



Some Tips for Grads to share with Mum & Dad!

As a parent of graduates I appreciate how stressful finding the 'first job' can be for every member of the family

It's a never ending commitment to making applications, trying to stand out and having to cope with the inevitable number of rejections.

One of the hardest things for grads is the frustration of 'mum & dad' weighing in with stories of 'back in my day', try harder, look at ads in the paper, handwrite your covering letter etc etc etc

A lot has changed since they had to get their first job so here's a few tips that you can try and maybe bring mum & dad up to speed

If you are applying to big brand name businesses then sadly the 'old school' method of calling in favours from family friends & relatives no longer works as they are all using portal based screening tools and overly complicated application, testing & assessment processes. It's unlikely a human being will review your CV the first time. That means putting in the effort and completing applications one by one and including key words (those that appear in any advertisement etc) in order to rank highly when the portal screens the applications.

If SME is the road then I suggest using the phone as it's an underutilised tool for those leaving university or college. Communication between friends relies almost entirely on email & social media but rarely do '1-2-1' conversations take place. Having the courage to pick up the phone and speak with a HR person or line manager will help you stand out. Just make the questions sensible!

Google yourself! Your social media profile includes everything you have done publicly, good and bad and employers will check. Consider creating a new/separate profile that you are happy for potential employers to see and keep your crazier friends and photos out of the way

Get a LinkedIn profile (and make it a good one!). Most graduates have heard of LinkedIn but have done nothing about it. Join relevant groups and get involved in intelligent debate with them, be an active blogger and keep your profile current.

Finally, treat getting a job, like a job. Get up early, dress for success, make a plan, go online to job boards & grad sites and put in a solid block of effort. Getting your career started is a competitive situation and when you are doing nothing others are doing plenty. Don't let your competition get a head start!

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