

YOU AND YOUR CV

Koval N., *group. E - 53*

Information is everything in today's internet world. Job-seekers are advised not only to google the names of the people or companies they want to work for, but also to look for themselves on the internet (also known as "egosurfing") because employers are likely to do so.

It's not a bad idea to find out about this in advance to save yourself from embarrassing questions later in a job interview.

The internet has changed a great many things for job-seekers — and employers. Many companies now routinely use online application forms. Online CVs, posted on career websites such as Monster.com, are also now common.

As a result, the etiquette of the job interview is changing. However, there's nothing new about candidates sending letters or e-mails to thank their interviewers after a job interview. What's new is e-mail thank-you notes containing emoticons or with informal words like "hiya" and spellings like "thanx".

More and more employers now require online job applications, which normally go into the company's database. Employers then search their databases for keywords that fit the skills and experience needed for the job. This method is attractive to employers because it reduces the time spent reading applications from candidates who do not meet the company's requirements.

The online application is also changing the way people look for jobs. Julian Sear of Reed Personnel Services in Australia advises candidates to be selective. "Many online job-seekers try their luck by applying for dozens of jobs that don't match their skills or career goals. Recruitment agents receive as many as 400 applications from all over the world on any given day, so the most discerning job-seekers are always the most successful."

For multinational companies like Procter & Gamble, online job applications are the norm. These are often followed by online questionnaires. As Procter & Gamble says on its website, this helps the company "make an informed decision on whether your skills meet the requirements of the position you have applied for and whether P&G is the best environment to utilize your talents and achieve your goals". The candidate who successfully completes the online application and questionnaire may then have to do problem-solving tests. It is only after

completing these steps that the job-hunter is invited for a telephone or face-to-face interview.

Video CVs (or video resumes, as they are called in the US) are another innovation. After gaining a foothold in the US job market, they are now beginning to enter the British scene.

As more and more young people grow up with computer skills and familiarity with YouTube and other internet video sites, video CVs are likely to become more common. Websites such as Careerbuilder.com and CVOne (www.gocvone.com) help people to make their own job-application videos for downloading or placing on the online companies' servers.

British employers are not yet convinced that video CVs are the way of the future. Although German job-seekers normally send photos with their CVs, this practice is discouraged in Britain and is practically unknown in the US, where employers fear they will be accused of discrimination if they do not hire or give interviews to people from ethnic minorities.

Another possible drawback is of a technical nature. If potential employers do not have compatible browsers and high-speed internet connections, they may not be able to view the videos. Time is also a factor, as videos normally run from one to three minutes. There are a number of factors to consider before posting or blasting a resume. For example, does the time you save justify the expense? And do you really need to have thousands of recruiters receiving your CV?

An unusual CV is likely to catch a potential employer's eye. But in fact, the opposite could be the case, as non-standard items such as photos or special formatting are likely to be lost in recruiters' databases. Instead it is more important for candidates to tell potential employers what they've actually done.

Employers have in mind a very specific type of person who will fit their culture and also fit the needs of the job they're looking to fill. They want well-rounded people. So you have to be creative, original and immodest when you are looking for a job and mention all your abilities!

Gladchenko O.R., *EL advisor*