

Finding Employment When You Are 50+

Whilst we have legislation in place to protect against age discrimination and since apparently 50 is the new 30 (so they say), you would think that finding employment at any age would be no problem.

However, recently it was reported widely that Danny Kennedy a former Ulster Unionist MLA went from high office to the dole queue. He described the experience as '*a challenge given my age.*'

Having listened to Mr Kennedy's radio interview on Q-Radio and read the press coverage in the [Belfast Telegraph](#), I found myself moved by his candid response. It shone a spotlight on an area of discrimination which we often don't like to openly admit is rife within our businesses or in our own hearts. AGE DISCRIMINATION. Mr Kennedy said in his radio interview, '*when you win you find out about other people. When you lose you find out about yourself.*'

I was delighted with the opportunity to speak on [BBC Good Morning Ulster](#) on the subject of the difficulty of finding employment as we get older. Here are my top tips:-

1. **Don't just randomly apply for jobs**, as this will lead to rejections and becoming disheartened. You need to be more strategic. Target the right employers. Fish where the fishes are. Take the time to reflect on your core skills and how these can be re-branded and packaged to be an attractive proposition for employers.
2. **Overhaul your CV** with an emphasis on your skills, quantifiable evidence of achievements and the qualities and values of relevance to each job you are applying for. Orientate your CV to the future rather than focusing on the past by age proofing your CV. Remove DOB, dates on qualifications and consider whether you really need to add every job dating back to when you entered the job market. Highlighting the last 10-15 years and having a highlight section for older jobs is fine.
3. **Create a great introductory bio** on your CV. Really think about your headline and opening summary. Make sure that it is fit for purpose.
4. **Create a personal online brand** for yourself through social media. Expand your networks offline and online. Start connecting with employment decision makers within the sectors that you want to be working in. Get social! Be Visible!

5. **Update your skills** and consider opportunities for volunteering and self employment. Check out courses and support offered within the college / uni network and the enterprise sector.
6. **Update your appearance.** At the risk of sounding crass, what does your image say to potential employers?

For help with overhauling your CV, developing your personal brand online and interview readiness, then get in touch for an appointment. **I can help you find that dream job you deserve.**

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