****

**JOB SEARCH GLOSSARY**

**Applicant Tracking Systems (ATS) / Bots / Algorithms:** Widely used software designed to sift through hundreds or thousands of applications to provide recruiters with a manageable number of candidates to review. The software is programmed to look for keywords/qualifications that *match* the job description.

**Behavioral Interviewing:** An interviewing approach which focuses on a candidate’s ability to provide specific examples of when they have demonstrated a specific skill or competency, best enhanced in a story format. CAR /STAR stories help answer these questions best.

**Bridge Job / Stepping Stone / PLAN B Job:** A job that helps you get a step closer to your *Target Job*, allowing you to gain needed experience or credentials.

**CAR / STAR Career Stories:** Methods for writing accomplishment stories used in resume bullets and answers to interview questions. These stories provide evidence that you have experience doing the job. CAR stands for “Challenge, Action, Result.” STAR stands for “Situation, Task, Action, Result.”

**Career Direction Coaching / Workshop:** Coaching or workshop designed to help people figure out what job they’d like to target next. Often includes personality and other assessments to help you identify your gifts and talents, as well as a deep dive into your work history to analyze likes and dislikes. If you don’t have a *Job Target*, it may be necessary to do this work before you write your resume. Job Seeker Network’s Design & Focus workshop is an example.

**Career Story:** The overall story you tell employers to show that your background, skills and experience match your *Job Target*. It should be consistent across your resume, LinkedIn, networking conversations & interviews. A strong career story stays focused on what is most relevant given the current language of your *Job Target* and is strategic about how you present your career history.

**Career Transition / Career Change / Career Pivot:** Purposefully deciding to pursue a new direction (industry or position or both) in a career.Ideally this takes place after deep self-assessment and research surrounding the new targeted career to identify fit and communicate an appropriate career story surrounding the change. While doable, job seekers must realize that this bigger change job search typically takes longer and must be approached in a strategic manner.

**Competencies:** The skills, knowledge, abilities and personal characteristics determined by an organization as essential to employee and organizational success.These are often focused on in hiring decisions.

**Job Clubs:** Free job search support and networking run by nonprofits or church groups. Austin Job Clubs include Job Seekers Network (JSN), Career Networking Group (CNG), Hired Texas, and Launch Pad Job Club.

**Elevator Pitch / Professional Introduction:** A brief introduction that answers the question, “What do you do?” or “What type of job are you looking for?” It should contain a clear *Job Target.*

**Gap:** A break in your career lasting more than a few months due to unemployment, family caretaking, illness, etc. Gaps lasting more than six months should be explained with a *gap experience* section.

**Gap Experience:** A listing on your resume that explains your career gap. It shows employers that you are staying busy and engaged in your field while looking for your next role. Activities described may include formal and informal education, certifications, volunteer work, contract or consulting work. Other ways to explain gaps include family caretaking, travel, relocation, etc.

**Internal Referral / Internal Champion:** An employee inside a company who recommends or refers you for a position. Some companies provide bonuses to employees when the person they recommend gets hired. Frequently this is the first way employers prefer to source external candidates.

**Informational Interviews/ Informational Meetings**: Conversations you schedule with people in your *network* so you can learn about an industry, a type of job, a company, and hear how others navigated career transitions. Instead of asking for a job, you are using these conversations to gain insight, ideas, and new connections, while offering the same.

**Job Market Research:** Learning about job market conditions and how they apply to your industry and skillset. What skills are in demand? Are your skills up-to-date relative to your competition? What is the salary level for your role in your location? What are current issues in the industry and where do you need to gain knowledge? Includes internet research, recruiter conversations, and *informational interviews*.

**Job Target / Career Target / Target Role / PLAN A Job:** A job title or group of job titles, plus the industries that represent your desired future job. The most successful job targets are specific rather than broad, are well-supported by your background and skills, and include stories with proof of accomplishment.

**JobScan.co:** Software you can use to help match your resume to the job description.

**Keywords:** The language the job market speaks to describe your Target Role. Found in job descriptions and in LinkedIn skills & endorsements section.

**Life Calling:** God’s directed purpose in your life; the big picture of purposefully integrating all the areas of your life together. Work or your job search is only one of areas.

**LinkedIn:** A social network owned by Microsoft and used by 97% of recruiters to source candidates.

**LinkedIn Profile:** The information you decide to include in the critical sections of LinkedIn: Headline, About, Experience, Skills & Endorsements, Education, & Volunteer. Mirrors your resume but allows for longer, more conversational writing. The most successful profiles contain a clear Job Target.

**Marketing Plan:** A working document which outlines your Job Target, Personal Brand, key relevant skills and experience, and Targeted Employers. Helps your network know what you are seeking and how they can specifically help you.

**Match:** The term used often by recruiters to describe what they look for in a resume and LinkedIn profile, i.e. “We are looking for resumes that “match” the job description. See also “Applicant Tracking Systems (ATS).” Match also refers to experience - have you held the role before, worked in the same industry, a similar company, etc.

**Network:** The people you know plus the people who know them. Often refers to the number and quality of your LinkedIn connections. The standard for LinkedIn is 500 relevant connections, which includes people you know as well as people you never met who may have related job titles, companies, industries, schools, etc.

**Personal Brand:** The unique combination of skills and experiences that make you who you are. It is how you present yourself to the world. How you show up in your community and workplace, as well as what comes up in a Google search, leads people to form an impression about your personal brand.

**Professional Identity:** A more targeted version of your personal brand that you can create by making sure that when people Google your name, they find a LinkedIn profile as well as other evidence of what you want to be known for professionally.

**Recruiter, Internal or Corporate:** Recruiters who are salaried employees within a company and recruit only for roles within that company. Often conduct the initial interviews before moving you forward to the hiring manager.

**Recruiter, 3rd Party or Independent:** Recruiters who are self-employed or work for an agency. They usually get paid commission when a company hires one of their recommended candidates.

**Representative Job Descriptions:** A collection of job descriptions that best represent your Job Target and show you that there is market demand for the type of job you are seeking. Job descriptions contain keywords you can use as a starting point for building a resume & LinkedIn that match your Job Target. 3-5 job descriptions are a good number to start with.

**Strategic Volunteering:** A volunteer role that allows you to gain needed experience to support your Job Target. Especially helpful for people who are transitioning to a new career after completing education or certification. Volunteering is a great way to make connections, enhance your skill set, and as you help others, you feel encouraged and motivated.

**Survival Job / PLAN C Job:** A job you take to pay the bills while you are searching for your Job Target/Plan A or Plan B job.

**Targeted Employers:** Employers you have identified as having the Targeted Role you are seeking (may or may not have current openings), match your values or other key attributes you have identified as critical in your search.

**Technical / Hard Skills:** Skills developed specific to a role or industry. Can include subject matter expertise, degrees, certifications or training.

**Transferable / Soft Skills:** Skills you developed that remain relevant across time, industries, and types of roles.