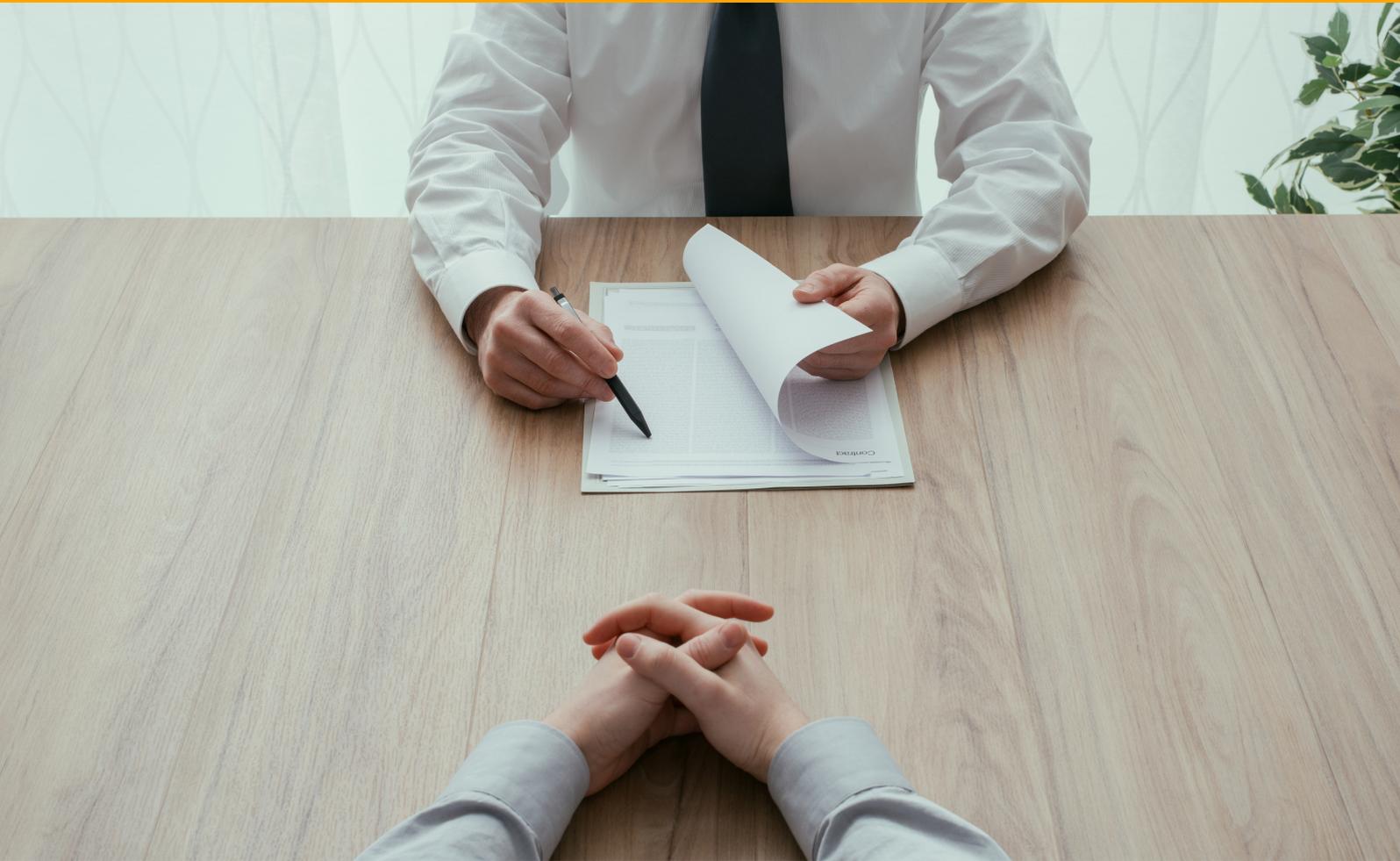


# DEALING WITH REDUNDANCY

## MOVING FORWARD



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# ADJUSTING AFTER REDUNDANCY

Redundancy is a life changing event that will impact on most areas of your life. In order to minimise the impact on you and your family it is essential that you take positive steps to move forward; this booklet is designed to support you in this process.

In the short term you will have changes to face; these will include:

## FINANCES

- Coping with a lower income
- Planning and budgeting

You should look ahead and consider realistically how long you may be out of work. Even if you have received a lump sum redundancy payment it is better to tighten your spending immediately and find you have something left when you find a new position than wait until finances are tight to cut back.

## FUTURE

Plan your future. As well as the obvious financial planning this is a time to consider how you want to move forward.

- Do you want to get a similar job?
- Is it time to change career / retrain?
- Should you consider retirement?
- Should you consider part time working?



## PLANNING YOUR FUTURE

Perhaps the most important question to answer before you start any kind of job search is “Do I want to stay in the same industry?”

There are many factors which will influence your answer and here are just a few:

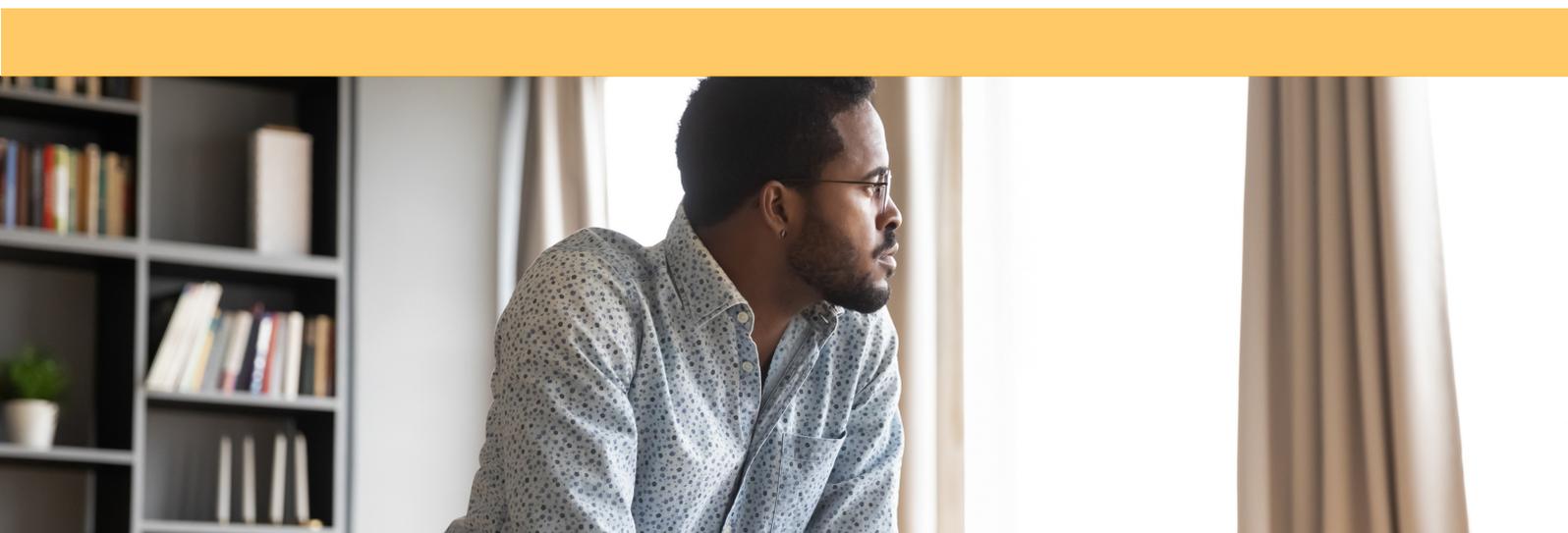
- Are your skills industry specific or are they transferable to other industries?
- Do you have transferable skills in addition to your current industry skills?
- Can you relocate? If you can't and there aren't any vacancies in your area you may have to change careers.
- Is a long commute, perhaps even staying away Monday to Friday, viable?
- Can you afford the time without pay to re-train?
- If you re-train will there be vacancies available in your new chosen career?

Of course there are no right and wrong answers to these questions and everyone's circumstances are different. You have to answer these questions honestly and make the decisions which are best for you.

For many people relocation and weekly commutes (staying away Monday to Friday) are not possible for family or other reasons. If there aren't “like for like” job opportunities in your area you may therefore need to consider re-training.

If you are re-training or considering other options the regional development agency and Job Centres have information on what types of jobs are in demand.

Even if you have transferable skills this may help you focus your job search.



# WHERE TO FIND PRINT VACANCIES

## INTERNET

[www.jobs.printweek.com](http://www.jobs.printweek.com) is the jobs website of the print industry magazine PrintWeek.

## NATIONAL TRADE & PRESS

## MERCURY SEARCH & SELECTION

Specialist recruiters to the print and packaging industries. Working with the industry's leading companies we have divisional structure allowing us to specialise in the different sectors of the print and packaging industry including:

- commercial print
- digital and point of sale material
- direct mail
- web offset
- financial print; cartons, labels and flexibles, corrugated, rigid containers and devices and end users.

01244 572172 | [www.mercurysearch.co.uk](http://www.mercurysearch.co.uk)



## OTHER OPTIONS

Read articles in the trade press such as PrintWeek. If you discover that a company is expanding, has won a new contract or installed a new piece of equipment, they may need extra staff. In this case it may be worth making a speculative application.

# WHERE TO FIND GENERAL VACANCIES

## JOB CENTRES

Job centres handle a massive number of vacancies on a local and regional basis. You can go in person to your local job centre or search online at [www.jobcentreplus.gov.uk](http://www.jobcentreplus.gov.uk)

## HIGH STREET RECRUITMENT AGENCIES

These differ significantly from the print industry recruitment consultants and will have a variety of vacancies across many sectors in the local area.

## INTERNET

There are numerous general jobs search websites such as Monster or Indeed.

## LOCAL PRESS & RADIO

Will advertise vacancies available in your local area.

## A WORD OF CAUTION

It is unwise to blanket send your CV to all of the recruitment consultants you can find. Many people think this will increase their chances but the reverse is true. What can happen in this situation is that a number of recruiters may send your CV to the same employer; this reflects badly on you and can cause problems for the employer – in many cases the employer will avoid this by discounting the CV. Further, a recruiter who feels you are committed to working with them is more likely to work harder on your behalf. We would recommend you “register” with no more than 2 or 3 recruiters to avoid these problems.

# CV PREPARATION & JOB APPLICATIONS

The purpose of a CV is to get you an interview not a job. It should be should be neat, in a standard typeface, with no fancy graphics and especially no spelling mistakes. Of course it must also be factual.

## WHAT ARE YOU UP AGAINST?

- Competitive job market
- Easy options – internal or experienced candidates
- Volume of applications
- Time - 15 to 20 seconds to make an impression
- Prejudice

## WHAT IS IN A GOOD CV?

- Personal details
- Education / Qualification
- Achievements / Experience
- No gaps
- No turn-offs

## LAYOUT

- Personal details
- Education
- Qualifications (not cycling proficiency)
- Experience (recent first)
- Relevant achievements

## TURN-OFFS

- Photocopies
- To whom it may concern....
- Poor quality print / paper
- Fancy graphics
- Complex layout
- Quirky hobbies
- Xtreme sports!
- Conflicting commitments

# TAILORING YOUR CV

Your CV and cover letter should be tailored to each application because it:

- Shows an understanding of the company and the role
- Answers most of their questions before they ask
- Helps them envisage you in the role
- Improves your chances of securing an interview



## HOW TO TAILOR YOUR CV

- Identify core responsibilities and skills required for the job by reading the job description very carefully
- Research the company, look for things which may impact the role you are applying for. Also look at the culture of the company and think about the things that are important to them
- Match your skill to the requirements you have identified above.
- Make it obvious how your skills / experience is relevant to the company or role
- Think about any reservations the employer might have and try to minimise them

# APPLICATIONS

- Make sure you follow the instructions given in an advertisement
- In your covering letter, refer to the place and date of the advertisement
- Tailor your application to the key words in the advertisement
- If an advertisement gives you the option of telephoning, it may turn out to be a telephone interview, so be prepared!

## DOS

- Application forms mean that organisations can quickly compare a large number of applications and can ask for information often omitted from a CV
- Read the whole form from beginning to end
- Copy the form for drafting your answers
- Follow the instructions given. If it asks you to complete in block capitals or black ink, do just that
- Insert additional pages if necessary, clearly marked with your name, the position applied for and the question number you are answering
- Use phrases corresponding to key words in the advertisement
- Make sure you answer all the questions
- Account for gaps in career details
- Make sure you bring out your strengths, skills and achievements, not just your responsibilities
- State key reasons as to why you should be considered for the job, backing them up with examples
- If you have to name referees, check with them first

## DON'TS

- Illegible handwriting
- Stains or finger marks
- Crossings out or smudges
- Spelling errors
- Leaving questions unanswered or saying 'See attached CV'
- Waffling
- Squashing forms into small envelopes and forgetting the stamp
- Forgetting to number, order or enclose additional sheets



# LETTERS

- A covering letter accompanying a CV is your chance to highlight specific points and add some personalization
- If answering an advertisement where no mention is made of a CV, first paragraph is the introduction, second and third paragraphs are descriptions of your experience and achievements, fourth and fifth paragraphs provide information about yourself, final paragraph say why you would suit the organisation in question
- Use good quality paper and envelopes
- Typed letters are never wrong, handwriting is acceptable if legible
- Use only one side of A4 and use the paragraph structure above if convenient
- Make sure you know the name and job title of the person you are writing to
- In letters to employers, mention a specific reference to the company
- In letters to recruitment consultants, indicate your location and salary preferences
- Send letters by email if you like. The same rules apply



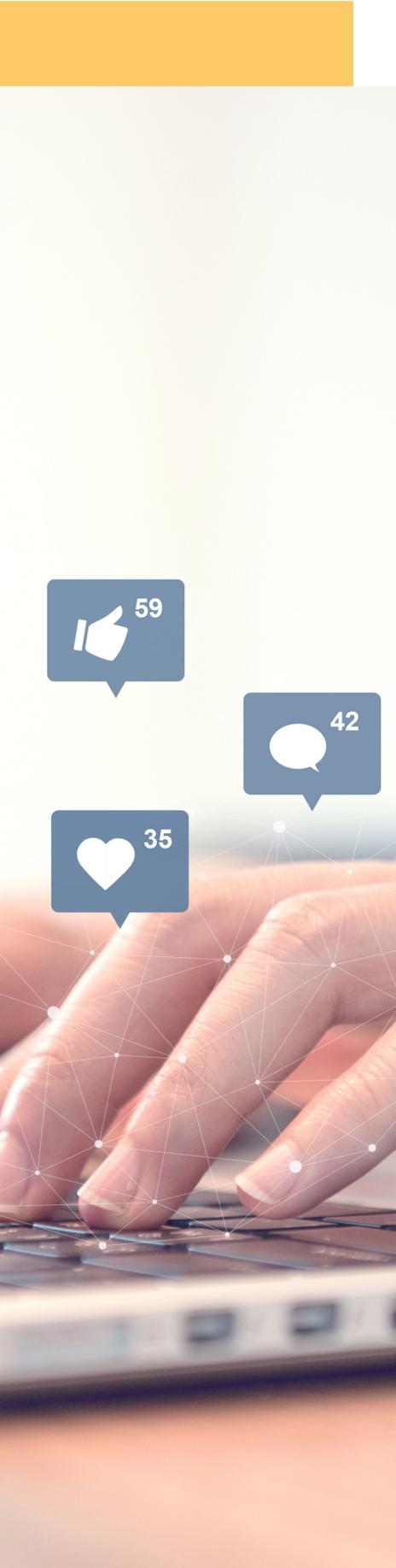
## SOCIAL MEDIA

Probably the biggest risk you have from social media is that potential employers will view your profile on Facebook and see something which is either inappropriate or gives them a less than positive impression of you.

Check your privacy settings and ensure that all of your content is kept private especially things like pictures from a party or night out. However innocent the event may have been it is too easy for people to get a poor impression. For example the guy who is drunk doesn't look good even if it was a family celebration or his wedding.

Even after you have you have checked your privacy settings take another look or get someone else to look at your profile and ask the question "is there anything here which could offend or give the wrong impression about me?" As an example a dodgy profile picture could undo the good work you have done in making your profile private if it is inappropriate, eg a picture of a nightclub. Other seemingly innocent things to be wary of include favourite films personalities and quotes.

Ensure you have a professional presence on LinkedIn. It is a professional network and an excellent place to "advertise" yourself. Not having a profile on LinkedIn or having a poor profile could be a big missed opportunity. Use what you have learnt about CV preparation to help you make the most of your LinkedIn profile.



# INTERVIEW PREPARATION & TECHNIQUE

The purpose of an interview is to, in effect, sell yourself. That is to give them a reason to choose you over the other applicants. In many cases the reality of this is that it works the other way around; so the interviewer is looking for reasons not to employ you and they employ the person who didn't turn them off.

## WHAT ARE YOU UP AGAINST?

- Competitive job market
- Other candidates
- More experience
- Better qualified
- Better prepared
- More driven
- Time - initial impressions may be made within the first 15 to 20 seconds with a firm opinion within 10 to 15 minutes
- Prejudice

As with tailoring your CV preparing for the interview by researching the company is important. It improves your chances by:

- Demonstrating your interest in their role
- Showing an understanding of the company and the role
- Answering most of their questions before they ask
- Helping them envisage you in the role



# HOW TO PREPARE FOR AN INTERVIEW

## RESEARCH

- Research the role
- Research the company
- Learn your CV
- Prepare arguments why you are right for the role
- Prepare answers to common questions
- Think about prejudices

## AREAS TO RESEARCH

### COMPANY

- Products/Services
- Sectors they are supplying to
- Divisions within
- Private/PLC

### PERSONNEL

- Major players
- Hired / fired

### VITAL SIGNS

- Financial status
- Takeovers/ mergers/ acquisitions

### DEPARTMENT

- Changes that could affect position
- New product / marketing strategy
- Computer systems/ machinery

# HOW TO PREPARE FOR AN INTERVIEW

## PREPARE FOR 'STANDARD' QUESTIONS

Many interviewers use “standard” questions; these continually crop up in interviews so it is wise to have answers prepared for them so they don't trip you up. Of course there is much debate about the validity of some of these questions but the important thing is that you have an answer and don't let yourself down by hesitating or blagging it.

The following list is some of the common questions but by no means all of them.

- What are your strengths and weaknesses?
- Why do you want this job?
- Why should I employ you?
- What motivates / de-motivates you?
- What have been your great achievements work and personal?
- What is the biggest mistake you have ever made?
- What did you learn from it?
- What do you know about our company and products?
- What skills can you bring to the company?
- How do you like to be managed?
- What do you want to achieve in the next 5 years?
- Why have you been out of work for so long?
- Why have you been in your current job for so long?
- Why have you moved jobs so often?
- What are your interests outside of work?
- Aren't you overqualified for this post?



# HOW TO PREPARE FOR AN INTERVIEW

## PREPARE QUESTIONS TO ASK THE INTERVIEWER

At interview you will often be given the opportunity to ask questions. You should take this opportunity as it shows your interest in the company and role. Realistically if you have no interest in them you shouldn't be at the interview.

It is a good idea to make a note of your questions in a notepad and take it with you. The reason for this is that very often many of the things you would have asked get answered during the course of the interview. If the interviewer then says "Is there anything you would like to ask us?" and you say "Oh I think you've answered everything" it looks a bit lame. If you have a note of your questions you can refer to it and say "I was going to ask... but you have covered those points". In this way you still get to demonstrate you are interested and took the time to prepare.

### TYPICAL QUESTIONS RELATE TO:

- What are the company's plans for the future?
- What investment plans do they have?
- How are they doing in the markets etc.?
- Who are their major customers?
- What are the opportunities for training?

### TYPICAL QUESTIONS NOT TO ASK AT A FIRST INTERVIEW

- How much is sick pay?
- How much time can I have off?
- When do I get paid?
- How many holidays will I get?

Essentially these type of questions give the impression that you are not interested in the role and giving something to the employer. At interview the employer is looking for someone who is interested if not excited about the job, someone who will add value to the business rather than someone who just wants any old job to pay the bills.

# INTERVIEW TECHNIQUE

## BEFORE THE INTERVIEW

- Dress smart (clean your shoes)
- Clean, neat and tidy hair
- Remove excess jewellery
- Arrive approx 15 mins early
- Take a copy of your CV
- Make sure you know who you are seeing and their position
- Make sure you have directions / know where you are going
- Take a contact number so you can call if you are delayed



## DURING THE INTERVIEW

- Body language is important
- Firm hand shake (2 shakes, don't try to crush their hand)
- Maintain eye contact, but don't stare
- Sit upright but not too wooden
- Don't fidget – it shows nerves
- Don't fold your arms
- Be attentive
- Smile and relax
- Take notes
- Ask questions

# INTERVIEW TECHNIQUE

## MAJOR INTERVIEW TURN-OFFS

- Untidy appearance (Clothes, hair etc)
- Excessive jewellery
- Too much makeup / perfume / aftershave
- Informal / inappropriate attitude
- Giggles
- Disinterest
- Lack of preparation
- Candidates not having any questions
- Uncomfortable body language



## YOUR OBJECTIVES AT INTERVIEW

- Find out more about the company
- Sell yourself
- Relate your knowledge / skills to job requirements
- Show you are keen – explain why the role is of interest
- Ask if the employer has any reservations about you
- Ask what the recruitment process is – what is the next stage?
- Try and arrange the next stage meeting there and then.

See how Mercury Search &  
Selection can help you find your  
dream print & packaging job

## CONTACT US

01244 572172

info@mercurysearch.com



[www.mercurysearch.com](http://www.mercurysearch.com)

