

How to get headhunted on SEEK

It's a great ego boost to be headhunted. And it could be you next if you learn how to master your online presence.

Tools such as the [SEEK Profile](#) and [Applicant Tracking Systems \(ATS\)](#) are powering the growth of headhunting and recruiters and employers are using them increasingly to zero in on talent

SEEK Profile is invaluable for recruiters who can now locate the right candidates with just a few keystrokes. Conversely, being headhunted or found through a talent search can be the mythical Holy Grail for a candidate who isn't expecting it.

Keeping your SEEK Profile fresh makes sense even if you're not in the market for a job. You never know what types of opportunities might come knocking.

Jeff Knowles General Manager at ecareer and Illuminate Search & Consulting says about 20-25% of all roles his companies fill are as a result of a search.

This is a growing area and increasingly recruiters are searching for middle management and entry-level roles to find the perfect candidate for the job.

People contacted through SEEK Profile and other tools often have hard-to-find skills or may not even be actively looking for work, says Knowles. Sometimes even first-time job seekers with rare skillsets such as SAP and Salesforce or cyber security experience may be contacted.

- **How to be headhunted**

Is your SEEK Profile up-to-date? Does it tell a powerful story? Could you improve it?

As the digital world continues to advance and integrate into our daily lives your visibility becomes all the more important. To have a chance at being found, you need to polish your profile and keep it up to date so it works for you 24/7.

The more information you provide, the more tailored your experience will be, especially when it comes to the matching you to the perfect job for your skill-set.

When Knowles does a SEEK Profile search he uses a range of key words. Candidates should ask themselves what a recruiter might search for in their industry? “We are also looking for your strengths and interested in hearing about your recent key achievements and the projects you are working on. Make sure that your summary clearly articulates that.”

- **An eye-catching profile**

So what makes a good profile? The answer is it's punchy, is full of KPIs (key performance indicators), lists real life projects and your exact role in them and shows someone who is a well-rounded professional who is constantly upskilling.

Being specific and being direct is important. Replace the “we” did this with “I” and use direct language. You weren't “involved in a project”. Instead, you did “X for the project and the measurable outcome was Y”.

Your profile needs to be word perfect. Ask a friend, colleague or professional to check that the language is to the point and powerful.

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- **But I'm not looking for a job**

Keeping your SEEK Profile fresh makes sense even if you're not in the market for a job. You never know what types of opportunities might come knocking.

What's more, it may be your superiors at work looking to fill a position or your clients who look up your profile. You want to put your best foot forward in that situation.

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- **Do it now**

Whatever your situation, take the time to publish or update your SEEK Profile.

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