

Case study 1: direct approaches

Donald (aged 52) had held senior marketing positions in the AA, and before that the RAC. He joined the job club shortly after being made redundant and initially attempted to get a job through agencies he had worked with successfully in the past. He also approached old colleagues and friends in looking for a job in his 'industry' and tried to get into previous competitors such as Direct Line and Green Flag. He drew up a good senior marketing CV and felt that he had much to offer as a Marketing specialist, and put himself forward for senior marketing roles in a variety of sectors. In the first six months, he obtained only three interviews, although he applied for over 100 jobs mainly advertised on the internet.

Initially he had rejected trying direct approaches, not believing that they worked, but after discussing using general and targeted approaches, he felt a carefully targeted approach was worth trying.

In an email, he wrote: "I started to use my contacts to a limited degree and also researched specific markets on the internet. As a result I sent 14 direct approach letters – all quite targeted, six very specific. Response was fantastic – five of the six companies contacted me. One was looking for people at a more junior level than I wanted to operate and one was very interested in my CV but was undergoing a re-organisation and needed to defer any action. I had meetings with the other three, and a second meeting with two of these to date. One is still live, and may result in a second meeting too.

Of these last two I have sent proposals for consultancy work to one and still await a response. The other has offered me a job which I have accepted."