

Career Transitioning

A Changed Landscape For Control Specialists



What's Changed?

Previously : prior to 2008

More jobs, less candidates

Now : in the past 8-12 months

More candidates, less jobs

<http://www.findallelectricaljobs.com.au/newsdetails/15744/2014-Mining-jobs-cut-so-far.../Job%20Losses>

<http://www.findallelectricaljobs.com.au/newsdetails/16520/Ninety-jobs-go-as-Tottenham-cable-manufacturer-Nexans-Olex-closes/job%20losses>

<http://www.findallelectricaljobs.com.au/newsdetails/16359/More-rail-industry-jobs-set-to-go-as-last-Waratah-trains-delivered/job%20losses>

<http://www.findallelectricaljobs.com.au/newsdetails/15143/Axe-to-fall-on-70-federal-agencies/job%20losses>

<http://www.findallelectricaljobs.com.au/newsdetails/13713/830-manufacturing-jobs-lost-in-one-day/job%20losses>

<http://www.findallelectricaljobs.com.au/newsdetails/12189/Alcoa-closures-of-Point-Henry-smelter,-two-mills-leave-1000-out-of-work/job%20losses>

<http://www.findallelectricaljobs.com.au/newsdetails/1560/780-jobs-to-be-axed-in-light-of-NSW-electricity-mergers/Ausgrid>

Recruiter hunted you

You need to hunt the recruiter

Technology was a passive by-stander

Technology is now the key driver

Linkedin, Facebook, Twitter, Youtube and other social media sites like www.findallelectricaljobs.com.au have made technology the driver for recruitment

http://web.jobvite.com/rs/jobvite/images/Jobvite_2013_SocialRecruitingSurveyResults.pdf

Not All Gloom and Doom

Australia Unemployment Rate

Unemployment Rate in Australia remained unchanged at 5.80 percent in May of 2014 from 5.80 percent in April of 2014. Unemployment Rate in Australia averaged 6.92 Percent from 1978 until 2014, reaching an all time high of 10.90 Percent in December of 1992 and a record low of 4 Percent in February of 2008. Unemployment Rate in Australia is reported by the Australian Bureau of Statistic.



But these stats do not help if you've ever lost your job

Not All Gloom and Doom

- Lots of new projects happening <http://www.findallelectricaljobs.com.au/industryprojects.php>
- Ample new jobs available within our industry <http://www.findallelectricaljobs.com.au>
- Other live cases of relevant economic activity within Australia
 - <http://www.findallelectricaljobs.com.au/newsdetails/16559/Mine-restart-to-create-50-new-jobs-in-Queensland>
 - <http://www.findallelectricaljobs.com.au/newsdetails/16575/Brown-coal-project-25m-grant-awarded-to-develop-Loy-Yang-plant-in-Latrobe-Valley/jobs>
 - <http://www.findallelectricaljobs.com.au/newsdetails/16519/Gladstone-is-the-right-place-for-job-security/jobs>
 - <http://www.findallelectricaljobs.com.au/newsdetails/16417/South-Australia-leaps-towards-40-percent-wind-and-solar/jobs>

How the Hunted needs to become the Hunter

AS STRUCTURAL EMPLOYMENT RELATED
DISPLACEMENT IS TAKING PLACE

INITIATIVE & USE OF THE RIGHT TOOLS SUCH AS
SOCIAL MEDIA ARE CRITICAL TOWARDS SUCCESS

What is Social Media then?

- *Social media* is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks (*Source: Wikipedia*)
- A website that doesn't just give you information but interacts with you while giving you that information (*Source: About.Com Webtrends*)

What is Social Recruiting?

- It is a concept at the intersection of [recruitment](#) and the embryonic field of [social media](#) (Wikipedia)
- It is the process of sourcing or [recruiting](#) candidates through the use of social platforms as promotional and/or advertising channels, or Talent databases using search solutions by [employers](#) and [recruiters](#) (Wikipedia)

Types of Social Recruiting Media Which Exist

- For our industry specifically: www.findallelectricaljobs.com.au
- Generally:
 - LinkedIn
 - Facebook
 - Twitter
 - Youtube
 - Digg
 - StumbleUpon
 - Delicious
 - Flickr
 - Reddit
 - And then there is http://en.wikipedia.org/wiki/List_of_social_networking_websites

Which social media sites to use - General rule of thumb

- An Employer's Perspective:

- Active candidates: Job Boards
- Passive candidates: Social Media

- A Candidate's Perspective

High Demand / Low Supply Roles: Expect to be tapped on the shoulder through the employer's use of social media
Low Demand / High Supply Roles: Make your presence known through social media

Social media sites most relevant to our industry

- Graduates: FindAllElectricalJobs, Facebook, YouTube, LinkedIn
- Technicians : FindAllElectricalJobs, Facebook and Twitter
- Engineers: FindAllElectricalJobs, LinkedIn, YouTube and Twitter
- Senior Management: FindAllElectricalJobs, Linked

Social media touch points within recruitment process

Recruitment Process	Social Media Most Used
Searching for candidates	FindAllElectricalJobs (the Jobs Board & Promote Yourself section) and Linkedin
Contacting candidates	FindAllElectricalJobs (the Jobs Board and Promote Yourself section), Linkedin and Twitter
Keep tabs on potential candidates	FindAllElectricalJobs and Linkedin
Vet Candidates pre interview	Linkedin and Facebook
Vet Candidates post interview	Linkedin , Facebook and Twitter
Post Jobs	FindAllElectricalJobs , Facebook and Twitter
Showcase employer brand	FindAllElectricalJobs , Facebook & Twitter
Generate employee referrals	Facebook and Twitter

Leveraging Social Media - A Candidate Perspective

- On FindAllElectricalJobs
 - Read the “Daily News” section to keep up to date with what’s happening within the industry. Make sure you participate / comment as the comments are seen by an influential bunch on people who may well be your hiring manager within this community we are within
 - Read the “Upcoming Projects” section to see where work will come about in future – then follow their tweets on twitter, follow them on LinkedIn and become a friend to their Facebook page
 - Register, Log-In to the site and then search for jobs by role, industry and location. Set up Job Alerts. Create your profile on-line
 - Subscribe and then you can use the Job Genie section to ask relevant career questions to accompany your job applications
- On LinkedIn
 - Set up your profile right using the right key words
 - Keep your professional profile up to date and complete
 - Ensure your cv and the LinkedIn profile align
 - Connect with relevant people. Its better to have 100 relevant connections than 500 irrelevant connections
 - Join relevant LinkedIn Groups and engage in appropriate Group discussions
- Generally engage in various on-line communities reflecting topics you are passionate about
- Generally connect with your professional connections

Questions



www.FindAllElectricalJobs.Com.Au

