

Managing your marketability and brand in an increasingly competitive jobs market

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Overview

- **The Basics**

- Experience vs Qualifications
- Your CV
- Applying for a job
- Dealing with Recruiters
- Job Boards & CV Libraries
- CV Scams
- Interviews

- **Your Brand – helping the job find you**

- Networking
- Social Networks
- Profile Raising

- **Summary**

- **Q and A**



Experience, Qualifications, Education and Networking

- You're here!
- Validating your experience and skills.
- Increasing your marketability.
- Improve skills.
- Learn something.



Curriculum Vitae / Job Applications

- First two-thirds of the page is key.
- Avoid silly email addresses.
- Basics – spelling and grammar.
- Not too long; reverse chronological; use bullet points.
- No jokes and N.B. “eating out and spending time with family ” are not hobbies!
- Memberships, volunteer leadership role, industry contributions etc.
- Be careful about “reasons for leaving”.
- You can have more than one version of the CV.
- Covering letter specific to the role applied for. Echo the language used in the advertisement.
- Online portals.



Dealing with Recruiters

- Recruiters are paid by the employer!
 - They need to put the right CV / candidate in front of their client.
- Send information with CV.
 - What you are looking for?
 - Reason for looking.
 - Salary etc.
 - FULL Contact Details.
 - No jokey voicemail or answer phone messages.
- Keep in contact, but not too often
 - Inform recruiter about holiday trips etc. when relevant.
- Ask questions about interviews to understand about clients style, interview format / procedure, testing etc.



Job Boards and CV Libraries

- Used by Recruiters and Employers.
 - Including your own?
- Generally not confidential.
- Increased visibility.
 - You will be contacted by several recruiters.
 - Keep CV up-to-date
- Many companies have their own job boards.
 - Registering may give you the heads up when new roles become available.



Recruitment Scams

- Often from Job Boards
- Employment fraud happens when a fraudster claims to be a recruitment agent, hiring you for a job – which can be in a foreign country - that doesn't exist.
- Visa / Medical Angle
- The CV Angle
- www.actionfraud.org.uk/fraud-az-recruitment-scams



Interviews

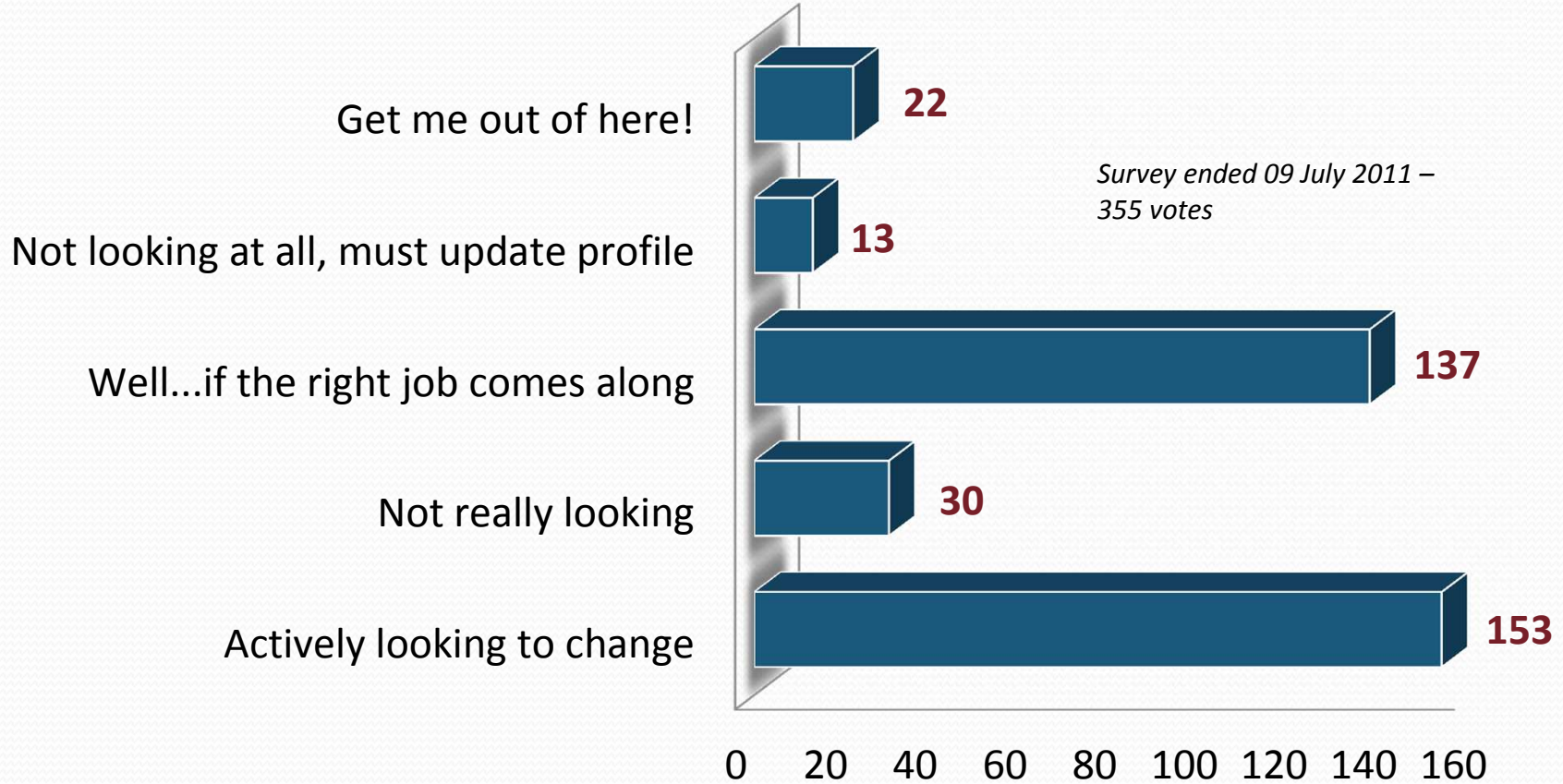
- Research the company
 - What do they do?
 - How do they do it?
 - Make sure the recruiter briefs you.
 - Google the interviewer / LinkedIn...
 - What challenges may they face?
 - How do your skills and experiences fit?
 - Market sector information, news items, financials.
 - Examples of achievements, projects managed, problems solved.
 - Try to avoid negative comments about previous employers.
 - Ask for feedback, resolve and questions.
 - Establish next stage.



Your Brand - Helping the job find you

- **Networking**
 - More people will know of you
 - Do you want this?
 - Peer to peer learning
 - Increase opportunities
 - Alumni Groups (inc. Ex police and military), ASIS, Crime Prevention Groups, CSARN, industry specific groups, The Security Institute, TINYg,
- **Social Networks**
 - Consider what information you publicise
 - LinkedIn
 - Join relevant groups
 - Contribute to discussions
 - Post relevant news items
 - **Facebook! and Others**
- **Publicise your achievements**
 - Contribute articles
 - Speak at Conferences
- **Raise Profile**
 - Gain employer buy-in for this
 - Corporate Social Responsibility
 - Thought Leadership
 - Education
 - Peer to Peer networking
 - CPD
 - Volunteer to help at exhibitions and conference
 - Standards committees
 - Host events

Many LinkedIn profiles show people are interested in Career Opportunities: but how many are actively looking?





InterExec Survey

- **97% of headhunters think senior executives should be on LinkedIn**
- A new report compiled by InterExec has revealed that UK headhunters think that online is the 2nd best place to network after a marketing or industry event.
- Whilst a 22% share of the respondents indicated that headhunters believe that an industry event will still provide the best opportunity to meet new people in business, a significant 18% share believed that online activity was the best place to network. Members clubs ranked 3rd, followed closely by Golf Courses.
- In addition, the report revealed that, whilst 97% of UK headhunters think senior executives should have a publicly-accessible profile on LinkedIn, 86% think that senior executives should not have a Facebook profile.
- The report, which was conducted by InterExec, the Confidential Agent that represents senior executives seeking positions paying £150,000 to £1m+, surveyed a cross-section of the top senior executive headhunters across the UK.



Some Industry (UK) groups

www.asisonline.org

www.asis.org.uk

www.cityoflondoncpa.org.uk

www.csarn.org (City Security and Resilience Networks)

www.isaca.org

www.issa.org

www.security-institute.org

www.theisaf.org (Information Security Awareness Forum)

www.thesasig.com (Security Awareness Special Interest Group)

www.tinyg.com



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