

## **FOR EXECUTIVE JOB HUNTERS, THE JOB MARKET CAN BE COMPLEX**

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With so many options available to them, executive job hunters may find it difficult to choose the best course of action when looking for the next opportunity. Should they have their résumés professionally written? Hire a career coach? Market themselves through the Internet? Respond to ads? Or simply rely on networking?

In weighing all of the options, the executive job seeker must first understand that the search process is a concentrated marketing effort. Therefore, a full campaign needs to be launched. That means tapping into all of the above options plus others such as email and direct marketing. Travel every road.

Begin by understanding that you are a product that needs to be presented to the buyer in a way that will cause him or her to pay the highest price. Don't be concerned about following standard résumé design. Be creative. Use eye-catching layouts, formatting enhancements, keywords and language that make you stand head-and-shoulders above other candidates. You believe that you are the best choice for the job. Make the buyer believe it too.

During the last decade, the Internet has gained strength as a marketing tool for executives and other job searchers. Here, too, you may want to trust your entry into cyberspace to a careers industry professional. This person can make sure your résumé is placed at the best sites, conduct focused searches and screen opportunities. Many executive clients have found that putting their Internet exploration efforts into the hands of professional career marketers has helped them quickly uncover and seize new employment opportunities.

Targeted email and direct mail campaigns are also extremely effective for executive job searchers. You can choose the geographical region, industry, company size, salary level and job type, and get your résumé in the hands of executive recruiters and hiring managers with open positions that fit your criteria. Many professional résumé writers and career coaches offer these services separately and as part of a comprehensive executive search package.

Once your merchandising and marketing campaigns have produced results; namely, interviews, be sure you are ready for this next, very important step. Many talented and successful executives who have not looked for a new position in years do very poorly when they face the interviewer. There are new interviewing strategies out there now and you had better know what they are; don't be caught off guard. If you have invested time and money to get to the interview, don't blow your chances by not being prepared. Hire a coach to help you fine-tune your responses. Anticipate the tough questions. Consistently demonstrate your value through providing examples of achievements. Turn negatives into positives.

The careers community has grown significantly in the last 10 years, and it is continuing to offer executives the best-of-the-best when it comes to job search options. Moving forward in your career is another aspect of the corporate game. Make sure you play it well by accessing every tool available. Don't just tell it, sell it by presenting yourself as a Neiman Marcus product in a Wal-Mart world.