

## Case study: modern recruitment techniques

### The Plus Team

After 18 years in a sales job with a major food manufacturer, Tom, who had survived takeovers, downsizing and acquisitions, finally felt the axe fall and in August 2010 made his first trip to the Jobcentre.

At the age of 63, Tom knew that he had to continue working and he was comfortable with the thought of working seven more years as part of his life plan. With a young, dependent family of 14 year old twin boys, and a mortgage to pay, giving up work was not on his agenda.

He felt very low about his prospects and was uncertain about where to get the help he needed. But luckily for him, an adviser at his local Jobcentre told him of a one-day seminar for executive and professional staff run by The Plus Team and he jumped at the opportunity to attend. It wasn't until after he had attended the seminar that he came to appreciate how much he didn't know about looking for work in today's job market.

The advice came in spades: Tom had been investing too much of his time in form filling at various agencies and applying for jobs advertised rather than using the tools he already had in his personal kit to best advantage.

After carefully listening to the advice offered, Tom rewrote his CV, paying particular attention to the things he had been told about: taking off his date of birth and reducing his work history so that it didn't highlight the number of years he had been at work. With some further advice from his Plus Team expert, he learned that uncovering jobs through the hidden job market was probably his best route into employment. What was especially important for Tom was learning about how to get all the different routes of help working for him. With a mortgage protection policy, he found help where he might not have expected it. His insurers had advisers who also helped refine and re-work his CV for the modern job market to give him the best of chances.

To accompany the learning, Tom built an action plan with The Plus Team. This gave real focus to his job searching process. It wasn't one of those "apply for six jobs a day" plans; it was very tailored and covered daily activities, such as who needed to be contacted and what needed to be done, to equip Tom with up-to-date job search skills.

Tina, Tom's return-to-work expert at The Plus Team, told TAEN about the issues Tom faced but she was also keen to point out that he had some very positive things to work with. Displaying a great work ethic, Tom attended the seminar and really looked the part, suited and booted. But Tom lacked understanding of how recruitment worked in the digital age. He was waiting for the right opportunity to come to him and that was never going to happen.

“We worked on his CV and then took him through the recruitment process used by companies in this modern era. By teaching Tom how matching software works, we were able to construct his CV to match the jobs he wanted to apply for. We were also able to show him how to ‘post’ his CV, set up feeds as jobs come available and how to answer those competency based interview questions once the appointments started to come in. We were able to use some of our own contacts and we also introduced him to a specialist sales agency where he was given an opportunity to practice his interview technique,” Tina said.

Tom attributes his success in getting to grips with modern job searching techniques to the expert help he received: “I was learning from a professional, someone who clearly knew what they were talking about and that made it easy to learn. They were generous with their time, I went to the seminar twice to make sure it all sank in and I had a one-to-one.”

Tom then found a sales job and was grateful for the support he received.