

# BRUSH UP ON YOUR JOB SEARCH SKILLS

*GET STARTED, GO GET THAT JOB!!!!!!!!!!!!*

The unemployment rate in South Africa is at an all time alarmingly high. In order to fulfil the Department of Employment and Labour's new mandate, the President encourages uplifting of all citizens through employment opportunities to enhance their socio-economic conditions and a better life for all citizens. Public Employment Services has therefore embarked on a serious drive to align their strategic objectives towards job creation and increased placement of work seekers to respond to the unemployment crisis.

The transitioning of work seekers into employment opportunities within the open labour market have become a key focused feature in reducing the unemployment rate. The Chief Directorate: Work Seekers Services have begun to establish partnership collaborations with other stakeholders and developed various employability programmes geared towards promoting the employment of work seekers who are finding it difficult to enter into the world of work. Essential tips on job hunting skills and useful avenues are thereby shared in pursuit of accessing job and learning opportunities including learnerships, apprenticeships, internships, entrepreneurships, and acquiring work experience through volunteerism.

## **TIPS**

### **Develop your knowledge, skills and experiences:**

- Get clear on what you want before starting a job search.
- Take your time to reflect on your strengths and weaknesses.
- Research your target companies / organisations.
- Develop a cover letter that introduces you to a prospective employer.
- Keep updating your CV for each particular job.
- Create your online career job search profile.
- Expand your application avenues - Do not limit yourself to online applications, make use of other available sources such as listening to the radio and contacting companies or agencies directly

- Enhance your networking skills (e.g. make a list of people you know that can help you, such as family, friends and previous co-workers).

**MARKET YOURSELF!** It is a skill that everyone needs to understand and master. Here are some proven strategies for marketing yourself well:-

**1. Identify your place (niche')** - What are your interests, talents, passions, etc.? Explore the ways and possibilities to bring these together in innovation and problem solving.

**2. Seek recognition for your expertise** - Build your own knowledge base through developing relationships with experts in your community. Grow your reputation and promote your informed opinions.

**3. Share your wisdom** - Contribute articles and blog posts any time you have an opportunity. Make sure it's informative, well written, timely, and valuable to readers.

**4. Build a community** - Create a network of like-minded people in your field. Build a base of fans that can trust you and look to you for expert advice. Genuine expertise is always drawn from other experts, and in their company you can open up a whole world of new possibilities.

**5. Be of service to others** - Do what you can to help as many people as you can. How can you use what you have to be of service to others? Perhaps, you can offer your talents to a local non-profit or partnering/ mentoring opportunity to help someone starting out something.

**6. Be social - know how** - Spend focused time on social media tools such as Twitter, LinkedIn, Facebook, Instagram and electronic groups in your industry.

**7. Remember who you are with your words** - Every word you say, everything that you communicate and do, is a message to the world.

**8. The person who knows how best to market yourself is you** - Start now to set yourself apart as a unique person, and you can take yourself much further than you may have dreamed.

#### **WHERE TO SEARCH:**

- **The Department of Employment and Labour** - Individuals are encouraged to approach a Labour Centre nearest to them and request the services of a Career Counsellor who will be able to provide employment counselling services such as the necessary job preparation skills and match them to potential employment opportunities through the Department's computerized job matching system called ESSA (Employment Services System of South Africa). An individual can register online at <https://essa.labour.gov.za/EssaOnline/WebBeans/>. Once registered, the individual can log in, click on "search opportunity" and apply for a job.

- **Private Employment Agencies** – Private agencies specialise in assisting individuals to locate job opportunities. For Example: Quest Staffing Solutions, Kelly, Energy at Work and Harambee.
- **Newspapers** – Consult newspapers that advertise job opportunities.
- **Notice Boards** – Be on the lookout for notice boards where advertisements for vacant posts appear. Such notice boards can usually be found at large shopping centres.
- **Internet** - Searching for job circulars online using the Internet can link individuals to various job search platforms. For Example:
  - **DPSA:** [www.dpsa.gov.za](http://www.dpsa.gov.za)
  - **Career Portal:** [www.careerportal.co.za/careers](http://www.careerportal.co.za/careers)
  - **Gumtree:** [www.gumtree.co.za](http://www.gumtree.co.za)
  - **Careers24:** [www.careers24.com](http://www.careers24.com)
  - **Job Mail:** [www.jobmail.co.za](http://www.jobmail.co.za)
- Social media platforms can also alert individuals of opportunities. For Example:
  - **Linked In:** [www.linkedin.com](http://www.linkedin.com)
  - **Facebook:** [www.facebook.com](http://www.facebook.com)
  - **Instagram:** [www.instagram.com](http://www.instagram.com)
  - **Twitter:** [www.twitter.com](http://www.twitter.com)
  - **FeedBurner:** [SA Job Updates](#)
  - **Plaxo:** [www.plaxo.com](http://www.plaxo.com)
  - **Jobster:** [www.jobster.com](http://www.jobster.com)
  - **Craigslist:** [www.craigslist.com](http://www.craigslist.com)
  - **MyWorkster with Indeed:** [www.myworkster.com](http://www.myworkster.com)
  - **JobFox:** [www.jobfox.com](http://www.jobfox.com)
  - **Ecademy:** [www.ecademy.com](http://www.ecademy.com)
  - **Bizcommunity:** [Bizcommunity.com](http://Bizcommunity.com)

***The better you know yourself, the more likely you will find an opportunity that provides your desired fulfilment.***

## References

Inc. (2017). *7 of the most effective ways to market yourself successfully*. [www.inc.com](http://www.inc.com).

Buj, M. *14 Quick tips for finding a new job*. Retrieved from: [www.livecareer.com](http://www.livecareer.com).