

## Navigating Technology During Job Search

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There's an enormous range of technological possibilities out there that make:

- Finding work easier, but also make finding the right candidate easier too.

It should come as no surprise to hear that **keeping up with the ongoing technological changes** to the job search process is more important for job hunting than ever before. With just a little effort you can really boost your potential and give yourself the best chance for success in your job search.

## How Has Technology Changed

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**AI - Artificial intelligence** - Artificial intelligence (AI) is the ability of a computer or a robot controlled by a computer to do tasks that are usually done by humans because they require human intelligence and discernment.

**ATS – Applicant Tracking System** - An applicant tracking system is a software application that enables the electronic handling of recruitment and hiring needs.

## What can you do ?

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### Educate Yourself On How AI Works

- Be mindful of the job description
- Pull out what skills and qualities the position requires.
- An accounting position may look for candidates who do not like change, love routine and are traditional. Sales positions look for risk takers. The days of saying, "I'm a quick learner" are over.
- You must know your audience

### Be Thoughtful And Intentional

- Candidates will need to be even more thoughtful/intentional about applications.
- You can't rely on your experience to get an interview and wait for the interview to tell the rest of your story.
- If you're not thorough and intentional about your applications, AI won't pass you along to a recruiter.
- AI will be able to look you up on the internet in the future so watch those social media posts!

### Let AI Work For You

- Job sites have come a long way from simple job searching or alerts. Nowadays, AI is merging candidate job searches with recruitment needs to create truly automated job matching. Today's AI-powered job matching goes beyond just simple keyword matching — it empowers users by automatically applying to preferred jobs with targeted employers on behalf of the candidate

## Expect (And Prepare) To Interact With Bots

- AI has changed the recruiting process and candidates must be prepared for new forms of engagement, including bot-driven text messages and video interviews and reviews of cover letters, resumes and online Q&A responses for keywords that match the job requirements.
- Where possible, candidates should still try to find the recruiter or hiring manager for the position and contact that person directly.

## Ensure Your Experience Matches The Opportunity

- The AI revolution is having its mark on candidate recruiting.
- Candidates will begin to have a more improved recruiting experience. AI utilizes chatbots to connect with a candidate during the application process and direct the candidate to position(s) matching their skill set and experience. Candidates need to stay relevant and ensure their experience and skill set matches the opportunity.

## Read The Instructions

- How many phone screen AI applications are there now? Hundreds.
- How many application systems are there now? Thousands.
- How many resume-building platforms are there now? Way too many to count.
- What do they all have in common? Not the instructions on how to complete the steps, that's for sure! Don't assume you know how to complete all the steps involved when it comes to AI. Read the instructions!

## Optimize Resumes For Keywords

- While AI is still a long way from completely replacing the human element in recruiting, most employers and recruiters utilize an ATS - **applicant tracking system** that scans resumes and ranks candidates based on matching keywords. Therefore, candidates should remember to tailor their resumes for each position for which they apply, including (but not overusing) keywords relevant to the job requirements.

## Don't Forget The Human Element

- It's important for candidates to understand that AI helps recruiters cast the widest possible net with greater precision and speed than manual processes allow.
- When used properly, AI gives hiring managers more time with the right resumes and candidates.
- Leading with a strong application is important, but the human element — interviews with potential team members — still carries enormous weight.