More Than One Career Goal

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Are you torn between two or more career directions? Thinking about returning to a former career? Are you multitalented with the potential to perform more than one role?

If you answered “yes” to any of these questions, you need to examine your résumé strategy.

Many job seekers who are pursuing more than one objective make the mistake of preparing a one-size-fits-all résumé. These résumés often include vague, objective statements: “Seeking a challenging position with potential for growth and advancement in a team-friendly environment.” The problem with this approach is that the hiring manager may get confused about your objective, or frustrated that the key information needed to make a decision is buried within the résumé.

The Solution

If you have more than one career goal, the best strategy is to develop multiple résumés that target your different objectives.

Why Should I?

The most effective résumés focus on specific career goals. Hiring managers are busy and often process hundreds of résumés. They have a job opening and are looking for a candidate who meets their criteria. Résumés that appear to solve their problems will get a closer look, and the ones that are unfocused are often discarded.

Did you ever receive a promotional sales letter but were unsure about what the company was actually selling? If the marketer’s message is unclear, the campaign is likely to be unsuccessful. The same goes for your résumé, which is really just a sales piece designed to market your credentials. To maximize the success of your résumé campaign, your résumé needs to address the needs of your potential employer.

How Do I Determine If I Need More than One Résumé?

- If your job targets are similar, you might do very well with only one résumé. Think about whether or not the positions are intricately linked, requiring the same or similar skills, experience, training or personal attributes. If you decide the objectives are similar, use a tagline at the top of the résumé that includes each job title. On your Military.com résumé, the Title section is a good place to include your goals. For example: “Director of Procurement/Commodity Manager.”

- If your job targets are unrelated and would be considered distinct positions, you would probably be more successful with a different résumé for each goal. A great way to decide how many résumés you need is to do a job search on Military.com/Careers. Enter the keywords for your job titles and see how employers list the positions. If they always come up under separate listings, then you need separate résumé versions.

How Do I Create Different Résumés?

Start with your objective or tagline, because these will differ depending on the job you target. Your résumé challenge will be to highlight only the experience and training related to the particular goal. Follow your objective with a Highlights of Qualifications section, which provides the résumé reviewer with the top reasons why you should be called for an interview (your highlights can be incorporated into the Objective section on your Military.com résumé). Even though your experience might be diverse, concentrate on including the main reasons why you’re qualified for the goal listed on each résumé.

When you describe your work history, emphasize your relevant experiences and achievements. Tone down any emphasis on jobs, skills, training and characteristics that are unrelated to your résumé’s goal. Also, keep in mind that Military.com allows users to store up to five résumés in the system.

The Importance of Tracking

The downside to using multiple résumés is that you need to track where you distribute each version. Keep a log that includes company contact information, dates, résumé version sent, your actions, company actions and follow-up needed. This will not only help you remember where you sent each résumé but will keep your job search organized and on track.

If your career goals warrant it, writing a résumé tailored for each objective allows you to directly appeal to the employer's needs. By distributing targeted résumés, you will grab the attention of hiring managers and increase your chances of getting that all-important job interview.

http://www.military.com/veteran-jobs/career-advice/résumé-writing/setting-career-goals-and-multiple-résumés.html