



## The High Tech, High Touch Way to Get Hired

Technology has impacted the selection and hiring process for today's employers. Managers work with a recruiter in the company's human resources department to develop a list of keywords that describe the required and preferred characteristics of a top candidate for the position. Applicant tracking software that searches and screens resumes identifies candidates that fit the position requirements in an unbiased manner. It saves organizations time and money as they sift through candidates. Job seekers who understand the hiring process from the employer's perspective can use both the system and their networks to their advantage and showcase their benefits in the best light.

### **Technology makes hiring more specific and the initial screening impersonal**

The hiring process today can be more targeted and competitive when compared to job searches of the past. A college degree alone used to be the ticket to "a good job." The choice of an academic major would often be secondary. And while a degree does show persistence, employers are now able to be more selective about the specific credentials and experience of their hires; whereas in the past they were willing to provide more training on the job. Internships were rarely required. Back then, a young adult with a History, English Literature or Psychology major might have made the cut and been invited to interview for an entry-level marketing job. Today, it may be harder to make it through the initial application and screening process.

So who might make it through the screening and catch the hiring manager's attention for a marketing position today? The student who majored in Integrated Marketing, completed one or two internships, and has done several marketing class projects or projects for small organizations. Internships translate into experience from an employer's perspective. They want and can hire candidates who have relevant knowledge and experience to ramp up quickly and make a productive contribution as soon as possible.

Experienced job seekers compete best in this automated screening process by making sure their education, training, industry knowledge and work experiences are relevant and current on their application and resume, because this is what hiring managers want. The focus is not just on the responsibilities held, but emphasizes specific accomplishments and achieved results. Resumes must contain important keywords that translate to expertise managers seek.

Technology, as efficient as it might be, is not the whole picture in the hiring process.



### **Networking helps to personalize the process**

We've all heard the adage, "To get a job, it's who you know, not what you know." Relevant education and experience continue to be key, but "who you know" is more important than ever today in uncovering job opportunities and getting a chance to interview for an available position. And while today's hiring process now requires online standardized applications, your first step is still finding a person ahead of time through networking efforts to champion your application within an organization. Even a simple internal inquiry about the receipt of an application gets noticed. Strategic networking has always been critical to tease out job leads and gain visibility with potential colleagues and employers.

To sum it up, make sure you use technology and your networks to the best advantage in the "survival of the fittest" hiring process.