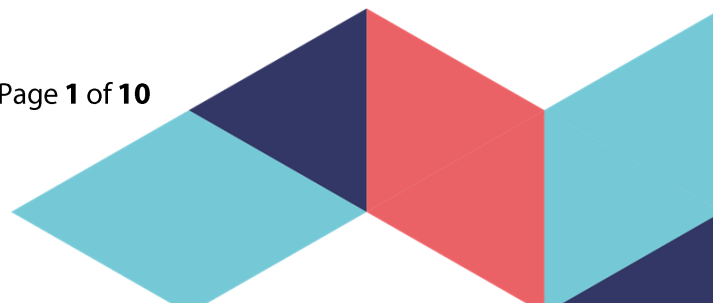


University Centre
Peterborough

LinkedIn

Job searching with LinkedIn



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Objectives

This course aims to provide you with the knowledge to enable you to efficiently search for jobs on LinkedIn.

Understand how to

- Set your profile to indicate that you are available for recruitment
- Search and manage job roles

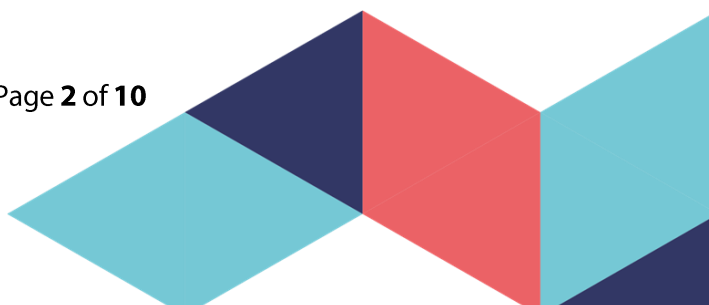
Job searching on LinkedIn

You can look for jobs on LinkedIn, searching for relevant positions by job title, keyword, or company, and narrowing it down to your preferred area. You can save searches and create alerts for them, which you can receive both via email and mobile and desktop notifications.



You can save jobs and see how many people have already applied, as well as getting information about the company straight from their LinkedIn page. To apply, you will either be redirected to the company website, or, if the company has chosen this option, you can apply via LinkedIn Easy Apply.

This is a fast way to apply, only requiring you to add a phone number and CV, which is then sent to the company in question together with a link to your LinkedIn profile. No cover letter is needed, but make sure your profile is up to date with a complete and professional summary as this will be all a potential employer will have to go on.



Letting recruiters know you are open to opportunities



Setting out your information

On LinkedIn you will need to highlight what recruitment opportunities you are interested in (notes to recruiters, where you are in your search, job titles you would consider, location, type of contract).

- Click on Me and select Settings and Privacy
- Click on Job Seeking Preferences
- Click on each sub heading and

a) add your details/information

b) upload your CV or

c) chose 'Yes' as appropriate

Job seeking preferences

Job application settings Change

Choose what information LinkedIn saves when you submit a job application.

Let recruiters know you're open to opportunities Change

Share that you're open and appear in recruiter searches matching your career interests Yes

Signal your interest to recruiters at companies you have created job alerts for Change

This will be applied for companies that you have created job alerts for. Yes

Sharing your profile when you click apply Change

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply Yes

Commute preferences Change

Set commute times and get job recommendations based on your preferences

Stored job applicant accounts Change

Manage which third party job applicant accounts are stored on LinkedIn.

Additional information

Managing privacy <https://www.linkedin.com/learning/learning-linkedin-for-students/explore-privacy-settings-and-account-types>

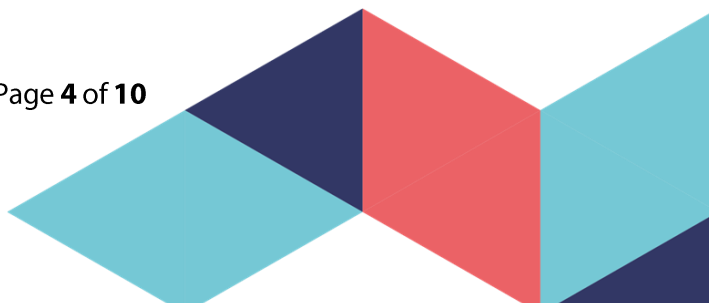
Searching for jobs

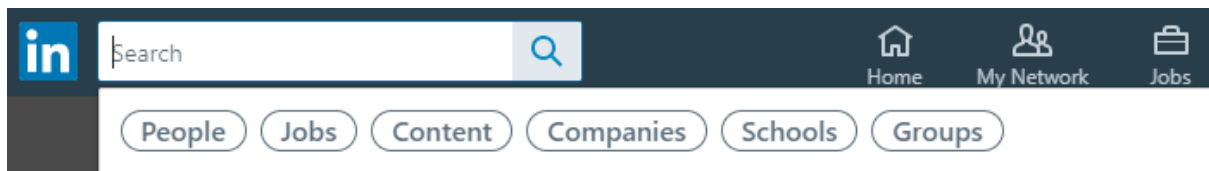
LinkedIn helps you find relevant jobs that suit your skills and qualifications. You can either search for a job using the search field on top of the LinkedIn homepage or you can directly access the Jobs page where you can search and apply for jobs. Millions of jobs are posted on LinkedIn every day, so it's important that you're able to find the right job postings that fit your expectations and requirements.

Note: If you're new to LinkedIn, we suggest you read about how you can use LinkedIn and its features to easily get started with your job search. Also, make sure that you've created a good LinkedIn profile that stands out and showcases your skills and expertise.

To search for a job:

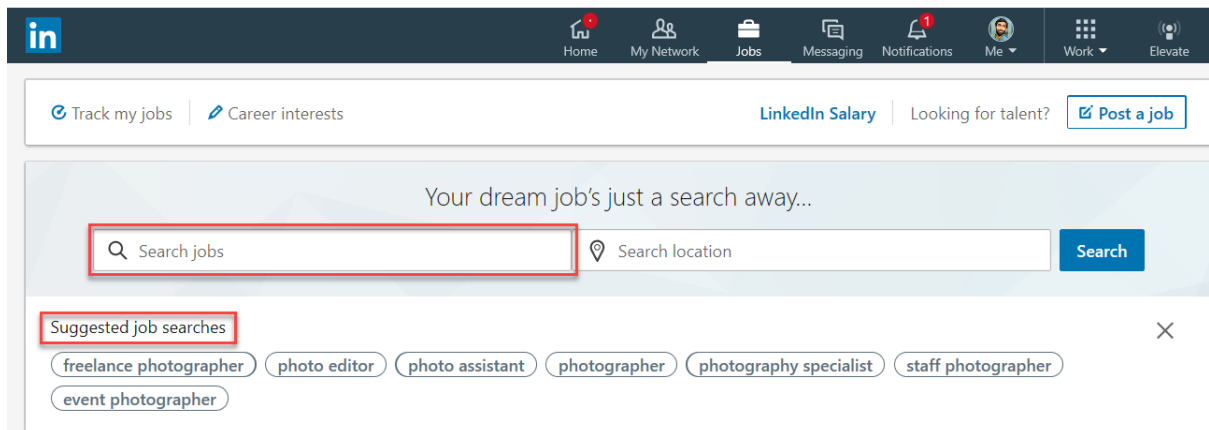
1. Click the *Jobs* icon (next to My Network) at the top of your LinkedIn homepage.





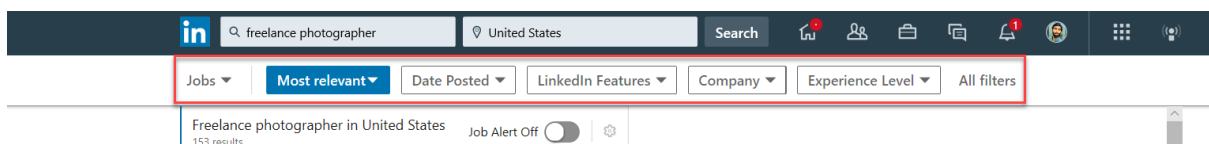
2. Click the *Search jobs* field and enter keywords or a company name.

- You can also select from the job roles suggested by LinkedIn based on your qualification and experience. Please make sure that you've updated your LinkedIn profile with your experience, education, and other information.



3. Enter the job location that you prefer in the *Search location* field and click *Search*.

- You'll be directed to the search results page where you'll see a list of job postings that suit your job role and location preference.
- Use the filters options at the top of the search results page to filter the results.
Note: Once you've applied all the filters, you can switch on the *Job Alert* toggle and set job alerts.



How to use the top filters:

1. Click the job posting to view the job description and apply for the job if the job suits your requirement.

Note: There are two types of job postings on LinkedIn:

- *Easy Apply:* This allows you to apply for the job on LinkedIn.
- *Apply:* You'll be redirected to the company or third-party website where you can apply for the job externally.

Learn more about...

Search LinkedIn help for

- How to apply for jobs on LinkedIn
- How to let recruiters know you're open to job opportunities
- How to set up job alerts
- Best practices for finding jobs on LinkedIn
- How to manage jobs on LinkedIn

Taken from: www.Linkedin.com/help/LinkedIn/answer/157/searching-for-jobs-on-LinkedIn?lang=en

Managing jobs

Saving jobs

When you search for a job on LinkedIn, you can save it at any time by clicking the *Save* button on the job details page.

Managing jobs you have saved

Accessing and unsaving jobs you've saved on the LinkedIn desktop site:

1. Log in to LinkedIn.com.
2. Click *Jobs* at the top of your homepage.
3. Click *Track my jobs* above the search bar at the top of the page.
4. Any jobs you've saved are listed under *Saved jobs*. Click on a job to view the job details and begin the application process (Links to an external site.).
 - To unsave a saved job, click the *Cancel* icon to the right of the job title. You can also unsave a job by clicking the job and clicking *Unsave* at the top of the job details page.

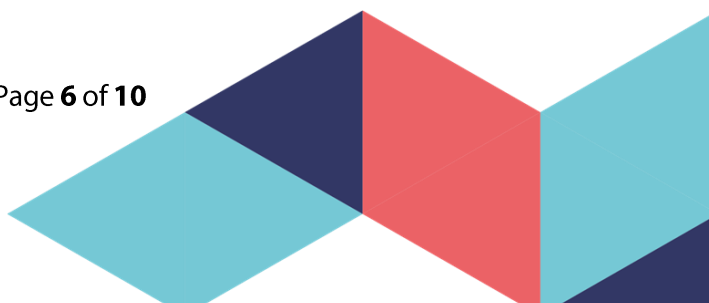
This information is taken from:

www.Linkedin.com/help/LinkedIn/answer/3480/managing-jobs-you-saved-on-LinkedIn?lang=en

Applying on LinkedIn

If you are interested in a role an wish to apply, you will see an *Easy Apply* or *Apply* button. Please note that you can't withdraw or modify your application once it has been submitted through LinkedIn.

If you see the *Apply* button instead of the *Easy Apply* button, you'll be sent to the company's own website or preferred application page.



"Easy Apply"

Employers can allow candidates to make use of LinkedIn's 'Easy Apply' button.



Instead of redirecting to the employer's page, Easy Apply is based upon your LinkedIn profile - you click the button, check if your email address is correct, add your phone number and upload your CV– which is optional, but recommended.

Things to consider

- Your LinkedIn profile will form the basis of your application, so ensure its up-to-date and complete
- Your summary/about section must be sorry
- The recruiter receives your name and location, current job title, number of connections and recommendations, contact information and a brief overview of your work experience and education
 - The recruiter may decide to follow a link to your 'Full Profile' to learn more about you
 - The 'Full Profile' only shows the first two lines of your summary and the first 15 skills listed on your profile. The intro of your summary should therefore be like your written elevator pitch, relating the most pertinent information – including relevant skills, experience and motivation – in a short but enticing way. Also ensure you list your most relevant skills first on your profile.

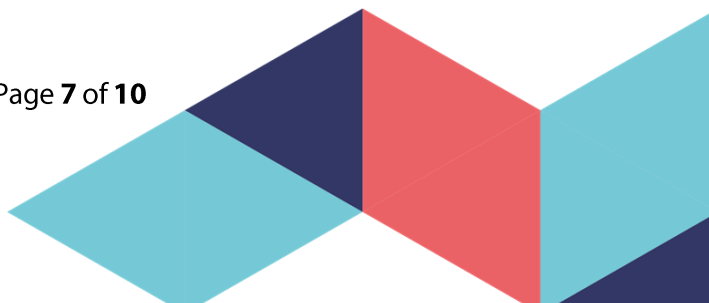
A short, immediate follow up message to the recruiter is recommended - inform them that you have just applied and how enthusiastic you are about the role.

Uploading your CV

Upload your CV ready for applying/recruiters

- Click on the 'Me' icon, select 'Settings and privacy', select 'Job seeking preferences' from the menu.
- Select 'Job application settings' and upload either a Word or PDF (we would recommend a file size less than 2MB as a PDF - this cannot be altered by the reader and the formatting will not change when they open the document).

You can upload up to 4 so that you can reuse them for application. However, you should be tailoring your CV to each application.



Upload your CV during the job application process

- When applying for a role, you will be offered either 'Easy Apply' or Apply.
 - Easy Apply - Complete the required fields in LinkedIn
 - Apply - continue the application process on the company's preferred webpage
- Under 'Resume (optional)', select 'Upload resume' to upload your CV.
 - *Note:* If you aren't logged in to LinkedIn, then uploading a resume is mandatory.
- Upload either a Word or PDF (we would recommend a file size less than 2MB as a PDF - this cannot be altered by the reader and the formatting will not change when they open the document).
- Click 'Submit application' when finished.

Here are some things to remember:

- If you have trouble attaching your resume, try a different browser.
- If you've submitted your application without a CV attached, you can't reopen your application to attach your CV or reapply for the same job post.
- If you need to send your resume after submitting your application, you can directly contact the job poster with an InMail message if they've provided contact information in the job posting.

Upload your CV to your profile to share it with your network

If you want to showcase your CV on your profile, you can upload the document, which will allow you to share it with your network. Viewers will have the option to download it directly from your profile page.

To add or link work samples in the Featured section on your profile:

1. Click the 'Me' icon at the top of your LinkedIn homepage.
2. Select 'View profile'.
3. Click 'Add featured' in the 'Featured' section (You can also click the 'Add' icon from the 'Featured' section.)

Featured

Showcase your work by featuring your best posts, documents, media, and websites.

[Add featured](#)

4. In the drop-down that appears, click the 'Add' icon next to the type of work sample you'd like to showcase.
5. In the pop-up window that appears, select the work sample you'd like to feature, or enter the required information for the work sample you'd like to showcase.
6. Click 'Save' or 'Done'.

Alternatively, you can add work samples to your *Featured* section by navigating to the *Add profile section* dropdown from the introduction card on your profile.

Note: You won't be able to access the CV uploaded to your profile for job applications. Please use one of the previously described upload methods for job applications.

Being ready for recruitment



Per the Jobvite Recruiter Nation Survey, 87 percent of recruiters use LinkedIn as part of their candidate search. As a professional or student, it's the popular place to network and look for job opportunities.

Below are some tactical tips on how you can leverage LinkedIn to its fullest to expand your professional network and land your next job.

- Keep your profile up to date and have all of the sections completed.
- Be comprehensive about current skills and objectives.
- Highlight your recent experience.
- Keep your headline & photo current
- Let people know you are available: Use your headline to make the announcement.
- Build your network
- Research the companies you are interested in and follow them
- Find out who your connections are associated with - You can reach out to these people depending on their connection with the company.
- Ask for an introduction
- Look for any Alumni associated with UCP who are now at the company
- Get involved with professional groups
- Research your future boss and the executive team as well as the company



Tips to stand out to recruiters

Job hunting on LinkedIn can happen in more ways than one. While you might use the site to actively look for jobs and make new valuable connections, opportunities might also come to you through recruiters approaching you directly for a role.



1. LinkedIn profile is complete (profile photo, headline, complete and personalised summary, experience, achievements, skills etc.)
2. LinkedIn profile is up-to-date - this stops you frustrating recruiters and employers
3. Headline, summary and skills includes the right keywords - an online tool called Recruiter looks for keywords to save an employer time
4. Skills with endorsements
5. Recommendations from high ranking professionals over a period of time - they should be specific and reliable
6. Make wise connections that are valuable - recruiters look to see how well connected you are, not how many connections you have
7. Be a member of sector groups, commenting on discussions
8. Follow organisations you would like to work for, make connections with people in the company
9. Let recruiters know your 'open'
10. Have your CV to hand and adapt it for every job application

