



CDI BEST PRACTICES TIP SHEET

Multiple Job Targets

It's not uncommon for clients to want to list multiple job targets. Their reasons for wanting to do so generally fall into one of two categories: clients who are focused and seeking closely related job targets, and those with little to no focus. There are various ways both types of clients can be served, such as career/job search questioning and coaching and resume writing strategies.

Strategies to focus a job search

Clients who lack knowledge

Some clients don't understand that the general, one-size-fits-all resume doesn't work any longer, and they usually don't know the best way to conduct a successful job search in today's marketplace.

What to do: Educate them about current job search and resume practices and how they immediately can benefit from a focused target. Additional investigative questioning and sharing of information and strategies can usually help them to pinpoint a job search/career target so that the resume can be written with a clear focus.

The following are some talking points to help educate clients about the benefits of a focused job search and the hazards of pursuing several unrelated job targets.

- Martin Yate, in *Knock 'em Dead The Ultimate Job Search Guide 2013*, says, "One general resume covering all the skills you possess for all the jobs you can do doesn't work anymore; you have to have a resume focused on a single target job. This means that you have to create individual resumes for each of the different jobs [targets] you want to pursue."
- Martin continues, "Your resume is the most financially important document you will ever own. When it works, the doors of opportunity open for you ... Your resume establishes an achievable goal for your search, opens the doors of opportunity for interviews, prepares you for the questions interviewers will ask, and acts as a powerful ambassador at decision time."
- Generalizing the resume to fit a wider range of positions causes the resume to lose impact and makes it difficult to present a clear, committed image, especially when networking and building a LinkedIn profile. Typically, generalized resumes are rarely if ever, read.
- According to Katy Piotrowski in the *Career Coward's Guide to Job Searching*, "As many as 95 percent of job searchers don't have a clear focus and are extremely disappointed with the outcomes of their searches. Those who do have a clear focus achieve better, faster results."
- Conducting a job search is difficult enough; conducting two or more simultaneous searches is too complicated and will spread the client too thin. It can quickly deplete their energy level, significantly prolong the job search time, and lead to flagging confidence levels and discouragement.
- Conducting two or more simultaneous searches is also more expensive because they will be paying for two or more separate résumés and other target-related job marketing documents.

Clients with closely related job targets

These job seekers have a defined career stream focus but are interested in applying for job targets that are closely related within that target stream.

Some job targets can be expressed by multiple name variations. Here is an example: Senior Financial Services Executive, Chief Financial Officer, Controller, Financial and Operations Principal. Listing two or three of the most common titles as their job target enables your client to reach further, include additional keywords, and perhaps attract interest from a business who defines their job opening by only one of those titles

What to do: List the two or three “related” job targets at the top of the resume as the target job focus. Use a symbol to separate each job target. Here are a few of the most commonly used in resumes: • | ■ ★
❖ ♦.

Use only one style of symbol in your job target line as this enhances the resume design without making it look busy. To add emphasis to this line, many writers increase the point size to 12, 14, or 16 point and **bold** the text and symbols. The symbol dividers can include a **color** change that coordinates with the overall résumé design. See examples below:

Customer Service | Inside Sales

Business Development • Account Management

Brand Management • Corporate Marketing Sales Management • Sales Training

Another strategy uses a major heading that is larger and then on the next line lists the specific areas of interest:

Marketing

Brand Management • Product Management • Promotions

Other factors

There may be other factors affecting a client’s lack of focus such as financial need, location barriers, etc. To help you understand where they are coming from, begin by asking questions to help you identify their needs and overcome barriers. As these are identified, provide suggestions and recommend strategies or additional services as necessary based on their individual needs and your business policy.

Financial need

When people don’t have the financial resources to carry them through a period of unemployment, their urgent financial need is intensely real. Many think the general resume, mentioned above, will help them to appeal to a wider market enabling them to get a job – any job -- quickly.

What to do: Use these questions to isolate a target and focus the search:

- Which of the job targets will be the easiest for you to market yourself and the easiest buy for the employer? Career expert, Martin Yate, suggests these additional questions:
 - A job you can do and that you can justify on paper [by your prior accomplishments, experience, and knowledge]?
 - A job you can convince skilled interviewers that you can do?
 - A job in which you can succeed?
- Which of the job targets is most likely to reap results immediately in your market location?

If financial resources provide a buffer, which target is aligned with your dream job?

Diverse Work Experience

Clients who have worked for several years or in various career streams, accumulate experience and skills that can transfer to many job targets. Often they don't know how to define the best job target to pursue.

What to do: Educate them about current resume and job search practices. Working through some of the questions in this tip sheet could be all that is needed for many clients; for others career consulting or coaching may be necessary. Here is one question to ask:

- Considering your previous job titles (or position) is there one that you most enjoyed?

Encourage them to prioritize their choices.

A Bounty of Interests

Some job seekers naturally have a curious mind and are interested in many different things. This varied interest can cross over and confuse their job search goals.

What to do: Educate the client about the need for a targeted job search. Then try to isolate areas of strong interest or passion by asking:

- What is your priority interest?
- What do you enjoy the most?
- Which interest brings you your desired income?
- Are there interests you can pursue as a hobby rather than a vocation?

Career coaching or consultative services may be needed to help the client identify a clear job target. Once a target has been identified the résumé writing can begin.

Avoiding their strongest career target

Some clients are especially qualified for specific job targets but seem to be avoiding them with their current job search. Try to discover why they are avoiding that target. Perhaps it is because they are bored with that type of work or desire to change careers. They may also have encountered negative aspects while working in that job.

What to do: Ask the following questions:

Think about the job position that you are well qualified to do but don't favor in this job search...

- Are you unhappy performing the job duties? Why?
- Is there something about this type of work that makes you unhappy? What is it?
- Is the work environment or schedule causing you frustration? Tell me more about this.
- Are there, or have there been, relationship difficulties while working in this position? Tell me more about this.

Unrelated Job Targets

This group has identified job titles that align to their skills and experience, but the job titles/targets are unconnected as these examples show.

Head Cook, Portrait Photographer, Bookkeeper

Registered Nurse, Master Carpenter

What to do: Regardless of what seems to be stopping the client from isolating a job target, the following questions can help to determine job search needs and bring clarity to their job search.

Talk with the client to determine their reason for wanting to pursue multiple job targets and to determine your next step.

- Why do you want to pursue these specific job targets?
- Do you enjoy one more than the other/s?
- Which job target do you think offers you the best opportunity to land a job?
- Which job target will offer you the right salary level?
- Would you consider targeting that position for this job search? If not, why?

Provide resources that they can use while researching possible job targets and prioritizing the job target that is the best fit, such as www.careeronestop.org, www.acinet.org, www.bls.gov/oco.

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Edited by CDI Committee Member Posey Salem