



Whether you've recently graduated college or are about to graduate in the near future, the thought of entering the job market might leave you feeling overwhelmed. You're probably asking yourself questions like, "Where should I begin my job search?" Or, "How can I stand out from the competition?" And most importantly, "How can I land my dream job and start making money as soon as possible?"

If this sounds familiar, then you're not alone. A recent survey of college students shows that only 40 percent of graduating seniors feel ready for the workplace. Hiring managers also agree that grads are not well prepared. In fact, 60 percent say that new workers lack critical thinking skills, and 40 percent say communication skills were lacking.<sup>1</sup>

So it's not surprising that only 20 percent of graduates are able to find jobs immediately after graduation.<sup>2</sup>

When it's time to enter the professional job market, you could use some support and guidance to help you find the right opportunities—those that align with

your goals and allow you to develop the essential skills hiring managers are looking for.

In the following pages, we'll explain how a recruiter can help you achieve your career goals, and we'll share 12 reasons why you need a job placement agency in your life. Interested? Keep reading!

<sup>1</sup> <http://www.payscale.com/data-packages/job-skills>

<sup>2</sup> <https://qz.com/698761/just-40-of-college-graduates-think-college-got-them-ready-for-a-career/>

Did you know that when you enter the job market, there's an entire industry waiting to offer you the guidance and support necessary to jumpstart your career?



# Flexible work is gaining steam

This isn't your parents' job market. Nowadays, companies are focusing on innovation and speed to market.

Successful companies must be highly agile so they can respond to the ever-changing market at lightning speed. This carries over into their hiring practices. Part of this flexibility comes by rethinking traditional hiring practices to better attract cutting edge, specialized talent like yourself. To attract the next generation of innovative thinkers

needed to create new products and services, organizations are increasingly turning to flexible workforce models that include gig workers, free agent talent, independent contractors, and temporary employees.

Today's workers are laying the groundwork for more freedom and flexibility in the workforce as the

employment landscape shifts focus to an "on demand" approach to hiring workers.

So from the start, be open to temporary assignments and give every opportunity your best effort. Each opportunity may lead to your next gig.

The employment landscape is changing to one that's more fluid and agile, and companies are increasingly relying on flexible talent models. That's why new graduates entering the workforce need to be aware of this shift and ready to embrace the various opportunities it provides.



# A good recruiter will help you achieve your work and life goals

You wouldn't start a journey without a destination, and you shouldn't enter the job market without first mapping out your personal and professional goals.

Everyone has a unique objective, but as a whole, new graduates share many common goals for their life and career.<sup>3</sup>



On one side of the spectrum, there are people whose goals are primarily career- and finance-oriented. These individuals frequently plan to enroll in a post-graduate degree program or earn qualifications that are required for certain professional fields. Some even plan on using their skills and knowledge to start their own companies. And considering that the average undergraduate

student leaves college with \$30,100 in loans, it's not surprising that many graduates prioritize earning a good, stable income.<sup>4</sup>



On the other side of the spectrum, there are graduates who have a more holistic view of life. They want to pursue self-actualization, personal development, and happiness. Some want to take a gap year to travel, do humanitarian work, or explore non-traditional interests before committing to working full-time. Others want to support good causes, for example by volunteering for non-

governmental organizations (NGOs), mentoring students at their alma maters, or finding work that allows them to integrate their commitment to social responsibility with their career.

When you work with a job placement agency, it's important to communicate your objectives to your recruiter. He or she can help you achieve your individual career goals by suggesting positions where you can gain the professional experience you need while simultaneously pursuing your personal goals.

<sup>3</sup> <https://blog.cengage.com/students-goals-after-college-graduation/>

<sup>4</sup> [http://ticas.org/sites/default/files/pub\\_files/classof2015.pdf](http://ticas.org/sites/default/files/pub_files/classof2015.pdf)

A red pushpin is pinned to a whiteboard. A black arrow is attached to the pushpin, pointing towards the top right. The whiteboard is covered in various hand-drawn sketches, diagrams, and notes, including a rocket, a smiley face, a hot air balloon, a pie chart, and various arrows and boxes. The text is overlaid on the lower left portion of the whiteboard.

**Your recruiter can help you achieve your professional and personal goals by alerting you to opportunities that match your preferences. A recruiter can help you find a company culture that matches your values regarding work-life balance, diversity, and social responsibility.**

# 12 reasons to work with a job placement agency

## 1 Numbers don't lie.

Job placement agencies place nearly 16 million workers yearly.<sup>5</sup>

## 2 80 percent of jobs aren't posted online.<sup>6</sup>

A recruiter can help you find these hidden jobs and prevent you from wasting your time.

## 3 You can test-drive a career.

Partnering with a job placement agency gives you the freedom to try things out without a long-term commitment.

## 4 To grow your professional network.

Never underestimate the importance of networking to land new opportunities. Working with a job placement agency will expose you to a new network of company contacts and professionals in your industry.

## 5 To get a foot in the door.

Even if the company doesn't have any full-time positions open, you'll be on its radar when new opportunities are available.

## 6 To earn some cold, hard cash.

The hiring process through a job placement agency can be very quick and offers a fast way to start making money to pay off your student loan, save for a trip to Europe, or nail your next financial goal.

## 7 Flexibility if you're still in school.

A recruiter can help you find seasonal, holiday, or gap year work to gain experience, earn money, and make connections at a pace that works for your schedule.

## 8 Temporary work builds experience.

You can put classroom theory to use and gain exposure in your field. Listing experience with diverse companies and positions helps to build your resume.

## 9 Access to training.

Many job placement agencies offer complementary training courses to improve skills that will make you more marketable.

## 10 Make your parents proud.

If your parents are stressed out about your employment situation, show them that you're focused, hardworking, and eager to gain valuable work experience.

## 11 Build a bridge to a permanent position.

Approximately 1/3 of temporary workers are offered permanent jobs by employers.<sup>7</sup> Completing assignments with your first-choice employer or a competitor increases these odds.

## 12 Give yourself a boost.

The transition from college to professional life can be challenging. Having someone on your side to help you get out there and quickly land a job will build your professional confidence.

<sup>5</sup> <https://americanstaffing.net/staffing-research-data/fact-sheets-analysis-staffing-industry-trends/staffing-industry-statistics/>

<sup>6</sup> <http://www.npr.org/2011/02/08/133474431/a-successful-job-search-its-all-about-networking>

<sup>7</sup> <https://americanstaffing.net/job-seekers/why-work-for-a-staffing-company/>

# 7 tips for making the most out of working with a recruiter

## 1 Contact the job placement agency yourself.

Your parents shouldn't set up the interview for you. While it's wonderful if your parents are supportive of your job search, you need to be independent when it comes to making it in the professional world.

## 2 Treat a meeting with the recruiter like a job interview.

Remember: How you present yourself will provide the recruiter with the confidence he or she needs to market your skills to an employer.

## 3 Be prompt and polite.

Be on time for the interview, and conduct yourself politely in all communications with your recruiter and any agency staff.

## 4 Establish a rapport.

Study the agency's website, and follow them on social media so you have an impression of who they are. You should also review the recruiter's profile on LinkedIn for any common interests that you can use as an icebreaker.

## 5 Follow up, and stay connected.

After speaking with the recruiter, send a brief thank-you email. After that, make sure to stay connected by checking in regularly to keep your recruiter informed of any new developments to your preferences, skills, or availability to work.

## 6 Give any job your best shot.

You'll probably land one or more entry-level positions. Ask questions about your tasks or responsibilities, and be open to learning on the job.

## 7 Take every assignment seriously.

A good reputation will help you build your personal brand, advance your career, and possibly land the job of your dreams.



**Always treat an interview with your recruiter like an interview with a potential employer. Dress nicely, ask questions, and turn off your cell phone. Bring hard copies of your résumé, and don't forget to show a genuine appreciation for the opportunity.**

# Sources

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In today's global economy, the job market is more dynamic and fast-paced than ever before. That means that as a college student or recent grad, you have more competition than previous generations—but if you play your cards right, you'll also have more opportunities to quickly put your degree to excellent use.



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