeavours often come under review as we take time out and think about what is working and what is not.

Having just turned two years of age, the Core Element business has definitely experienced a sharp increase in 'actively seeking a new job' types crossing the threshold of our office (or picking up the phone), from about mid-November all the way through to late January. Contrary to some of the anecdotes, the world 'doesn't' stop turning at the change of the calendar year and nor does recruiting go into a universal hiatus - last Christmas holiday I was facilitating a job offer from the beach tent at Avoca!

So, if you're waiting around for a big wave of recruiting activity at the end of January, I'm going to buck that trend and (hopefully) offer a few insights which will have you 'recruitment ready' and on standby.

Your 'career marketing mix'

Let's deal with the all important CV by encouraging a read of my blog and directing you to <http://www.coreelement.com.au/blog-the-perfect-cv>. In a nutshell, your CV is a must have and is at its best when penned by you.

In my (informed) opinion, the ones written by someone else usually read that way vs. those (believable CVs) using less dramatic motherhood language and statements. Even if you're not thinking of changing role or company, having an up-to-the-minute CV helps you keep track of your key achievements, personal development/leadership milestones and ensures you can push the button if opportunity knocks, or if you go knocking.

For those LinkedIn users (most of us), there is increasing evidence and plenty of commentary supporting the importance of your 'professional' social media profile being equal to that of your CV – I support this view. It is

almost sad how many people get their LinkedIn profiles so horribly wrong (Facebook photos holding fish, sunnies on etc.) but it's the content, grammar and general positioning woes that lose the most points.

If you're wanting to make a move and hoping to attract an approach, start with your photo and consider an investment in a professional photo shoot as worthwhile - a picture really does tell a thousand words. For your professional headline, it is true that 'real' role titles drive LinkedIn search performance: 'National Sales Manager – Foodservice' works better than 'Really nice guy who gets stuff done.'

Once your CV is in order, you can populate most of the LinkedIn fields with CV content, just make sure all the dates stack up and reflect your current circumstances. I believe LinkedIn endorsements add value vs. recommendations, the latter (even if genuine) can be perceived as contrived and a bit over-the-top. Think of it in these terms, how often are written references used nowadays? Answer: they're not.

In terms of your recruiter network, I always encourage people to build a 'tight circle of trust' and to ensure people you are discussing your career with (and sending your CV to) are focused on your preferences/drivers/aspirations more than they are in transacting.

As more businesses ramp up their investment in Foodservice and the capability demands and competitive pressures intensify, good people will continue to be in high demand. If you are reviewing your circumstances this coming Christmas/New Year break, start with a robust review of your 'career marketing mix' and get it in good shape to maximise both your reach and attractiveness. The exercise will also make you feel really good about yourself, and that's healthy.

Have a great Christmas and happy 2014!

Cheers, Steve