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# Chautauqua Works

americanjobcenter®

Vol. 4, Issue 1

Winter 2022

## Executive Director's Message



Are you ready to go back to work or find a job for the first time but you are nervous because of the COVID-19 pandemic? Here at Chautauqua Works, we work with customers every day who feel the same way! There are many reasons why NOW is exactly the time to find your new job. There are a number of things you can do to help you feel as confident and safe as possible as you begin employment! There are an unprecedented number of open jobs national-

ly as well as here in Chautauqua County. As a job seeker, you can have your pick of jobs. This is your opportunity to truly find the job you want most. Starting a new job is always stressful and difficult. Now you have to add all of the concerns regarding COVID-19 making a new job even more overwhelming. There are many things you can do to ensure that you have the information you need to determine the safety level of a potential workplace. You will need to do some homework and prepare some questions to ask. Some questions you may ask your prospective new employer during your interview are: May I see your COVID-19 safety plan? Have you adjusted your safety plan since implementation? If you have, please describe the changes and why. Please describe the

work environment where I will be conducting most of my work duties. May I see my work area? How do you handle a positive COVID-19 test of one of your employees? Educating yourself on what makes a work environment as safe as possible will not only help you feel confident in maintaining your health but also in the business itself and the care that has been taken to ensure the safety and well-being of their workforce. Contact Chautauqua Works today at 716-661-9553 to schedule an appointment to begin your job search and find the best job for you!

Like us on Facebook at <https://www.facebook.com/Chautauqua-Works-280188958769133/>

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## New Year, New Outlook on the Job Front!

Has it been a while since you stopped at Chautauqua Works in Jamestown? We have a few new faces working at the center ready to help you. You will get the great services that you have come to know, such as; job search assistance, training opportunities, and resume development.

Start the new year off positive

and hopeful that better days are coming soon new year, new outlook! Chautauqua Works, your American Job Center welcomes aboard employees: Mark Baglia, Career Specialist, Leann Austin, Youth Navigator, Tyler Volk, Youth Employment Coach, Nathan Gross, Disabilities Coordinator, and Rachel Barto, Specialized Employment

Coach are all eager to help you in your visit at the center.

To schedule an appointment call **716.661.9553** for assistance in your job search.

Stay informed. Like us on Facebook at: <https://www.facebook.com/Chautauqua-Works-280188958769133/>

## The rules of job-hunting have changed during the pandemic—here are 3 ways to shift your approach

**“Professional in approach to help you find a job, friendly, courteous people who want you to succeed!”**

Jobseeker Quote on Facebook

The rules for finding a new job during the coronavirus pandemic are completely different from what they were a year ago, when the share of opportunities outnumbered the share of people looking for work and going through a completely virtual hiring process was far from the norm. But if landing a new gig in 2022 is on your priority list, career coaches offer their best tips to narrow your focus, make the right connections and ace your interview. Here’s how to read-just your plan to find work in the recovering job market.

Be more creative and proactive with your job search and your contact with prospective employers in the new year. For example, with more companies supporting remote work and finding talent with non traditional backgrounds, you may be able to apply for positions you previously weren’t able to due to location or education.

Sarah Sheehan, co-founder of the career coaching app *Bravely*, recommends women and people from marginalized groups not underestimate their qualifications or work history.

Research has shown women are less likely to apply to jobs unless they feel 100% qualified for the role, whereas men are more likely to go for the role even if they feel they’re not entirely qualified. As a former recruiter, Sheehan recalls, “A lot of times, the most successful people you hire are ones who haven’t done exactly what you’ve hired them to do.

“So often, skills are transferrable and may be a stronger match for the job than someone who’s done the job directly,” Sheehan adds.

Form a narrative around your accomplishments that relate to whatever job you’re seeking, Sh Create a few different versions of a resume for different industries or types of roles you’re

applying to, with each one highlighting the skills you’ve practiced in your past work and how they align with what you’ll bring to a new job.

### Reverse-engineer your job search

If you have some time to think about where you want to take your career next, start by coming up with a list of companies you’d like to work for, rather than searching for new opportunities by job title. Think: Whose work in your field do you admire? What employers are known for being a good place to grow in your career? Then, says [Randstad RiseSmart](#) career coach Wendy Braitman, connect with people in the organization. Your goal should be to build relationships within the company and understand why people enjoy working there. By building this relationship, you may be able to get on the radar of a hiring manager or recruiter when an opportunity does arise. In any case, Braitman says, new jobs are often circulated internally for referrals before they’re posted publicly, so having an inside connection could get you in the running that much faster. Another tip, she adds, is to set weekly networking goals that are firmly within your control, like reaching out to two new people every week. As someone who used to work in the entertainment business, Braitman says, “I’m a huge believer that it’s not just who you know, but also who you can know. Then build that network one person at a time.”

### Don’t be desperate — and harness this instead

Jackie Mitchell, founder of *Jackie Mitchell Career Consulting*, is more blunt in her job-search advice: “You cannot be desperate in going after what you want,” she advises job seekers. “Hiring managers can smell that a mile away, and that

puts you at a disadvantage,” such as a low-ball offer.

Instead, Mitchell says to turn the process on its head and empower yourself as a candidate: “Position yourself to be a problem-solver and solutions-provider as opposed to a job seeker.”

The distinction is subtle but powerful, Mitchell says. A job seeker goes into an interview simply looking to fill an open role, she explains, whereas a solutions-provider goes in on a fact-finding mission to determine how their skills align with the problem the employer is trying to solve.

What is the main objective of the job? What new ideas can you bring to the table that will improve the role itself? And most importantly, how can you solve the employer’s biggest challenge at hand: Hiring the right person in a timely and cost-effective manner? “It’s a different dynamic. That interview, when you’re coming from a problem-solving point of view, that’s more of a conversation,” Mitchell says.

Even if the role is outside your usual wheelhouse, focus on the tasks of the job that you find most purposeful, says Alexi Robichaux, CEO and co-founder of the professional coaching platform [BetterUp](#).

“Managers are looking for people whose personal mission aligns with the company mission,” he says.

Good luck with your job search in 2022!

Adapted from Jennifer Liu article <https://www.cnbc.com/2021/02/04/career-coaches-best-advice-to-job-seekers-in-2021.html>

## Top Jobs In Social Media—5 jobs to consider

Social media has opened up a new field of human endeavor, creating new marketing and media jobs and providing new avenues for professional development.

If you go to work in this emerging field, you will likely find yourself managing social media accounts across multiple platforms, planning publicity campaigns that will be marketed through social media platforms, or producing online content that has an interactive component.

Social Media Career Options As [social media](#) evolves, so do professional standards, technical certifications, and licensing requirements. If you're new to this area, it might be difficult to find out what the job really consists of or what will be expected of you. You can begin your job hunt by [looking for keywords](#) like digital content, digital media, online content, online community, social marketing, engagement, interactive, and just online or social media in general.

**5 Top Social Media Jobs**  
**Director of Social Media.** Director is a high-level title, and if this is the job you're hired for, it's likely that you'll be responsible for strategy, and possibly managing other people. You will probably be in charge of posting to social media accounts on several platforms, according to a set schedule. You may or may not be responsible for creating those accounts and the posting schedule. You may be responsible for creating content or overseeing editors in creating a content calendar. You may also write for, or oversee, a blog. You might be responsible for creating your company's "voice" and social media personality. You will likely be expected to know more about social media than your supervisor does. Other likely titles for the same

job include director or manager of social media marketing, director or manager of social media communication, director or manager of social media relations, or director or manager of social media strategy.  
**Salary:** PayScale reports that directors of social media earn an average annual salary of \$72,136.

**Brand Manager.** As a brand manager or brand ambassador, you might also be posting to a group of social media accounts (with or without a blog), but it's more likely you'll be directly involved in advertising. Rather than managing communications directly, your team might be more involved in the sales and marketing aspect of social media. The job titles of content manager or content strategist might also be used for this kind of position.

**Salary:** According to Glassdoor, brand managers earn an average annual salary of \$89,823.

**Engagement Coordinator.** If you're an engagement coordinator (or manager), you will not only be in charge of your company's social media messaging, you'll also be responsible for guiding the online behavior of the public. You will be executing (and possibly creating) a marketing strategy that involves getting the public to respond to posts, share posts, or re-tweet your posts—with the hope of it going viral.

You might also be called the director of community, interactive media associate (or coordinator, or manager), or internet marketing manager.

**Salary:** Per Glassdoor, engagement coordinators earn an average annual salary of \$46,220.

**Social Media Manager.** As a social media manager, you'll monitor and run a company's social networks.

## More Common Social Media Job Titles

Each title below comes with different duties and responsibilities based on the company. You can research the employer on LinkedIn or Google to see if the job already exists or to get a sense of what it might involve in comparison to other current roles.

- Blogger
- Brand Ambassador
- Brand Manager
- Community Manager
- Content Manager
- Digital Communications Professional
- Digital Content Manager
- Digital Media Manager
- Digital Media Producer
- Digital Media Supervisor
- Director of Community
- Director, Communications Planning
- Director, Online Communications
- Director, Social Marketing and Brand Communications
- Director, Social Media Marketing
- Director of Social Media
- Director of Social Media Communications
- Director, Social Media Relations
- Director of Social Media Strategy
- Engagement Coordinator
- Engagement Manager
- Interactive Media Associate
- Interactive Media Coordinator
- Interactive Media Manager

Adapted from Top Jobs in Social Media Best Social Media Career Options to Consider by Alison Doyle, the-balancecareers.com

*Chautauqua Works exclusively partnered with SKF Aero Engine to help job seekers to get hired with the company!*

## How to Make Job Search Connections in Surprising Places

BY Alison Doyle

Sometimes you can find a connection to help with the next step of your career when and where you least expect to. It can happen when you're actively job seeking and when you're not thinking about changing jobs at all. That's why it's always a good idea to keep your job search radar on, even if you're not actively seeking a new position.

A friend or acquaintance might hear about a job that would be perfect for you. Even better, the position might not have been advertised yet. You could get a head start on all the other candidates without having to do much to prepare other than getting your resume ready to share.

### Using Connections to Help Get Hired

Getting hired through a connection is one of the best ways to get a new job. Employers love referrals because the applicant will have insight into the company before they apply, and many companies have referral programs to encourage employees to recommend candidates.

There are two types of connections you can use when you're job hunting. Professional connections include people you've worked with, such as clients, vendors, colleagues, and peers in your industry. Personal connections include family, friends, neighbors, acquaintances, and random people you end up chatting with about your career.

There are other connections that cross categories, like alumni from your university. Basically, any of the contacts you have in your life can help you get hired.

### Making Personal Connections

Your personal connections can provide a gold mine of job opportunities. There are people who have been hired

because of someone they sat next to on an airplane or a ski lift, or because the other mom they were chatting with at school pickup knew of a perfect position that had just opened up. You never know who might be able to help unless you ask.

Some of the places where you can hear of a job opening might surprise you. Just think of all the places you go where you might run into someone you know or get to know someone new:

- Cafes
- Gyms
- Co-working spaces
- Parties
- Playdates
- Playgrounds
- Dog parks
- Sports events
- Special events
- Airports
- Bars and clubs
- Classes and seminars
- School functions
- Volunteer organizations

Watch your social media feeds, too. Your friends may post job openings at their employer or other positions they come across. Remember to be careful about inquiring, and do it via private message rather than replying to the post. It's never a good idea to advertise the fact that you're job searching unless you're out of work and want the world to be aware.

### The Best Way to Connect in Person

It can be uncomfortable meeting new people, at first, if you're not an outgoing person. The more you do it, the easier it will become. After the first few times, it may even seem easy.

**Be chatty.** Say "hi" to everyone you know—and to some people you don't know. A simple hello, a smile, and asking how the person is doing can start a conversation.

**Make it about them initially.** Don't make the conversation about you—and the new job you'd love to get—

right away. Instead, talk about what you have in common—your kids, your dog, the gym equipment you're using, the game you're watching, or the event you're attending. Ask the other person about their job, if you don't know. If you do, ask them how work is going. That's always a good way to segue into a career discussion.

**Be prepared.** At some point, the conversation should turn to you, and that's when it's appropriate to talk about work and what you're interested in doing next in your career. Have an elevator pitch, a quick summary of your background, ready to share.

**Have your contact information ready.** A business card with your email address, phone number, and LinkedIn profile URL is another way to easily share the details or have it ready to send on your phone. Making it easy for people to get in touch with you will increase your chances of getting job leads.

### Maintaining Professional Connections

In addition to building your personal network, don't lose sight of your professional connections. It's almost too easy to stay connected on LinkedIn, social media messaging, and email. Those methods work, of course, but if you're in close proximity to your professional contacts, a chat over a cup of coffee works better.

You'll be able to cement and build your relationship, discuss other contacts who might be able to help you and have a real conversation. Not networking in person is one of the biggest professional networking mistakes you can make.

As with your personal connections, giving before you get works. Always offer your advice and assistance. People are much more willing to help someone who has helped them. They'll be more likely to remember you when a job comes across their desk.

*"If you can dream it, you can do it."*

Walt Disney

## Working Remotely? Here are some tips to remain focused.

When the Pew Research Center found a large percentage of workers still [preferred to work from home](#) at the end of 2020, some skeptics might have expected this trend to soon reverse. But as 2021 has proven, working remotely has in fact become even more entrenched and expected by the workforce.

### Why Employees Prefer

#### Remote Work

Preserving time and maintaining balance top the list of concerns, specifically:

- Avoiding the long commute times.
- Having flexibility to coordinate management of personal and family life alongside work duties.
- Reaping benefits related to health and well-being.
- Enjoying fewer interruptions and distractions.

### The Challenges of Remote Work and Tips for Success

It's not all rainbows and unicorns with remote work, of course. In particular, research has showed that parents, particularly [working moms](#), are having a harder time working uninterrupted at home. Younger workers are also feeling more challenged finding motivation to do their work when they're in a virtual setting, according to the study. With that in mind, below are some best practices for maximizing work-from-home arrangements to improve focus and motivation. These can help not only Gen Z and Millennial employees and working parents, but others who work remotely as well.

### Focus on Your Own Best Schedule

Problems with focus often come down to timing. Different people are better able to focus

at different times of day. For parents of small children, that timing includes working around the other things that must be done for the family and carving out distinct times for work to actually get accomplished without dropping any balls at home. Everyone has a peak time of operation. If you're a morning person, then it's important to reserve your fresh morning "think time" for your most important projects. A mistake that's easy to make is letting all-day tasks (such as responding to emails) nibble into your most productive hours, ending up with nothing to show for your efforts.

### Get More Structured

Understanding which work hours are your most productive is only half the battle; you must then also structure your day around those times. Plan in advance and earmark the daily block of time that you're at your best for what you need most to get done. Once you've set these parameters, it's important to stick to them, which leads to the next strategy.

### Make Clearer Boundaries

Interruptions – whether from kids or colleagues – often result from a failure to set iron-clad boundaries. If you seem to be available and haven't stated otherwise, then people may assume that it's OK to interrupt you. [Communication](#) is key here: Let the usual sources of your interruptions know when you are able to discuss things and when you need to be left in peace. With kids, this may mean clarifying a signal (such as wearing headphones or a sign on your door) that means you're working and should only be interrupted in an emergency.

For colleagues, it may mean

explaining your schedule and availability via email so that you're transparent about when you will be "offline" even when you're online

### Collaborate When You Can

If you're struggling with motivation, then a dose of virtual collaboration may be just what you need – particularly if you're a younger worker. Author [Joel Goldstein](#) dubbed millennials the "collaboration generation" and acknowledged the challenge that people in this cohort may feel if [working remotely makes teamwork more difficult](#) to participate in.

If you know that you're someone who thrives on partnership in the workplace and wilts when you're solo, then ask your manager for some reliable options to connect with your team or others in your company. Whether it's a weekly brainstorming session or a virtual lunch to look forward to, knowing that you'll have a chance for connection and regular touchpoints can make all the difference when it comes to feeling engaged. Since working from home is working well for so many, it's important to take steps to ensure your continued success at it. Try the tips above to help ensure that you stay focused and motivated when it matters.

Adapted from "How to Stay Focused as Remote Work Remains." by Robin Madell and Jennifer Ortiz., November 30, 2021, [usnews.com](#)

**Mid-October  
2021, Gallup:  
91% of more  
than 9,000  
American  
remote workers  
prefer to keep  
working virtually  
in some way,  
shape, or form.**

## LOCATIONS

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## Back Page: Chautauqua/Western NY Data

Over the past 12 months, the private sector job count in the Buffalo-Niagara Falls metro area rose by 24,500, or 5.7%, to 452,700 in September 2021. Employment gains were greatest in leisure and hospitality (+12,700), other services (+2,800), manufacturing (+2,600), trade, transportation and utilities (+2,400), natural resources, mining and construction (+2,100) and professional and business services (+1,800).

(<https://dol.ny.gov/employment-new-york-state>, 12/2021).

The unemployment rate for Chautauqua county in September of 2021 was 4.7 % compared to 6.3% in September 2020. The area's workforce participation has increased this past year however, there still are many workers on the sidelines hoping to get back to work.

Many individuals do not have the necessary digital skills that others take for granted (and employers demand), such as the ability to work remotely, the capability to enroll in and successfully complete an online course, or even monitor one's health and schedule a virtual appointment with one's doctor. This is especially true for a large percentage of older adults, whom, in addition to lacking foundational digital skills often don't have the appropriate technology or adequate access to do all these now-necessary things.

*Digital Skills and Older Workers: Supporting Success in Training and Employment in a Digital World, Workforce Monitor, December 2021.*

## Reasons to check out Chautauqua Works' Facebook Page

1. Job postings from employers seeking new employees.
2. Facebook Live Events on various topics, e.g., resume writing; interviewing; searching for jobs when you have a disability; and choosing your career path.
3. Videos of past FB Live events to be watched at your convenience.
4. Inspirational posts for motivation.
5. Job search articles from experts to help you as you look for your next position.