

JANUARY 2024



LOOKING?

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ARE HIRING!

A special supplement of *The Farmville Herald*, *The Kenbridge-Victoria Dispatch* and *The Charlotte Gazette*

How can I master modern job hunting?

Quitting a job might never seem like the best option for established professionals, but it's a route that was taken by an incredibly high number of workers in recent years. According to the Job Openings and Labor Turnover Survey from the U.S. Bureau of Labor Statistics, 50.5 million people quit their jobs in 2022. Improved job prospects undoubtedly contributed to that high turnover, but professionals who left their jobs without another one already lined up may need some help finding their next gig.

Significant layoffs in the early months of 2023 coupled with tens of millions of individuals leaving their jobs voluntarily in 2022 could potentially make the competition for new jobs more competitive. Professionals confronting that situation can consider these tips as they seek to master the art of modern job hunting.

- Use LinkedIn to your advantage. The professional social media platform LinkedIn is an invaluable resource, especially for professionals looking for a new job. Even professionals who are still working but hoping to land a new job can utilize LinkedIn to their advantage, as many recruiters embrace the strategy of passive recruiting, which involves scouring LinkedIn for professionals who are not actively looking for a new job but might be interested if the

right opportunity presents itself. Professionals who aren't already on LinkedIn should join and create a profile that highlights their experience and skills. Workers who are already on LinkedIn can periodically update their profiles and use the platform to stay up-to-date on the latest trends in their industries.

- Create a portfolio of your work. Landing an interview may be the first goal, but professionals also must be ready to master that interview should the opportunity arise. A portfolio that showcases past work and accomplishments can help candidates present themselves in the best light possible. Utilize a free or inexpensive service like WordPress that hiring managers and others can visit quickly and easily to see your work.

- Identify who you want to work for. Experienced professionals who are still working may have the luxury of patience when beginning their job search. That luxury ensures professionals can wait for opportunities at companies they want to work for. Targeting specific companies can take some of the frustration out of modern job hunting, which often requires scouring a seemingly endless string of job openings. Out-of-work professionals can still target specific firms, but they also can utilize down time to research other organizations in an effort to widen and expedite their search.

- Work with a recruitment agency. Much like job seekers grow frustrated at sifting through job postings, organizations may not have the will or the resources to devote to finding worthy candidates for their openings. That's why organizations often turn to recruitment professionals, who do the leg work when companies are looking to

hire new people. Recruitment professionals earn their money from the companies doing the hiring, not the person getting hired. So there's no downside to utilizing recruiting professionals in your search.

Modern job hunting can be difficult. But these strategies can help talented professionals land rewarding jobs.





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Schools are hiring. How do I get the job?

BY BRIAN CARLTON

Prince Edward County Public Schools has a list of positions that need to be filled. From baseball coaches to English teachers, nurses to bus drivers, there's a number of openings, currently totaling 24. The same can be said in Cumberland and Buckingham counties as well, with slightly fewer positions to fill. Further down the road, you can find openings in Lunenburg County. But to get the job, there are a few things you need to work on. We've covered the need for a good resume in other part of this publication. Beyond that, you have to work on acing the interviews involved.

Interviews are an integral component of the hiring process. According to Zipia, the average corporate job opening garners 250 resumes. Among those, only four to six people are likely to be interviewed.

With such competition for jobs, landing an interview is an opportunity to be cherished. Furthermore, candidates should do their best to ensure interviews go as smoothly and effectively as possible. Nerves can derail an interview. Nervous energy is a byproduct of humans' 'flight or fight' response in stressful situations. Adrenaline builds up in the body and that can make for a nervous interview.



LET'S TALK ABOUT INTERVIEWS

The following anxiety-taming tips can help anyone remain calm, cool and collected during an interview.

1. Laugh out loud. Humor can diffuse nervous feelings. Rather than stewing on the upcoming interview, watch a funny movie or listen to some standup comedy to help you laugh and lighten up.

2. Leave plenty of time for travel. Anxiety can creep in if you're running

late for an interview. Leave plenty of time to get there when interviewing in person. You don't want to stroll in sweaty and out of breath because you just ran from the subway station or parking lot. For remote interviews, ensure that meeting links are working properly and that you understand how to use the conferencing application in advance of the interview.

3. Be prepared. Prepare for the interview and conduct a trial run with a friend or family member. Research commonly asked interview questions but be prepared to answer more job-specific queries as well. Preparation can help you feel less nervous and more in control.

4. Clear your mind. Figure out which relaxation method works for you and employ it. Some find taking a short stroll outside enjoying nature clears their mind, while others prefer deep breathing and meditation. Some people may feel more relaxed after an exercise session. Build these coping mechanisms into your schedule on the day of an interview.

5. Change your perception. An interview is a conversation and not an interrogation. Certainly you are

selling yourself to the recruiter, but the company also has to sell itself to you. Interviews are two-way streets to determine if the employer-employee dynamic is the right fit. Remembering that you are on somewhat equal footing can make the interview less nerve-wracking.

6. Make small talk. While waiting to be called into the interview, speak with others, such as the receptionist, other employees walking by or even people in the elevator. Small conversations can shift your focus from internal thoughts to external stimuli.

Job interviews can drum up nerves, but there are strategies to help candidates overcome their nerves.

CLOTHES MAKE THE MEETING

Also, let's talk about how you approach that interview. We've talked to multiple people, both here locally and at Virginia Employment Security Commission, about the way some folks come in for an interview. Instead of dressing to impress, they walk in with a torn shirt, sometimes a sleeveless shirt and blue jeans. Instead, state officials suggest another tactic.

In his masterpiece 'Crime and Punishment', author Fyodor Dostoevsky wrote, "We sometimes encounter people, even perfect strangers, who begin to interest us at first sight, somehow suddenly, all at once, before a word has been spoken." The great Russian novelist is referring to the fact that impressions can be made even before conversations begin. This is an important notion to grasp and can do a job seeker a world of good in every interaction during the hiring process, including the interview.

Recruiters may have an understanding of you as an applicant from your resume and other correspondences, but it is during the interview whether it's in person or remote that a hiring manager can really get a sense of your energy and professionalism. While no one wants to be judged on appearance alone, what you look like and how you dress affect others' first impression of you. Doing all you can to tip the scales



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in your favor may lead to favorable job outcomes. The best outfit to wear on an interview varies depending on the company and the job, according to *The Balance: Money*. But there are some guidelines for dressing to make the best impression.

SOME GUIDELINES TO FOLLOW

Follow the employer's dress code. If you can gauge the dress code in advance, dress to mirror what others are wearing and then take it up a slight notch. For example, while you wouldn't wear a suit if you're interviewing as a park ranger, you may eschew work boots and faded jeans for a collared polo shirt and khaki pants. For a tech start-up or creative company that favors casual wear, something that is more business casual may be appropriate for the interview.

Err on the side of caution. If you do not know the company dress code, it is always better to be overdressed than underdressed. A sports jacket and a button-down shirt for gentlemen and tailored pants and blouse for women may fit the bill.

Less is more. Distractions can derail an interview, and wearing too many

accessories can be distracting to the interviewer and even candidates during the interview. Keep jewelry to a minimum and mute all alerts on a smartwatch and smartphone. If you have piercings, you may want to remove them until you learn more about which types of body art are acceptable at the company, which you should be able to discern when visiting the office. Distractions also can include heavy or drastic makeup and hair styles. Tone things down until you have a firm understanding of dress policies.

Choose neutral colors. Wear neutral or classic colors over more flashy options. You want to be judged on your qualifications, and neon shirts or a busy print dress could cause an interviewer to lose focus. During a remote interview, choose a high-contrast interview outfit so that you don't blend in with your background.

Wear clean, tidy clothes. No matter how formal or informal the attire, it should be freshly laundered, free from wrinkles or damage, and fit properly.

Interview attire can make or break first impressions, so attention should be placed on what to wear.



PRINCE EDWARD COUNTY HAS THE FOLLOWING POSITIONS OPEN



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The County of Prince Edward is accepting applications for a full-time position in the office of the Commissioner of the Revenue. Duties include, but are not limited to: handling incoming and outgoing mail; preparing and maintaining real and personal property tax records; administering programs, interpreting laws, and ordinances; and performing other related duties, as assigned. A high school diploma or equivalent is required, supplemented by a combination of computer/office administration/financial courses and/or administrative/customer service experience. Starting salary: DOQ (County benefits).

Deputy Clerk 1 - Prince Edward County Circuit Court Clerk's Office

The position requires experience in a clerical position and the applicant must have a high level of knowledge, skills, and general office operations, i.e., typing, filing, indexing, and receipting. Knowledge of general computer skills is a must. Applicant must possess good verbal and written communication skills and must be able to pass a background check and drug test.

Deputy - Sheriff's Department

A Deputy Sheriff answers complaints, serves legal documents, criminal warrants, and civil papers, patrols, enforces laws, transports, and handles Courthouse security. Willing to work rotating shifts. Certified applicant is preferred but not required. All applicants must be 21 years of age or older and possess a high school diploma or GED. Position will remain open until filled. Applications are available for pickup at the Prince Edward County Sheriff's Office. If you have any questions, please contact Bernice Letterman at 434-315-0084 Ext:461.

Starting Salary: DOQ

Pretrial Officer - Piedmont Court Services Local Probation

Seeking a highly motivated individual with exceptional interpersonal skills & detail oriented. Responsible for supervising defendants pending trial, court attendance/testimony, assist in monitoring conditions of bail prior to trial, prepare reports to courts with recommended actions, compliance with state standards. Assist Director with duties involving pretrial supervision of defendants. Office/jail visits required. Use of personal car required with mileage reimbursed at the federal rate.

Bachelor's degree or equivalent experience preferred. Experience in case management of defendants preferred. Starting Salary: DOQ

Probation Officer - Piedmont Court Services Local Probation

Seeking a highly motivated individual with exceptional interpersonal skills & detail oriented. Responsible for supervising misdemeanor & felon cases, court attendance/testimony, documentation of adult nonviolent probationer progress, compliance with state standards. Involves case management including conducting risk assessments. Use of personal car required with mileage reimbursed at the federal rate. Assigned to any of 9 counties served: Amelia, Appomattox, Buckingham, Charlotte, Cumberland, Lunenburg, Nottoway, Powhatan, Prince Edward.

Bachelor's degree or equivalent experience preferred. Experience in case management of probationers preferred. Starting Salary: DOQ



Unless otherwise noted, questions may be directed to the County's HR department at **(434) 392-8837**. All jobs are posted on the County's website. A County application is required, unless otherwise specified and can be found at www.co.prince-edward.va.us



How can mid-career professionals find a new job?

Newly minted college graduates often utilize career placement services at their colleges and universities as they seek to land their first job in their chosen field. Such services typically are not utilized by mid-career professionals, who are generally those individuals with ample experience but who are still many years away from retirement. But it's not necessarily easy for anyone to find a new job in the digital era, so mid-career professionals can utilize some strategies to increase their chances of finding a job that allows them to advance to the next step in their careers.

IDENTIFY YOUR PRIORITIES

Mid-career professionals who are working but want to move on to a new opportunity have the luxury of looking for a position that aligns with their priorities and should take full advantage of that position. Identify what you like or don't like about your current job. Variables that merit consideration include the job itself, but also company size, workplace culture and benefits and perks. Make a list of these priorities and identify which are most and least important to you, and then allow that list to inform your search for a new job.

DETERMINE IF YOUR NEXT JOB WILL BE YOUR LAST JOB

Many mid-career professionals looking for a new job may be looking with the intention that their next employer will be the last company they work for. If that's the case, then it's important to keep that in mind as you begin your search. Opportunity for professional growth and advancement should be



available within an organization that you envision being the last firm you work for. If you enjoy the challenges and excitement that comes with switching employers, or even careers, then you may not need to prioritize advancement opportunities over chances to beef up your experience.

PRACTICE INTERVIEWING

Mid-career professionals may not have interviewed for a job in many years, and the process of interviewing has undoubtedly changed since individuals were offered their current jobs. For example, initial interviews

are now often conducted over conferencing apps like Zoom, so mid-career professionals may want to study up on how to master such interviews. Everything from lighting to backgrounds to how you sit during the call can affect interviewers' impression of you as a candidate. So preparing for interviews may involve more than traditional steps like studying up on the company and preparing responses to questions interviewers may ask.

UTILIZE A RECRUITER

Mid-career professionals can benefit from the services of a recruiter. Recruiters can provide pointers on constructing a resume and how to answer interview questions with the goal of emphasizing your experience and accomplishments. Such insight can be invaluable for established professionals.

Mid-career professionals looking for their next job can utilize various strategies to ensure they ultimately land at a company that values their experience and challenges them in new and exciting ways.

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How to navigate remote interviews

Not so long ago, job interviews were conducted almost exclusively in person. Hiring managers were able to assess candidates during these interviews, getting an idea about everything from the applicant's skill set to how he or she affected the energy in the room to body language and the confidence of a handshake.

But then came the pandemic. While everyone had to work from home, companies still had positions to fill. The best way to do that was through remote interviews. In the years since, the process stuck as a simple way to get interviews done, instead of waiting for days and times that everyone is free to travel and meet in person.

Today a growing number of interviews are virtual. Many are conducted via popular video conferencing apps like Zoom. In a recent survey of talent leaders and recruiters conducted by the tech firm Talview, 80% of respondents said their hiring process is now fully remote. There are many advantages to remote/virtual interviews. They tend to be more convenient for screening applicants for remote positions because the applicant pool may be coming from anywhere around the world. Remote interviews also can be less time-consuming.

As useful as they can be, remote interviews are not foolproof. Technical snarls or uncooperative conditions at home can affect remote interviews. Virtual interviews also may not give candidates an accurate idea of the culture at a given firm. But remote interviews are likely here to stay, so here's how candidates can put their best (virtual) foot forward.

TEST THE TECHNOLOGY

Open the conferencing app and test links to make sure that you can get on the service and understand how it functions. Log in early, even if it means sitting in a virtual waiting room until

the meeting organizer arrives. At least you'll be ensured of being on time.

HAVE A CHEAT SHEET AT THE READY

A remote interview gives candidates a distinct advantage, as they can utilize notes without it being obvious. Place them just above the device camera or off to the side slightly so you can refer to them like one may read a teleprompter or cue cards on television.

USE YOUR SPACE WISELY

If you'll be on video, set up your space and your appearance so that it is professional but engaging. Use your home office environment to make a strong impression. Keep background clutter to a minimum. If necessary, use a virtual office backdrop, which was preferred by 97% of the 513 recruiters that Harvard Business Review observed and interviewed over an eight-month period in 2020.

ENGAGE WITH THE INTERVIEWER AND AVOID DISTRACTIONS

Distractions can knock you off of your game and make you come across as less engaging to recruiters. Ask housemates to make themselves scarce during the interview and lock pets out of the room. Silence your phone (if it isn't the device being used for the interview) and look into the camera while speaking. Maintaining eye contact is a sign of respect and confidence. If the interviewer is speaking at length, utilize the mute button on your phone or conferencing app to silence ambient noise.

Remote interviews are a large part of



modern working environments. Mastering an ability to interview remotely

can help candidates ace their next interview.



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How can I negotiate a job offer?

Job offers can spark a whirlwind of emotions. After spending weeks or months trudging through job postings, remote interviews, phone calls, and reference requests, individuals may be eager to sign on the dotted line and get to work. Though it's easy to let that excitement take over, professionals must carefully study a job offer to ensure it's in their best interests.

It's not uncommon for professionals to worry that careful consideration of a job offer can make them appear greedy or unappreciative. However, any firm worth working for will allow candidates ample time to consider an offer and even negotiate terms if the need arises. In such instances, professionals can consider these negotiation tips.

- Work with a recruiter. A professional recruiter can be your best advocate. Recruiters function as the intermediary between candidates and companies.



These individuals can help professionals negotiate a fair offer and benefits in line with market compensation levels and current trends, according to LinkedIn. Employers may take recruiters seriously, and recruiters will have no qualms about negotiating because they are third parties in these conversations and can serve as the proverbial bad guys if need be.

- Think about what you want most. Negotiation terms should reflect what matters most to you, which may differ from person to person. Salary is not the only negotiable. Perhaps a certain amount of vacation time is important because you routinely travel to visit with family? Maybe you need an alternative start time to accommodate childcare needs? Or you may want to solidify retirement savings and can negotiate for a larger match to your 401(k) plan? Focus on one or two negotiation points to get the best employment terms.

- Verbally negotiate with the hiring rep. It's important to negotiate before a written offer is presented. This is when you have the most leverage. Once an offer is put on paper, managers may be more reluctant to change terms. Take a day to mull over the offer and make a list of wants; then ask for a call with the recruiter. You never know what you can get if you don't ask.

- Expect some give and take. An employer likely will not cave to all of your demands unless they are desperate to fill the role. Negotiations often are marked by trading one thing for another. For example, an uptick in personal time off may come at the compromise of having to work longer hours each day. While you may not be able to get a big salary increase, the employer may be able to offer you a better title, which can translate into more upward growth in the industry when you move on to another job. Again, if money is an issue, an employer may be willing to make up for a certain salary by offering stock options, expense account allowances or other perks.

Job seekers shouldn't be afraid to negotiate offers with prospective employers.

Things not to say during a job interview

A 2018 survey of more than 1,000 hiring managers and human resources professionals revealed some surprising things about modern hiring practices. The survey, conducted by The Harris Poll on behalf of CareerBuilder, provided a wealth of insight about the hiring process, including some of the unusual things people have done in interviews. Asked to share the most unusual things candidates have done during interviews, employers and hiring managers indicated job seekers had asked for a cocktail, broke out in song in the middle of an interview, asked to taste an interviewer's coffee, and even wore a costume of Darth Vader to an interview.

Though many of those replies undoubtedly elicited a laugh (and likely some shock), they indicate that many people aren't entirely sure about how to act during a job interview. Most professionals probably don't need to be told to avoid asking for a cocktail or to leave their costumes at home when leaving for an interview, but some might not know to

avoid certain topics. Others may simply venture into uncomfortable conversational territory due to nerves. Though there might not be a formula for a successful interview, if there were it might include avoiding these four topics.

NEGATIVE EXPERIENCES ABOUT CURRENT OR PAST EMPLOYERS

Positivity should reign supreme during a job interview, so candidates should avoid any negative comments about a current or past employer. Such comments give interviewers the impression that a candidate could be difficult to work with. Negative comments about an employer also suggest a candidate is unprofessional.



POLITICS

Whether it's office politics or the goings-on in the political arena, this topic should not make it into a job interview. Politics understandably brings out a passion in many people, but candidates should emphasize their passion for the opportu-

nity at hand and not their enthusiasm for a particular politician or political party during a job interview.

PERSONAL LIFE

Hiring managers and in fact anyone conducting a job interview is legally obligated to avoid topics that could be interpreted as discriminatory. Candidates who bring up their personal life in an interview could be putting interviewers in an awkward position, which may ultimately affect their impressions of the person being interviewed. Candidates can do their candidacy and their interviewers a favor by avoiding discussions of their personal life during an interview.

SALARY

Bringing up salary might not be as big a red flag as political opinions or negative comments about past employers, but it's best to wait until the interviewer broaches the topic. Asking about salary before the interviewer brings it up could give the impression that a candidate is only interested in the money and not the opportunity.

Successful interviewing is a skill that candidates can cultivate. Knowing which topics to avoid during an interview is an important part of that cultivation process.

Wawa, Harbor Freight spark job opportunities, if you're ready

BY BRIAN CARLTON

The construction has started on a number of projects in Prince Edward County. The Wawa store, planned for the corner of Commerce Road and Highway 15, has started to appear. Dirt has been moved, the ground has been graded and within the next two months, we'll see the facility take shape. The same goes for another building not too far away. Harbor Freight is going in front of the corner of Lowe's, where Dominion Drive is.

With construction moving forward, that means both should be up and running by the end of spring and each store presents some opportunities. According to officials from both companies, applications for everything from store general managers to associates will be up on their respective websites by spring. But that still leaves just over two months. That's enough time, the Virginia Employment Security Commission (VESC) says, to polish up your resume and be pre-

pared. We're in a different time, where it's not enough to just walk through the door and ask for a job. Both Wawa and Harbor Freight expect a number of applications for their Prince Edward facilities, from this area and neighboring counties. The way to move to the front of the line, VESC officials say, is to make sure you have a good resume. Don't believe them? How about CareerBuilder?

STATE, NATIONAL DATA

CareerBuilder staff conducted a study of hiring managers and human resource professionals across a number of companies of various size and in multiple industries. What they found was that certain mistakes were deal breakers for a large percentage of individuals tasked with helping to find new hires. A total of 77% of hiring managers indicated typos or bad grammar on a resume were enough to disqualify a candidate from consideration. An unprofessional email address, something like fireangel35@yahoo or



hailtothechief@gmail, was enough for 35% of those hiring to toss the resume without a second look. If you flood it with long periods of text, another 25% will just walk away.

This information can prove useful for job seekers, who should know that 39% of hiring managers indicated they spend less than a minute looking at a resume. That brief chance to make an impression should not be undermined by preventable blunders like typos



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and poor grammar.

WHAT TO DO?

So how do you polish it up? For that, the VESC officials point to a couple suggestions. First and foremost, you need to know job searches are often described as akin to looking for a needle in a haystack. That could be even more so in the digital age, an era when online job boards feature hundreds, if not thousands, of listings. Sifting through those listings can be time-consuming and force job seekers to wonder if their resume will even be seen.

Here's one piece of important advice. If you want your resume to make it to an actual person and get seen, you need to understand the steps it goes through first. Many companies now use applicant tracking systems (ATS) to sift through resume submissions before they ever land in the inbox or on the desk of an actual human being. Because ATS is so popular, job seekers would be wise to embrace strategies to make their resume more ATS-friendly to increase the chances the document finds its way to a hiring manager. How do you do that? Here's a couple ways VESC officials suggest.

The right keywords can help get a resume seen. Though a resume was once viewed as a tool that allowed job seekers to illustrate how they were unique from other applicants, uniqueness on a resume may now be a detriment. ATS serve as virtual gatekeepers that scan documents submitted for job openings. If those documents don't feature certain keywords, they're likely to be relegated to the virtual scrap heap. Professionals should research which keywords are likely to get their resume past the first stage of the hiring process and include them in the body of the document.

There's more

to it than keywords. Though the right keywords can ensure a resume gets past the virtual gatekeepers, they're not the only features worth noting. ATS are programmed to read resumes that are formatted in certain ways. Officials at Jobscan note that the most ATS-friendly resume is one that is chronological. That's something most job seekers are already familiar with, as professionals have long listed their professional experience in reverse chronological order. That approach still works, and Jobscan recommends including company name and location, job title, start and end dates, and achievements and responsibilities for each job listed in the work experience section.

Avoid unique formats. Resume data included in graphs, tables and columns might seem invaluable, but ATS software might make a mess of it. In addition, maintain a uniform font throughout the document. Sans serif fonts like Calibri and Helvetica won't be difficult for ATS programs to read, increasing the likelihood that the document will ultimately be seen by a hiring manager.

Make the resume mobile-friendly. A resume that is easily opened and read on a mobile phone is likely to be just as easily read in an ATS program. Professionals can design their resumes and then open the documents on their phones. Documents that open quickly and easily are probably formatted in an ATS-friendly way, while those that don't may need to be simplified and reformatted.



How can women re-enter the workforce?

Dual-income families became the new normal in recent decades. According to data from the U.S. Bureau of Labor Statistics, 63% of married-couple families had both parents employed in 2023. The same trend emerged in Canada, where the Labour Force Survey from Statistics Canada found that the number of Canadian families with two employed parents nearly doubled between 1976 and 2022.

Couples in dual income households have difficult decisions to make when starting families.

Women who want to take time away from their careers to raise children no doubt recognize the long-term effects that such a decision may have on their careers. Researchers behind the Goldman Sachs Global Investment



Research report released in October 2018 found that women who leave the workforce at age 31 and do not reenter it for five years can expect to earn 20% less over their lifetimes than male counterparts who never left the workforce. That's a significant loss in earning potential, but one that millions of women accept each year.

Reentering the workforce after a long period of not working is a challenge, but it's one that women can overcome with the help of a handful of strategies.

GET A HEAD START

Fair or not and intentionally or not, prospective employers may attach a stigma to applicants who have not worked in several years. There's no guaranteed way to clear that hurdle, but volunteering or interning in your field and/or taking a course at a local

college before you begin your job search can serve as something of a head start. This can be a great way to dust off old skills and learn about any changes within the industry that took place during your hiatus.

DEEMPHASIZE CHRONOLOGY ON YOUR RESUME

The online job bank Monster.com recommends using your resume to highlight your skills and accomplishments instead of your dates of employment. This shifts the focus away from

your time out of the field and toward your experience and previous successes.

GET IN TOUCH WITH YOUR NETWORK

Many professionals advance their careers with the help of a strong network of fellow professionals. So

it makes sense to contact this network when you're reentering the workforce. Former colleagues can be great sources regarding job openings and changes in the industry that might have taken place while you were out of the loop. Reach out to them and let them know you're ready to reenter the workforce.

CONSIDER PART-TIME WORK

If a full-time offer is not materializing, consider part-time work. Part-time work will bring some money into the household, let you ease back into working and give you a chance to add some recent experience to your resume. And part-time jobs may ultimately lead to offers for full-time work.

Reentering the workforce after time away is a challenge, but it's one women can overcome with perseverance and some savvy strategies.

Ways to improve your job potential

The recruiting strategist ERE Recruiting Intelligence estimates that 250 resumes are submitted for each corporate job opening, and the first submission occurs within 200 seconds after a position is posted. In such an environment, procrastination can be costly.

There also is stiff competition for those who think they'll simply keep a resume posted online and wait for the jobs to roll in. BeHiring says the popular job-hunting site Monster.com receives 427,000 resumes postings each and every week. Getting a better idea of how the hiring process works today can improve professionals' chances of getting a new job or even switching careers.

BE CREATIVE WITH A RESUME

Hundreds of people are vying for the same job, and human resources personnel who review applicants may

spend 10 seconds reading over each resume. As a result, it is essential to make a resume stand out. Areas most perused on a resume include job titles, companies worked for, start/end dates, and education. Make sure these key areas are visible and impressive.

Also, many resumes are scanned electronically, meaning if you do not format a resume the correct way or use the applicable software mentioned (often PDF formatting is rejected), the resume may never get flagged and seen.

UNDERSTAND THERE IS A HIRING FUNNEL

Recruiters use a specific model for every job posting. Informally dubbed the hiring funnel, this is a reference to the number of total applications they need to generate in order to get a single hire. On average of the 1,000 who see an online job posting, 200 will

begin the application process, 100 will actually follow through and only 25 resumes will be screened out, according to Talent Function Group, LLC. Among that final 25, between four and six will ultimately be invited for an interview.

NETWORK RESPONSIBLY

Always connect with people you think can bring career benefits in some way rather than blindly networking. Keep your social media image professional as well, as you never know where a good lead or networking opportunity may come from.

DRESS THE PART

If you're one of the lucky ones who earns an interview, keep the good momentum going by dressing in a manner that is appropriate for the role in which you are interviewing. Tidy hair, clean fingernails, minimal jewelry, classic attire, and a pleasant attitude

can make a difference.

DO YOUR RESEARCH

Always conduct background research on the company you're interviewing with and the industry it's a part of. This way you'll be better apt to answer any questions that come your way. Don't be afraid to also prepare questions that you can ask the interviewer to show your interest.


CONSIDER TEMP JOBS

Rejections will certainly happen as you go along, but do not sit idly licking your wounds. A temporary position is better than being unemployed and can get your foot in the door. Work with a recruiter who may be able to place you in temp jobs, especially positions with an employer you have your eye on.

These tips and more can improve applicants' chances of getting a job.

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