Artificial Intelligence and Your Job Search

A presentation from the
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Career Management

• Programs/Resources
  ▫ Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely). Visit: go.osu.edu/alumnicareermanagement for more info.

• Career Changes
  ▫ Launching
  ▫ Transition
  ▫ Underemployment
  ▫ Unemployment
  ▫ Encore Career

• A Lifelong Process
  ▫ Assessment
  ▫ Exploration/Research
  ▫ Personal Branding
  ▫ Networking/Job Search
  ▫ Professional Development
Today’s Agenda

• How companies are using artificial intelligence to source candidates

• Developing strategies to use AI to your advantage at every stage of the job search
  - Resumes and Applications
  - Talent Assessments
  - Virtual Interviewing

• Resources to help you make AI work for you
Quick Facts:

• 98% of Fortune 500 companies use an applicant tracking system to source and sort candidates

• 66% of large companies and 35% of small organizations report using AI to assist with hiring

Bottom line: If you’re applying through an online form, you are applying through artificial intelligence.

Source: Kelly OPC
How are companies using artificial intelligence to vet you?

In today’s ever-changing work environment, it is nearly certain that you will encounter artificial intelligence at some point during the job application process.

The most common ways that companies utilize AI are:

• Applicant tracking systems
• Talent assessments
• Virtual interviewing
Applicant tracking systems – so much more than “resume robots”

ATS are entire systems in which human resources professionals and hiring managers can track an applicant’s activity from start to finish.

When filling out an online form for a job, assume that you are interacting with an ATS – especially when you have to “create an account” to apply for the position.
ATS Allow Companies to:

- View applications quickly to see career highlights, previous job titles and companies, and key skills
- Automatically rank applicants based on how well their resumes and cover letters score against the job description
- Conduct key word searches to isolate resumes that have specific key skills or titles desired to fill a role
- Track how many positions you have applied for with that particular company
Common ATS You May Encounte:

- Taleo
- Brassring
- iCIMS
- Workday
- Jobville
- BambooHR
- SuccessFactors
- SmartRecruiters
- Greenhouse
- CATS
- Jazz HR
• Keep section headings simple (use “Work Experience” or “Professional Experience” instead of “Where I’ve Been”)

• Use consistent formatting for your work history and dates

• Avoid tables and graphics (ATS usually cannot read them and therefore ignore them)

• Use .doc or .docx as the preferred file formats
Making Your Resume
ATS Friendly

• Carefully tailor your resume to the job description every time you apply

• Use keywords to optimize your document

• Use both long-form and acronyms for key words (example: use Master of Business Administration and MBA in the document)

• Opt for a chronological or combination style resume – save the functional style for an interview or networking opportunity

• Follow instructions, and don’t try to cheat the system!
Talent Assessments – Your Pre-Employment Screenings

Companies use pre-employment assessments to help managers identify candidates who will be a good fit for the organization. The tests are designed to help predict a potential hire’s on-the-job performance and reliability.

Common styles of talent assessments are:

• Work samples/simulations
• Cognitive ability/problem-solving tests
• Personality/conscientiousness tests
Doing well on talent assessments

• Time management is key – make sure that you have adequate time and space to complete your assessment without interruptions.

• Do your homework ahead of time – get the inside scoop on the type of assessments used by a company by Googling them, or by looking for employee information on Glassdoor, Quora, or Reddit.

• Be honest – remember that these systems are designed to detect lies, and, even if you fool the system, you won’t be happy in a job for which you are not a good fit.
Virtual Recruiter Interviewing

Typically, AI interviews are short video interviews where the candidate is asked 3-4 questions and their answers are recorded.

The virtual recruiter is not only listening to the answers given by the candidate, but also monitoring facial expressions, tone of voice, and body language.

To do well, you should:
• Smile (even if it feels awkward)
• Be prepared, as with a traditional interview
• Answer your questions as though you’re speaking with an actual person
Letting the Bots Work For You – Tools You Can Use in Your Job Search

LinkedIn and Indeed – Pinpointing Your Search

• Upload a resume/fully complete a profile to receive suggestions on jobs that match your qualifications
• Use the information provided by employers to determine whether you are considered a “highly qualified” candidate for available positions

Jobscan.co – Read your resume like an ATS

• Upload resume and cover letter, score against the job listing
• Provides insight specific to the most popular ATS in use when given the job listing URL
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Mosaic.ai – Create a resume that speaks the ATS language

• Creates a resume that is an exact match for the jobs that you are searching for
• Provides interview coaching so that you can speak the language of humans as well

Wade & Wendy – Personal, virtual career advisor

• Get personalized advice on how to find meaningful work
• Also suggests resources for skills development to those looking to grow within their current company
Questions?

To access our online resources, visit: u.osu.edu/alumnicareermanagement (Coach’s Corner blog & podcast) go.osu.edu/alumnicareermanagement (office website)