

NEO-Exec Advice to Job Seekers

Here are some suggestions on the use of NEO-Exec LinkedIn group, and www.neo-exec.com website.

LinkedIn: As of this writing:

- 36 million members, over 40 million hits/month. Second largest online job site.
- Over 2000 recruiters in Northeast Ohio on LinkedIn. Over 500 are executive recruiters.
- Over 80 recruiters are members of NEO-Exec to post or search for candidates.

NEO-Exec Group

The purpose of this group is to facilitate connecting and networking for Northeast Ohio Executives and professionals in transition. Members of the group are encouraged to connect with other members who have complimentary interests. Numerous area recruiters search NEO-Exec for warm candidates.

- **Set the NEO-Exec digest email frequency on the settings tab to daily.** You will get a daily email with a summary of activity, including new jobs posted to the group. The other setting should also be set to allow emails.
- **Make sure your “what am I doing” tag line describes your position objective** so recruiters and other members know you are in search mode, and what position you are looking for. This line is located in the top section of your profile above the word [Current](#).
- **Look at the Jobs tab frequently.** New positions are posted every day. Also use the LinkedIn job search which has postings unique to LinkedIn and uses SimplyHired to search multiple sites into one list.
- **Connect with persons of complimentary interest.** Use the connections to generate face to face meetings and referrals to persons of influence. LinkedIn networking is passive and must be used as a tool to generate focused personal meetings with persons who can help with the job search.
- **Your LinkedIn profile should be as complete as your resume.** More HR managers and recruiters will read your LinkedIn profile than will ever look at your resume. The first paragraph of your summary section is all many busy persons will read. Make sure it describes what you do and the value you bring to a company looking for someone with your skills. The rest of the summary should briefly describe your skills, industries, accomplishments, awards, and certifications..
- **Post a professional looking picture.** Profiles with pictures are more personal and likely to generate interest.
- **Get Recommended.** Profiles with recommendations are significantly more likely to be picked up by recruiters and HR managers.

Website: www.neo-exec.com

This website provides links to web resources helpful to Northeast Ohio job searchers. The purpose is to provide a one stop shop to make it easier to find and use resources needed to conduct an active job search.

Here are some suggestions for using the website in a Job Search:

NEO-Exec Advice to Job Seekers

JOB SEARCHES:

There are many sites available to post a resume and search for jobs. The sites listed on NEO-Exec have been selected because they are the largest, best, or provide specific unique service. There are other sites which duplicate these services that are not listed. Anyone who knows of a site that is better or has unique functions that should be listed please send a note from the link provided on www.neo-exec.com.

Almost all of these sites have the ability to create and save searches that will generate regular emails.

Getting started: New job seekers should visit most of the links at least once.

- All executive or professional job seekers should be on LinkedIn (plan on 4-8 hrs to build profile and get started connecting).
- Selectively build profiles, submit a resume, and created saved searches on other sites that make sense.
- Review the job networking groups in your area and attend at least one meeting. In addition to learning and networking, most of these groups share their roster with all members.
- Install the Google toolbar and spell check option, or any other browser spell checker. Spell check everything you submit including profiles, messages, etc.

Ongoing: Select the few sites you are going to look at daily or periodically.

- Suggest using LinkedIn as the primary tool for searches and daily review. LinkedIn uses SimplyHired as the job search engine to consolidate jobs posted on most other job search sites.
- Review the Focused Search sites and Northeast Ohio sites that provide unique coverage.
- Use the research links near the bottom of the website to do company and individual research for prospecting and preparing for interviews.
- Stay connected to job networking groups in your area.
- Attend area professional meetings and events.
- The summary section has links to key resources.
- Executive Pay sites. These sites require a paid membership to use. Some higher level jobs are posted only on these sites. Most of these jobs are posted by recruiters. LinkedIn has begun to take over some of the business these sites generated a couple of years ago.
- Multi-site search aggregator. These sites search other sites on the internet and return a links to jobs found. The links will take you to the job on the listing site. Some of these jobs will be on pay sites so you will need to be a paid subscriber to see the details and apply.
- General search sites. Jobs on these sites are picked up by the multi-search sites above, so there is little reason to use these for searching. You can post your resume on these sites.
- Focused Search Sites. These are sites that focus on a specific profession or industry. If these are appropriate you should post your resume and set up a saved search.
- Northeast Ohio Search Sites. Various sites dedicated or preset for Northeast Ohio. Some of these sites have other Northeast Ohio resources that should be periodically reviewed. LinkUp and Craigslist are two sites that may find jobs not posted elsewhere.
- Other... These sites provide other resources