Skills vs. Title Job Search Strategy

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Source

- Labor Insight Jobs
  (Burning Glass Technologies)

What are Keywords | Skill Words

- Keywords | Skill Words are the words typed into the ATS by employers and recruiters to find appropriate resumes or used by screeners to determine your qualifications

- *Regardless of how well-qualified you are, if your resume doesn't contain the words used by the employer, you will not make the connection to the job via the ATS or human screener*

Big Data

- Employers are using more and more data analytics to source of potential hires

- ATS programs are getting more expensive and not delivering 100% of the results that employers are demanding

- Social Media sourcing (LinkedIn, Twitter, Facebook, etc.) is growing

Understanding Big Data

- ATS
  - Three parses of your application
    - Via the ATS (Yes/No)
    - Via a Recruiter if analytics aren't viable
    - Via HR if compliance is required

Understanding Big Data

- ## Social Media
  - ### Specifically LinkedIn
    - First parse is your Headline
    - Second parse are your Skills
    - Third parse is your Summary

What Words are Employers Using

- Data mined 100% of the jobs by industry from the St. Louis MSA
  - Specialist Skills
    - Those skills required for the industry
  - Baseline Skills
    - Soft Skills (type of)
  - Software Skills
    - Those IT skills required for the industry

#1 Skill Requested

- Communication skills – most requested skill by industry

- Excel – most requested software skill by industry

- Does your resume | LinkedIn profile contain these keywords?

Employer vs. Job Seeker Skills

SKILL	OVERALL	Clerical & Administrative	Customer & Client Support	Design, Media & Writing	Engineering	Finance	Healthcare	Hospitality, Food & Tourism	Human Resources	Information Technology	Management & Operations	Manufacturing & Production	Marketing & PR	Personal Care & Services	Research, Planning & Analysis	Sales
Communication Skills	#1	#1	2	2	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1	#1
Organizational Skills	2	3	3	4	3	3	2	2	2	3	2	2	2	2	2	3
Writing	3	6	5	#1	2	4	3	4	5	2	3	3	3	4	4	4
Customer Service	4	8	#1	15	12	7	9	3	11	9	11	14	12	5	11	2
Microsoft Excel	5	2	9	9	8	2	12	16	3	10	6	6	5	16	3	9
Word + Office	6	4	8	7	5	5	10	13	4	8	8	5	9	15	7	8
Problem Solving	7	12	6	10	6	8	7	12	7	4	7	4	11	10	5	7
Planning	8	14	18	13	7	12	5	10	10	5	4	8	4	7	8	11
Comp Skills + Typing	9	5	4	17	10	10	4	8	12	24	14	7	17	9	16	8
Research	10	10	12	5	9	9	6	21	8	7	12	13	6	12	6	18
Detailed-Oriented	11	7	7	6	11	6	14	9	6	11	13	9	10	19	10	12
Building Effective Relationship	12	15	11	19	17	11	11	6	9	15	9	18	13	3	13	5
Project Management	13	24	24	11	4	17	19	37	14	6	5	12	8	29	9	22
Supervisory Skills	14	18	20	25	14	14	8	5	18	26	10	11	23	8	26	14
Multi-Tasking	15	9	10	12	19	13	15	11	13	13	18	15	18	18	14	13
Time Management	16	16	13	14	26	15	16	19	15	21	19	20	20	14	19	10
Leadership	17	33	23	21	15	26	18	14	24	12	15	17	22	17	17	17
Mathematics	18	22	15	27	13	18	25	7	35	20	31	10	32	13	18	16
Creativity	19	30	26	3	22	27	22	20	18	14	17	26	7	21	22	20
Presentation Skills	20	35	21	16	23	22	23	32	17	18	16	27	14	31	15	15
Team Work	21	20	19	18	21	23	21	15	21	17	24	19	15	22	21	19

CAREER AREA

TOP BASELINE SKILLS

The table at left shows a ranked list of top baseline skills by career area, highlighting those skills which are more commonly requested, and thus more valued, for each particular group of jobs. For example, Relationship Building is the third-most-requested baseline skill in external-facing Sales and Marketing jobs, but falls to 19th overall in Design and Media roles, behind even more STEM-intensive fields.

Administrative Support - 16.8K

TOP SPECIALIZED SKILLS

1. Administrative Support (2,597)
2. Appointment Setting (952)
3. Scheduling (880)
4. Data Entry (821)
5. Administrative Functions (776)
6. Accounting (752)
7. Spreadsheets (704)
8. Travel Arrangements (668)
9. Record Keeping (578)
10. Office Equipment (558)

11. Sales (548)
12. Word Processing (534)
13. Office Management (513)
14. Expense Reports (503)
15. Accounts Payable and Receivable (434)
16. Personal Computers (391)
17. Business Development (365)
18. Copying (347)
19. Screening (269)
20. Mail Sorting (261)

21. Outside Sales (259)
22. Bookkeeping (247)
23. Office Supply Ordering (246)
24. Payment Processing (230)
25. Scanners (229)
26. Invoice Processing (226)
27. Mailing (215)
28. Event Planning (213)
29. Purchasing (211)
30. Repair (211)

Administrative Support

TOP BASELINE SKILLS

1. Microsoft Excel (2,213)
2. Communication Skills (2,204)
3. Organizational Skills (2,147)
4. Customer Service (1,804)
5. Writing (1,565)
6. Microsoft Office (1,432)
7. Detail-Oriented (1,224)
8. Microsoft Powerpoint (1,058)
9. File Management (901)
10. Multi-Tasking (879)
11. Computer Skills (847)
12. Microsoft Word (810)
13. Typing (763)
14. Research (733)
15. Problem Solving (731)
16. Telephone Skills (658)
17. Time Management (590)
18. General Office Duties (582)
19. Planning (520)
20. Building Effective Relationships (462)
21. Secretarial Skills (442)
22. Creativity (330)
23. English (328)
24. Meeting Deadlines (325)
25. Prioritizing Tasks (280)
26. Project Management (278)
27. Microsoft Outlook (276)
28. Editing (264)
29. Teaching (253)
30. Supervisory Skills (250)

Administrative Support

TOP SOFTWARE AND PROGRAMMING SKILLS

1. Microsoft Excel (2,196)
2. Microsoft Office (1,146)
3. Microsoft Word (1,092)
4. Microsoft Powerpoint (948)
5. Word Processing (472)
6. Microsoft Outlook (231)
7. Microsoft Windows (185)
8. Microsoft Sharepoint (120)
9. SAP (115)
10. Quickbooks (93)
11. Oracle (66)
12. Peoplesoft (54)
13. Microsoft Visio (48)
14. Microsoft Access (46)
15. Enterprise Resource Planning (ERP) (38)
16. Adobe Acrobat (37)
17. Lotus Notes (34)
18. Microsoft Publisher (34)
19. SQL (30)
20. Database Software (29)
21. Adobe Photoshop (20)
22. AS/400 (19)
23. C++ (19)
24. Macros (18)
25. FileMaker Pro (17)
26. HRMS (17)
27. Indesign (16)
28. Microsft Vista (16)
29. Electronic Data Interchange (15)
30. Microsoft Project (15)

IT General – 2.8K

TOP SPECIALIZED SKILLS

1. Scrum (969)
2. Agile Development (887)
3. JAVA (714)
4. SQL (631)
5. JavaScript (617)
6. Oracle (591)
7. Software Engineering (446)
8. Extensible Markup Language (XML) (414)
9. Microsoft C# (397)
10. IT Management (350)

11. Object-Oriented Analysis and Design (OOAD) (342)
12. LINUX (305)
13. .NET Programming (300)
14. Software Development (294)
15. Business Process (288)
16. Web Site Development (255)
17. C++ (245)
18. Systems Integration (230)
19. Technical Support (229)
20. jQuery (219)

21. UNIX (212)
22. Systems Development Life Cycle (SDLC) (210)
23. SOAP (209)
24. Geospatial Intelligence (208)
25. HTML5 (206)
26. SQL Server (201)
27. Web Application Development (199)
28. Relational Databases (193)
29. ITIL (185)
30. AJAX (182)

IT General

TOP BASELINE SKILLS

1. Communication Skills (1,070)
2. Writing (791)
3. Organizational Skills (696)
4. Problem Solving (642)
5. Project Management (628)
6. Planning (577)
7. Quality Assurance and Control (403)
8. Troubleshooting (400)
9. Research (288)
10. Microsoft Excel (273)
11. Microsoft Office (260)
12. Microsoft Windows (248)
13. Customer Service (221)
14. Microsoft Powerpoint (199)
15. Building Effective Relationships (188)
16. Detail-Oriented (178)
17. Change Management (175)
18. Project Planning and Development Skills (172)
19. Leadership (156)
20. Multi-Tasking (149)
21. Self-Starter (142)
22. Microsoft Visio (130)
23. Analytical Skills (129)
24. Presentation Skills (119)
25. Time Management (113)
26. Creativity (106)
27. Management (101)
28. Budgeting (95)
29. Microsoft Project (81)
30. Meeting Deadlines (74)

IT General

1. Scrum (969)
2. Agile Development (887)
3. JAVA (714)
4. SQL (631)
5. JavaScript (617)
6. Oracle (591)
7. Extensible Markup Language (XML) (414)
8. Microsoft C# (397)
9. Object-Oriented Analysis and Design (OOAD) (342)
10. LINUX (305)
11. .NET Programming (300)
12. Microsoft Excel (273)
13. Microsoft Office (260)
14. Microsoft Windows (248)
15. C++ (245)
16. jQuery (219)
17. UNIX (212)
18. HTML5 (206)
19. SQL Server (201)
20. Microsoft Powerpoint (199)
21. ITIL (185)
22. AJAX (182)
23. Oracle PL/SQL (159)
24. MySQL (141)
25. Python (141)
26. Microsoft Visio (130)
27. SAP (122)
28. Microsoft Sharepoint (121)
29. Hypertext Preprocessor (PHP) (118)
30. Visual Studio (115)

Supply Chain and Logistics 7.6K

TOP SPECIALIZED SKILLS

1. Procurement (654)
2. Purchasing (517)
3. Logistics (466)
4. Supply Chain Management (388)
5. SAP (316)
6. Scheduling (259)
7. Supply Chain Knowledge (252)
8. Contract Management (236)
9. Supply Chain (213)
10. Inventory Management (191)
11. Process Improvement (168)
12. Supply Management (166)
13. Enterprise Resource Planning (ERP) (153)
14. Accounting (146)
15. Packaging (143)
16. Manufacturing Resource Planning (MRP) (131)
17. Mathematics (127)
18. Repair (127)
19. Strategic Sourcing (126)
20. Operations Management (123)
21. Collaboration (116)
22. Business Process (115)
23. Key Performance Indictators (115)
24. Forecasting (114)
25. Forklift Operation (113)
26. Decision Making (111)
27. Optimization (108)
28. Administrative Support (105)
29. Data Entry (101)
30. Warehouse Management (100)

Supply Chain and Logistics

TOP BASELINE SKILLS

1. Organizational Skills (848)
2. Communication Skills (803)
3. Microsoft Excel (696)
4. Planning (585)
5. Problem Solving (539)
6. Writing (494)
7. Microsoft Office (475)
8. Microsoft Powerpoint (355)
9. Project Management (329)
10. Detail-Oriented (291)

11. Customer Service (285)
12. Computer Skills (263)
13. Research (244)
14. Building Effective Relationships (238)
15. Supervisory Skills (200)
16. Multi-Tasking (196)
17. Analytical Skills (176)
18. Quality Assurance and Control (164)
19. Budgeting (161)
20. Leadership (160)

21. Microsoft Word (131)
22. Time Management (131)
23. Team Work (125)
24. Cost Control (119)
25. Negotiation Skills (111)
26. English (95)
27. Troubleshooting (93)
28. Creativity (91)
29. Meeting Deadlines (90)
30. Self-Starter (90)

Supply Chain and Logistics

TOP SOFTWARE AND PROGRAMMING SKILLS

1. Microsoft Excel (696)
2. Microsoft Office (475)
3. Microsoft Powerpoint (355)
4. SAP (316)
5. Enterprise Resource Planning (ERP) (153)
6. Microsoft Word (131)
7. Oracle (89)
8. SQL (42)
9. Computer Aided Drafting/Design (CAD) (40)
10. Microsoft Access (40)
11. Microsoft Sharepoint (32)
12. Word Processing (31)
13. Microsoft Project (29)
14. Visual Basic (24)
15. JD Edwards (21)
16. Microsoft Outlook (21)
17. ITIL (20)
18. Microsoft Visio (20)
19. Microsoft Windows (20)
20. Business Objects (19)
21. Peoplesoft (19)
22. Supply Chain Software (18)
23. Macros (17)
24. AutoCAD (16)
25. Lotus Notes (16)
26. Crystal Reports (15)
27. Electronic Data Interchange (15)
28. Symphony CMS (11)
29. Extensible Markup Language (XML) (10)
30. Primavera (9)

Traditional Job Search

- Go to your favorite job portal
- Conduct a search based on your previous(s) job titles
- You find the same results or worse no results
- Come to my workshop and tell me there are no jobs in St. Louis
- I laugh (secretly to myself) and say ok….

jobs.mo.gov

WREAP

ST. LOUIS AGENCY ON TRAINING AND EMPLOYMENT
SLATE
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Skills Base Search

- Understanding what employers are sourcing for by:
  - Job Title
  - Skill Words | Keywords
  - Social Media Profile
  - ATS Profile
  - Resume (Presentation | Interview | ATS)

Search Terms

- Big Data – Burning Glass
- Logic Strings
  - LinkedIn
  - Indeed
  - Google

Building Logic Strings

- All search portals talk the same Logic but the formatting is specific to the portal
  - Google requires | vs. "AND/OR"
  - Indeed will accept only "OR" but limited on number of characters
  - LinkedIn will accept both "AND/OR" but no | and has a 5000 character limit and results people first

Pick – 4

Go Live

Questions

Program Developed by:

Work-Ready Employment Assistance Program

EO and Federal Funds Taglines

Additional Information

For additional information about Missouri Division of Workforce Development services, contact a Missouri Job Center near you. Locations and additional information are available at jobs.mo.gov or 1-888-728-JOBS (5627).

Equal Opportunity

Missouri Division of Workforce Development is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Missouri TTY users can call (800) 735-2966 or dial 7-1-1.

Federal Funding

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the contracting agency and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.