

Kōrero with SEEK Career Professionals
9 June 2020

Answers to the Students' Questions

1. What is the best approach to get in the new industry or new roles completely different to what you have experiences in?

Research the industry or role you are interested in. Highlight your transferable skills from your current/previous roles including skills learnt during study, project work etc. Upskill to increase your opportunities and showcase your passion by meeting people and volunteering. Tailor your resume, cover letter and profile to you desired role or industry.

- a. <https://www.seek.co.nz/career-advice/making-a-career-change>

2. What does seek provide in terms of easier searches for paid internships jobs? Utilise how you search on the SEEK platform using terms such as 'Intern' and 'Internship.' Also remember to research what companies are offering internships for the industry/roles you are seeking the internship for and create 'Saved Search' on SEEK so you are made aware of when internship roles are posted on site.

3. While looking at any roles, Seek does suggest as "strong applicant" from time to time. I would like to know the insights of this, e.g what does seek base this badge on?

Using SEEKs deep match algorithm we have started to be able to predict the likelihood of a candidate to be shortlisted in real time. We use the Job Ad Text, your CV/Profile and hirer selection behaviours so the algorithm is trained on over 8.7 million applications including CV + Ads + human outcome. When you are shown the badge, SEEKs AI tech is predicting you are more likely to be shortlisted for that specific role.

4. I have worked as 3 different sectors in my career all in Sales . The Sectors are Banking (finance side) Retail & Automobile Sales. Do I have to have 3 different CV & Profile and 3 Cover Letters? Need your advice.

You need to be tailoring your CVs and cover letters for the positions you are applying for. However, in this instance your roles are all in Sales so you do not need to have more than one SEEK profile online. You do need to utilise all the industry sector terms across your CV and Profile and highlight the sector more relevant to the role you are applying for.

5. Under my profile, under next role section, how easily an employer can view my salary expectation?

There isn't a next role section on SEEK Profile but you have the minimum salary requirement section. Hirers can filter by salary so it is good to put an expectation here.

- 6. I've noticed there're matching skills, competencies, experiences, knowledge while looking in LinkedIn jobs. It would be great to have a similar functionality in the seek job search platform for all job seekers. You touched on AI, are you considering to build this in the near future?**

I'm not sure if the Q is referring to emails sent from LinkedIn or about filter options within Job search on their site. We are already utilising SEEK's smarter search technology to help us understand the intent behind jobseekers search behaviour using AI. With over 58 million impressions, job view and applies per day we are using this information to provide more relevant roles to jobseekers. New job search understands your intent by going beyond the keyword term and understanding your personal preferences plus the detailed requirements of the job, and relationships between roles to ensure you don't miss out on relevant opportunities that are called different things. We are testing more individual AI which will mean we will be looking at more of your data to create an even more individualised and tailored experience on SEEK in the future. This will all be within our smarter search technology. Additionally, 25% of all applications on SEEK are from our recommendation's products. We have 6 products across web and apps which use your SEEK profile and search behaviours on platform to source up recommended roles and weekly rounds up to jobseekers. So make sure you are logging in, created alerts and updating your SEEK profile and CV.