Today’s Job Market: Job Descriptions and What Employers Want- Script

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Hello! On behalf of the Career Services team we’d like to welcome you to our presentation today. We will be talking about Today’s Job Market and What Employer Want in candidates today. We hope you enjoy the presentation and find helpful tools to help you succeed in your career search!

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In today’s job market there are a variety of factors to consider in terms of what is available in your industry. Your level of degree, certifications, location, and prior experience in the industry are all factors to consider. It’s important to start your search NOW to help you gain industry insight and knowledge in required qualifications and skills in your field.

Start by researching job titles in your industry. The internet is your best friend when it comes to research and finding out about specific areas of interest. By researching job titles, you will obtain a true picture of what the job market looks like in your area of interest!

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Job descriptions will give you insight into what you need to know about your area of interest. Pay attention to key words, degree, requirements, qualifications, preferred skills, and any past experience required. This information is important because it will allow you to gage how ready you are to enter into the field. The more you know, the sooner you can prepare for yourself!

For example: if a particular job requires previous experience or certification, then that’s a tip for you to start seeking out part-time or volunteer work to gain experience and research certification requirements.

Another point to keep in mind is that a job description will provide clues on what you will need to show on your resume. Pay particular attention to specific industry terms and/or skills. These items should be displayed directly on your resume so an employer can easily identify how you qualify for the position. The resume is the time to show off your skills and qualifications so you want it to match the job description!

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There are many different ways to research job titles and descriptions. Internet resources such as Indeed, Career Builder, Craigslist, LinkedIn, and Purdue University Global’s Career Service’s very own Career Network are great fantastic sites to explore various job titles that exist in the market today. You can also look into the Bureau of Labor Statistics Occupational Outlook Handbook – [www.bls.gov](http://www.bls.gov/) and O\*Net – <http://online.onetcenter.org/> to research topics like, nature of work, training, qualifications, advancement, job Outlook and salary. Another way is to target certain employers or medical facilities to conduct your research through their own job boards. This will allow you to view specific credentials a certain company seeks in candidates. That’s also a way to find out if you could be a fit for that particular employer!

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You will be entering a booming, but competitive job market. Employers are looking for candidates who know how to get the job done or are able to quickly learn.

Your Purdue University Global degree can be a valuable asset to show employers your knowledge of the industry. If you do not have work experience in the job you are pursuing, employers will want to see that you do have college-level knowledge of the industry. You should list this experience on your resume as “Relevant Coursework” under your Education section.

Prior experience is also becoming more and more of a necessity in today’s job market. There are a variety of ways to obtain experience in your field; for example you gain experience through externship/internship, volunteer experience, and part-time work. All are excellent ways to gain valuable experience and will enhance your resume; but more importantly, will allow you to make connections in your field by networking!

Certifications may be necessary, depending on your area of interest. Today, employers look at certifications as a way to assess a candidate’s skills and abilities related to the job in question. Start conducting your research now on costs associated with exams; be sure to plan ahead for fees and the timeframe for registration!

Professionalism is among one of the most important qualities you can possess as a candidate. Why is it important you may ask? Employers will have confidence in your abilities; shows you are reliable, can expand your network, and can improve your chances for training and promotions. Bottom line, if you have a poor outlook or attitude in the work place, chances for a long term career are slim.

Let’s not forget about transferable skills. Employers ideally want it all when it comes to candidates these days. Skills such as general business knowledge, technical skills, and/or prior management experience shows that you are a well-rounded candidate. This could help set you apart from another applicant applying for the same job who doesn’t possess these qualities. Remember, these are terrific attributes to add to your resume and interviewing!

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Thank you for joining us today! We hope you learned a lot about today’s job market and what employers want! Please contact the Career Services team, at [careerservices@purdueglobal.edu](mailto:careerservices@purdueglobal.edu) for more assistance on a tailored career plan to your individual needs!