



THE NAVIGATOR

Photo taken in Rockport, MA by TCM employee and Navigator editor, Carol Corsaro

Today's Job Search

What Do Recruiters Look For On LinkedIn? - *Lifhack*

If you aren't using LinkedIn as part of your job search, you may want to start cracking! According to a recent infographic, 89 percent of recruiters have used LinkedIn to fill a position at some point, and 97 percent of all HR and staffing professionals use LinkedIn for their recruiting efforts. In addition, the use of the site in recruiting is expected to rise this year.

Once you've hopped on the LinkedIn job searching bandwagon, you want to stand out to these recruiters. To do so, it's important to understand what they are actually looking for. Let's explore some things to keep in mind:

Complete profile

A complete profile is such an important factor—it's how you can show recruiters who you really are to the full extent. Apart from the obvious profile additions such as job history, consider creating a biography that tells the story of you as a professional, and lists some goals you'd like to achieve. This can be a great first impression for a recruiter, especially if you don't have a relationship with them.

Quick tip: A profile with a targeted headline not only shows that you're job searching, it helps you to stand out in a keyword search. For instance, a headline that reads something like, "Experienced Advertising Account Executive Seeking Employment in NYC" contains the valuable keywords recruiters are looking for.

Recommendations

A thumbs-up from a member of your network does more than boost your profile; it lets a recruiter know that others can vouch for you. After all, referrals are one of the number one sources of hire.

(continued inside)

What Do Recruiters Look For On LinkedIn? - Lifehack

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When you have enough recommendations in your LinkedIn profile, a recruiter may be curious enough to consider you as a candidate.

Quick tip: When asking for a recommendation, try to suggest specific events or instances that show why you're a candidate of value. For example: if you helped your team to acquire 10 new clients over the course of the year, ask a member of your network to note this.

Results

When it comes right down to it, recruiters and employers want to know what you can do for them, so, the outcomes of your efforts become a very important addition to your LinkedIn profile. When you note your work experience, don't just list your job duties; list what those job duties resulted in. A recruiter can then see where your strengths lie, and what those strengths can do for an organization.

Quick tip: Numbers are an excellent way to denote duties and results. Not only are they measurable, they provide a recruiter with real evidence in regards to your skills. So, a result along the lines of: "Created a new company website, which led to a 15 percent increase in Web traffic," clearly indicates the duty, but also the result.

Activity

LinkedIn isn't just about you—it's about participating in external activities beyond your profile, which helps to build your brand. Taking part in industry groups, answering questions, connecting with others, posting articles, and endorsing members of your network, as well as updating your profile often, are all ways to show your activity. This helps the recruiter to see that you're not only active, but that you have real interest in your space.

Quick tip: Participating in industry discussions or groups is a great way for recruiters to see you. More often than not, they are checking out these discussions or groups as a way to find candidates. With that in mind, showing off your knowledge and being memorable is yet another way to illustrate why you're a great candidate.

So, get your job search using LinkedIn! When you do so, recruiters will be able to see why you're the best candidate for the job!



TCM was the recipient of the **Operational Excellence Award** in late July from one of our largest clients and a leader in the hospitality Industry. Winning over a client is one thing, but it's another to maintain a long, successful and mutually beneficial relationship. Every department within TCM touches on this account and plays a vital role in its success. With dozens of vendors on the job, TCM has to consistently outperform the competition and continues to do so every day. Nice job to all!

Contractor Spotlight: In appreciation of your efforts and "Going Above and Beyond". Congratulations to **JEREMY ELIASON** who was recently recognized by one of TCM's MN based clients. Jeremy is part of a Technical Support team supporting our client's major medical device applications. His peers and the executive team thought so highly of Jeremy's contribution, he was honored during an internal gathering and given a certificate recognizing his contribution and showing their appreciation. Great work, Jeremy!

Did you know? TCM offers a special referral bonus program for the referral of **NEW Client Hiring Managers!** If you provide the name and contact information of a hiring manager that TCM hasn't worked with and TCM places a consultant under that manager, you may be eligible for the Referral Bonus! Bonus prizes range from an iPad Mini, iPad, iPhone 6 or iPhone 6+! Referral Bonus details can be found on our website at: <http://jobs.itstaffing.com/st/Referrals/THECA002K/560>

TCM RPO Market Success in the U.S. Government Sector

TCM has been awarded a second contract term to provide Recruitment Process Outsourcing (RPO) services by a leading IT Business Services provider serving the U.S. government sector. During the last 18 months, TCM has deployed over 25 high level IT professionals in crucial full-time positions across the cyber security, cloud computing, IT infrastructure, mobility, data analytics and software and systems engineering spectrum. These resources carry a range of clearances from Secret, TS/SCI-cleared (Top Secret/Sensitive Compartmented Information) and full-scope polygraph (FSP).

Our recruiting and account delivery team has been the catalyst for our strong performance and has enabled us to cement a strategic position as our client's go-to delivery partner. We are excited to leverage this track record of success in the next phase of our relationship to help our client meet growing demand for services across the Department of Defense (DoD), Homeland Security, Intelligence, Civilian and Health IT market segments.

TCM Top Ranked Delivery Partner to Large National Integrator in U.S. Commercial Market

TCM continues to outperform our competition as the #1 rated supplier partner for a Fortune 250-sized national integrator as they deliver services to over 60 of their U.S. end-clients.

We've leveraged our in depth understanding of our client's business goals and service delivery challenges as well as the power and scalability of TCM's centralized recruiting and national delivery engine to deliver an exceptional level of quality, speed and price-performance. As our integrator partner works to fine tune and rationalize their supplier base, while also ensuring the future success of this critical program, we are poised to continue to deliver the top talent they demand in a fully compliant and cost-effective manner.

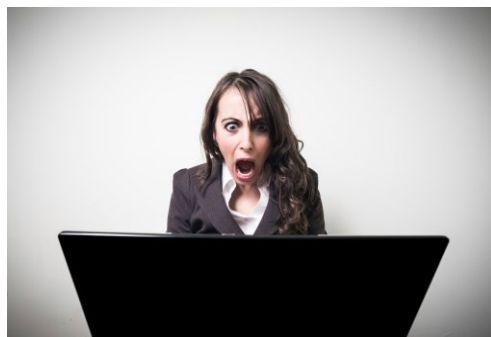
Exploring new opportunities and new industries...it's always a gamble.

In a recent article in the Boston Business Journal about the **fastest growing occupations**, this job struck us as pretty interesting and different. However, it really didn't surprise us why this profession will grow so much through 2016 (almost 40% growth) . Look no further than Massachusetts alone, which is considering building three new casinos this year.



- **Occupation:** Gaming Surveillance Officers and Gaming Investigators
- **Projected increase in 2016: 33.6 percent**
- **Number employed in 2006:** 9,000 **Median pay in 2006:** \$30,470
- **Education/training:** A certificate program is likely the highest level of education needed for this position. Training is often conducted in a casino-like atmosphere using surveillance equipment. Prior casino or security experience is preferred.

How is TCM getting in on the game? TCM recently began the process of applying for a non-gaming vendor license and registering with the Massachusetts Gaming Commission. If approved, this license will allow TCM to try their hand at winning some of the IT business coming to town with the development of high end hotels and casinos. This project is expected to create close to 8,000 high-paying jobs (all levels/categories).



What hiring managers and recruiters are looking for when they check your social network accounts - Jobvite

Your Facebook postings might win over your friends—but they could also cost you a job, a new study finds.

Recruiting platform Jobvite has released the 2014 edition of its annual Social Recruiting Survey, and the results might be disconcerting to those who tweet first and ask questions later.

The data shows 93% of hiring managers will review a candidate's social profile before making a hiring decision. And that review matters: 55% have reconsidered a candidate based on what they find, with most (61%) of those double-takes being negative.

According to respondents, the worst thing you can do is make any kind of references to illegal drugs. That should probably be common sense—but in case it's not, know that 83% of recruiters say doing so is a strong turn off. (Perhaps more interesting: 2% of hiring managers think it's a positive.) Also on the "obviously don't do this" list are "sexual posts," which 70% of recruiters say will count against you (only 1% are fans). Two thirds told Jobvite that posts including profanity reflected poorly; over half didn't like posts on guns, and 44% saw posts about alcohol as concerning.

Also 66% of hiring managers said they would hold poor spelling and grammar against candidates and 1 in 6 recruiters said that it was a potential negative to express a political affiliation.

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Creepy Halloween Folklore:

The owl is a popular Halloween image. In Medieval Europe, owls were thought to be witches, and to hear an owl's call meant someone was about to die.

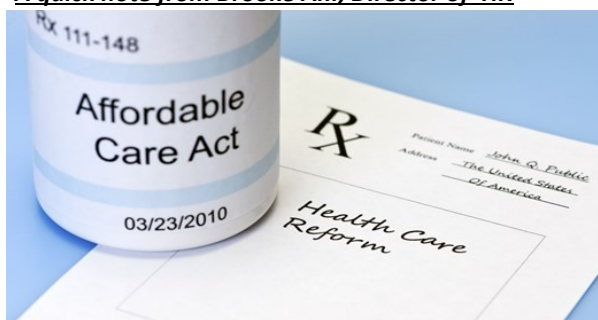


TCM's Precision-Based Delivery Results Drives Leading Insurance Client's IT Success

TCM is proud to have been recognized by one of the largest insurance companies in the U.S. as a top performing strategic delivery partner in 2015. Due to a combination of large corporate acquisitions and business unit reorganizations, our client needed a trusted supplier who could flourish in its complex and rapidly changing business and IT environment. These factors created significant delivery challenges that we successfully overcame including a surge in the volume of high-end resource demand and a very compressed hiring and onboarding schedule. Working closely with the client and program team, we scaled our recruiting and account delivery teams and customized our candidate submittal and interview processes to deploy over a dozen Project Managers, Business Analysts and Functional - Technical Team Leads on long-term contract and contract-to-hire based assignments. Our top supplier performance has earned TCM the opportunity to expand our business relationship with this insurance client and deliver future value to them throughout the balance of 2015 and 2016.

TCM and the Affordable Care Act

A quick note from Brooke Ahl, Director of HR



TCM just finished its annual open enrollment period and like most large employers, we are required to be in compliance with the Affordable Care Act (ACA) and the Employer Shared Responsibility provisions under the act. We have always offered comprehensive health insurance to our full-time employees and we are proud to communicate our compliance with these provisions, including offering affordable coverage to our full-time employees and their dependents. With the complexities of the regulation and compliance being a top priority, TCM has also made an important investment in an ACA Compliance Management Platform that is rated best in class, to assist in managing, tracking, reporting and communicating ACA regulations in and outside of our organization. Clients and consultants alike can rest assured that they are working with a partner that values our employee's health and well-being as well as staying abreast of regulations that impact our clients and customers.

And hey, while you're revising your LinkedIn profile, polish your halo a little: Jobvite's survey said that information about volunteering or donations to charity left 65% of recruiters walking away with a positive impression. The survey also showed what other positive qualities recruiters are seeking on social—although the results aren't that surprising. Respondents said they try to determine things like professional experience, mutual connections, examples of previous work, and cultural fit.

The study also lends some insight into how recruiters use different social networks. LinkedIn is clearly the king of the hill—79% of respondents say they have hired through the network, vs. 26% through Facebook and 14% through Twitter. Nearly all hiring managers will use LinkedIn for every step of the recruitment process, including searching for candidates, getting in contact, and vetting them pre-interview.

Best be vigilant not to post anything you wouldn't mind an employer or potential employer seeing. Make sure to check your Facebook privacy settings, but don't depend on them because they're known to change frequently.

And remember, just because your social media postings haven't hurt you yet, doesn't mean they won't. "To people who don't lock down their accounts because 'it's never been a problem,' I say, you don't know whether that's true."

DON'T FORGET!! TCM CONSULTANT REFERRAL BONUS!



\$1000 Direct Hire/Permanent Bonus - You are eligible for our \$1000 Referral Bonus if you are the sponsor of a full-time placement candidate (payment will be issued when the placement has successfully completed the guarantee period and payment of the full net fee has been received).

\$250-\$500 Temporary Bonus - You are eligible for our \$250-\$500 Referral Bonus if you are the sponsor of a new TCM consultant (W2 or corp-to-corp). A referral bonus of \$250 will be paid upon completion of the first 320 hours of work by the new consultant, and a second referral bonus of \$250 will be paid upon completion of 640 hours of work.

Our experience has taught us that great candidates often know other great candidates, so be sure to take advantage of our referral bonus program. There is no limit to the number of employees you may refer!

[Please contact your Recruiter or Account Executive for further details!](#)

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