



Successful Job Search

We have identified five common myths that can inhibit people's success in getting the right job...

When it comes to permanent marketing recruitment, there are various myths that often cloud people's perceptions of job searching. Here we present five of these recruitment myths and tell you the truth behind them!

1. "A CV is a comprehensive record of your qualifications, skills and work."

A business would not consider selling their wares with the 'full technical manual' so why should you? Businesses market their products, which means presenting information to the potential buyer in the most relevant way.

2. "The best person for the job will get the job."

Actually, it is the marketer who presents him or herself most appropriately at the time that will get the offer. Let this influence the way you present yourself and you'll increase your chances of securing your dream permanent marketing job dramatically.

3. "An employer will take the highest qualified person for the lowest salary."

Over-qualified people tend not to last long and a good employer will prefer the right marketer at the higher end of the pay scale than a compromise at the lower end. It is up to you show how appropriate you are and not be afraid to state your worth.

4. "An employer knows exactly what they want."

We all think that we know what we are looking for. However, most of us are prepared to change our view when we see other options. That is the nature of mature decision-making. The person who is offered the job that was advertised in so much detail will frequently only match 40 - 60% of the 'essential criteria'. They got the job because they best communicated how they were going to benefit the employer.

5. "Most jobs are advertised or filled through recruitment agencies."

It surprises most people that less than 25% of all jobs are filled through this route. At Stopgap, we pride ourselves on the expertise of matching the right marketer with the right job. But if you rely solely on marketing recruitment agencies, you could be turning



your back on a lot of other marketing jobs - other opportunities can come about through effective networking.

So - what does all this mean to your permanent job-hunting campaign?

- 1. Clarify in your own mind could you do the job you're considering and whether you really want it.**
- 2. Identify what the employer needs or what they are looking for and try to read between the lines.**
- 3. Clarify how your marketing skills and experience meet that need.**
- 4. Prepare your case.**

You have just raised your chances of winning a permanent marketing job considerably and have practiced one of life's most important and valuable skills - salesmanship. And remember, it's better be selective, to network less and do it well than be a pain in the neck!

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