Choosing the Right Keywords

22 JANUARY 2016
Keywords matter when searching

Need to be selective when looking for jobs
  ◦ e.g. search of “Indeed” for any job in 25 miles of Cambridge found 15,036
  ◦ Have to refine the list

But want to avoid limiting the scope of what you look for
  ◦ Could miss out on possibilities

Remember the words you use may not be the same as the people advertising the job
Example Admin

Indeed search for jobs within 25 miles of Cambridge

- Admin: 703 jobs
- Administrative: 1318 jobs
- Administrator: 1199 jobs
- Administration: 2582 jobs
Example Engineer

Indeed search for jobs within 25 miles of Cambridge

- Electronics design engineer: 868 jobs
- Electronics engineer: 1155 jobs
- Hardware design engineer: 505 jobs
- Hardware engineer: 690 jobs
Expanding your vocabulary

Experiment with different terms
◦ Try something new

Explore links
◦ Follow the site’s suggestions

Start with an interesting job title
◦ See what else comes up and try that
Refining the search
Try advanced searches
See what works best for you
Skills

Keywords are also important for skills
- Some are obvious and consistent eg. C++, Microsoft Office, ....
- Others may be subtly different

Need to match the language of recruiters
- e.g. is it schedule meetings, plan meetings or book meetings, diary booking, diary management

Look at the skill required in job descriptions
- Does the language match your CV?
- Could you search for this?
**Receptionist**
RAND Europe - Cambridge CB4
£17,500 - £19,500 a year
Key responsibilities: To maintain the reception area, manage the switchboard, deal with and screen calls as appropriate, deal with queries from the public and...
12 days ago - email
Sponsored by Monster UK

**Bilingual Inside Sales Representative**
Talentdesk - Cambridge
£24,000 a year
From this you will then book meetings for the Business Development Manager to meet with potential customers and demonstrate their product offering...
reed.co.uk - 16 days ago - save job - email - more...

**Inside Sales - Spanish Speaking**
Talent Desk - Cambridgeshire
£24,000 a year
From this you will then book meetings for the Business Development Manager to meet with potential customers and demonstrate their product offering...
30+ days ago - save job - email - more...

**Inside Sales - French Speaking**
Talent Desk - Cambridgeshire
£24,000 a year
From this you will then book meetings for the Business Development Manager to meet with potential customers and demonstrate their product offering...
30+ days ago - save job - email - more...
Part Time Cambridge - Gumtree.com

Office Administrator
Corazon Health Ltd - Cambridge CB22
£15,000 a year
Ensure effective diary booking system for Practitioners to maintain maximum productivity. Ensure effective recall booking system for clients...
7 hours ago - save job - email - more...

Recommended jobs for you

Amazing opportunity for a PA to join a renowned school in Su...
Knightsbridge Recruitment - Bury St. Edmunds
£30,000 - £40,000 a year
An all encompassing role, you will become a part of the community, greeting visitors, complex diary management, overseeing junior support roles, coordinating...
5 days ago - email
Sponsored by SECSintheCity.co.uk

Group Property Administrator
The Jockey Club ****** 2 reviews - Bury St. Edmunds
(but not limited to) maintaining the property database system, obtaining quotes from suppliers, liaising with tenants, preparing reports, diary management and...
7 days ago - email
Sponsored by Jobstoday.co.uk

Project Assistant
Interaction Recruitment ****** 60 reviews - Cambridge
£14 an hour
Provide diary management for the project management team. Construction Management Team. Clients Projects Information Management....
8 days ago - email
Sponsored by CV.Library

Head of Department’s PA and Administration Co-ordinator
University of Cambridge ****** 21 reviews - Cambridge
£27,328 - £32,500 a year
This is a demanding position working in a fast-paced environment requiring a pro-active approach to diary management and operations as well as to the...
13 days ago - save job - email - more...

Project Assistant
Novo UK - Cambridgeshire
£13 - £16 an hour