



Profiling the Perfect Position

Want to find the perfect position for your unique skills? Are you frustrated because you have become “typecast” in a limiting job that does not use all of your skills? If you want to be paid for what you can do, yet are frustrated because it is difficult to break out of that limiting job, then read on.

There are five critical steps you must take in order to break into new opportunities. I call this process “**Position Profiling.**” Follow these steps carefully and you will dramatically improve your marketability and job satisfaction.

1. Identify Your Core Competencies

Notice the themes and patterns of your work successes to date. This includes the roles you seem to always take on, whether or not it’s in your job description. For example, are you the one everyone goes to for creating documents, mailers and ads that look beautiful?

Distilling your core competencies from the above example might look like this:

- Graphic Design
- Direct Mail
- Copy Writing & Editing
- Page Layout
- Desktop Design Software
- Project Coordination

The idea is to identify 4-6 core competencies which you possess. This applies no matter what field you are in. You are looking for skills that pair up nicely, especially those you have used and perhaps have not been paid for — yet! Once you have identified these core competencies and can state them in 1-3 word bullet points you are ready for step two.

2. Identify the 4-6 job titles for which you are suited:

Scan the newspapers and online job boards for the all the titles that you can potentially perform today. Conduct your search based on the key words used in the core competencies section. Make sure your skills are well aligned with the order and level of skills in the ads.

Based on your research, you should be able to identify at least 4-6 job titles that are closely related and that match your skills. In this example, the job titles might include:

- Graphic Designer
- Marketing Coordinator
- Editorial Assistant
- Sales Support Specialist
- Communications Specialist
- Direct Marketing Copywriter

3. Decide on a direction to explore:

As you can see, these job titles could take you in several distinct career directions. Decide on a direction that best fits your interests and talents. For instance, with this skill set you could focus on: e-marketing, editorial director, marketing manager, communications, direct marketing, or inside sales, to name a few.

4. Align Your Resume to Fit

Instead of using a wordy, vague objective, use what I call a “Targeted Objective.” This goes under your name in type nearly as large as your name. Insert one of your ideal job titles as your targeted objective, such as “Marketing Coordinator” or “Graphic Designer.” Directly underneath this insert the two columns of core competencies and call that section “Related Skills.” Be sure that you are precise about your skill level: “Marketing Coordinator” versus “Marketing Manager” or “Editorial Associate” versus “Editorial Director.”

5. Prepare Your Presentation

Finally, make sure you have specific examples of your accomplishments-not responsibilities-in your resume. Be prepared to discuss these accomplishments in a way that convinces hiring managers of your ability to solve problems in the specific position they are filling.

It pays huge dividends to assess and articulate your unique core competencies. You will experience increased confidence, get more interviews, and move closer to the job of your dreams. Happy hunting!

Kathleen Winsor-Games is a principal of The Winsor Group, a boutique firm offering executive search and executive coaching services. She is also a Member of the Board of Directors for the Colorado Human Resources Association (CHRA). Ms. Winsor-Games may be contacted at 303-331-3401.