Targeting Temporary, Contract, and Virtual Opportunities

Walden Career Services
The Walden Career Services Center aspires to be a cutting edge, global career services center preparing our learners to navigate career transition over a lifetime. To achieve this vision, we educate, coach, and advise our learners to proactively manage their careers.
Alumna/Student Contributors

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• Walden University Alumna, 2013
• Freelancer/Social Media Expert
• Training and Design Specialist

Andy Borg, MBA

• Walden University Student - PhD in Management, Specialization in Finance
• Recruiter/Division Director- Financial
• Associate College Professor- Greater Atlanta Area
Poll: What is the main reason you are seeking alternative employment options?
Objectives

• Discuss hiring trends in alternative employment
• Provide strategies for working with staffing agencies
• Identify freelance, flexible, and virtual opportunities
Poll: What alternative employment option are you most interested in?
Contract Work Through Staffing Agencies
## Why Contract Work?

<table>
<thead>
<tr>
<th>Why Contract Work?</th>
<th>Details</th>
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<tr>
<td><strong>Jobs</strong></td>
<td>• 11.5 million contract workers are hired by US companies every year.</td>
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<td><strong>Flexibility</strong></td>
<td>• 66% of staffing employees said flexibility is important to them.</td>
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<td><strong>Bridge</strong></td>
<td>• 88% of staffing employees reported assignments made them more employable</td>
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<td><strong>Choice</strong></td>
<td>• 67% of staffing employees reported choice of assignments was important.</td>
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<td><strong>Training</strong></td>
<td>• 65% of staffing employees improved their skills through contract assignments.</td>
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## Percent of U.S. Companies Hiring Contract Workers

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2009</td>
<td>28%</td>
</tr>
<tr>
<td>2012</td>
<td>36%</td>
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In-Demand Industries for Temporary/Contract Work

- Accounting/Finance
- Information Technology
- Office/Clerical
- Sales/Marketing
- Technical
- Healthcare
- Legal
- Industrial
- Management
- Other Professional Fields

Retrieved from: http://asacentral.americanstaffing.net/ASADirectory/Home/CompanySearch
Research Staffing Agencies

• Riley Guide: Staffing Firms (A-Z)
  http://www.rileyguide.com/staff.html

• Identify Staffing Firms by Industry and Location:
  http://asacentral.americanstaffing.net/ASADirectory/Home/CompanySearch

• Take a proactive approach! Research staffing practices at target companies
Market Yourself to a Staffing Firm

• Develop strong application materials
• Learn the process
• Organize and manage your search

Preparation is the key to success!
The Temporary Contract

When the temporary worker, staffing agency and client company benefit from the temporary arrangement, the right “fit” occurs.
What Can Temporary Agencies Offer?

- Training
- Benefits
- Exposure to companies
- Flexible assignments
- Connections

Temporary Agencies
Tips from a Recruiter: Andy Borg

What are the top five recommendations for working with temp agencies?

1. Align yourself with *more than one agency*.

2. *Interview the agency staff* in terms of asking who are their top clients, in addition, to finding out current open positions.

3. Dress for success... *Your brand* is important not just to you, but also to the agency that is seeking to impress its client.

4. Update your *Excel skills* as many agencies require testing.

5. Remember that *agencies are in business to earn fees*...They need you as much as you need them.
Tips from a Recruiter: Andy Borg

What are the best ways to maximize a temporary assignment for future success?

1. Remember that each day of work is a working interview. Always put your best effort forward.

2. Understand the structure of the organization.

3. Network with key players...identify a champion.

4. Always maintain a can-do and positive attitude....In other words, go the extra mile, always.

5. Ask to get introduced to the department that handles direct-hire (perm-placement).
Maximize Your Assignment

• What did you learn from your temporary assignment?
• How well did you cultivate networking connections?
• What new skills can you bring to your future role?
Contract Work Success Story

Jackie Pelegrin, MBA, MS IDT
Freelance/Independent Work
Are You Ready to Become a Free Agent?

Freelance workers:

• Have an entrepreneurial spirit
• Work with little or no supervision
• Have access to a quiet space and office equipment
• Manage daily “business” operations - projects, finances, etc.
• “Blend” work and life
Popular Freelance Sites

- ODesk
- Elance
- iFreelance
- freelancer
- peopleperhour
- FREELANCE SWITCH
- guru
What Skills Do You Have to Offer?

Tutoring
Editing/Writing
Technology
Research
Specialized Skills
Etc.

Your Skills + Needs of Employers = Career Success!
Pave Your Way to Success

• Manage your freelance “business”
  - The Freelancer’s Bible
  - Entrepreneur.com

• Connect with other freelancers for information and support
  – Freelancer’s Union
  – LinkedIn Groups
  – Meetups

• Market your “brand”
LinkedIn Groups for Freelancers

Designers Talk: Freelance Graphic Design Group
Designers talk is a forum for designers to discuss ideas and get feedback on graphic and web design. An active community...
Very Active 62 discussions this month · 58,201 members
183 in your network · Similar

Freelance Professionals
Freelance Professionals IT 3D Modellers Animators Architectural Designers Art Directors Copywriters Editors Proofreaders...
Very Active 341 discussions this month · 34,899 members
127 in your network · Similar

Freelance opdrachten
Een professionele groep voor zzp'ers met nieuws..., freelance, ondernemers, ondernemen, delen...
Very Active 105 discussions this month · 57,372 members
12 in your network · Similar

The Freelance Writers' Connection
We're here to connect with community support, networking opportunities and our mutual expertise in freelance writing. Our...
Very Active 239 discussions this month · 24,905 members
Event Announcement: Network After Work on October 15th – 300+ Expected!!!

Jamie R. · Freelance Business Consultant
To: Dina Bergren, M.A.
Date: October 2, 2013

Hello Dina,

I wanted to take a moment to invite you to the next Network After Work Minneapolis event on Tuesday October 15th at Solera (900 Hennepin Ave) from 6-9pm. Events attract professionals from 37 industries and are great for marketing your business, creating new business opportunities and expanding your network. Some of the Minneapolis' top companies will be in attendance along with some great new up and coming businesses. Upon arrival you will receive a name badge color coded by industry which allows for easy navigation.

To RSVP please visit:
http://minneapolis.networkafterwork.com

What you can Expect to:
1. Access to 300+ Professionals
2. Color Coded Name Badge by Industry
3. First Sponsored Cocktail before 7pm
4. Light Appetizers from 6-7pm

If you can't make this event join the LinkedIn group to receive future event invitations at:
http://www.linkedin.com/groups?gid=3011318

Bring Lots of Business Cards!!!
Meetups

http://www.meetup.com
Other Alternative Work Arrangements
Tips for Finding Flexible Employers

• Search for keywords such as “telecommuting” “virtual” “flexible”

• Consult FlexJobs’ Best Companies for Flexible Jobs (By Location):
  http://www.flexjobs.com/company-guide
FlexJobs

Find Telecommuting Jobs and other great flexible jobs such as Part-Time jobs and Freelance work.

FlexJobs is an innovative, professional job service to help you find the best flexible jobs available, safely and easily. Every job is hand-screened and legitimate. Guaranteed.

http://www.flexjobs.com/

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Virtual Vocations

Telecommute Jobs > Browse Jobs
Latest Telecommute Job Postings

Search Options:

- **Job Category**
  - Accounting
  - Administrative
  - Advertising
  - Analyst
  - Bilingual Translation
  - Blogging Content
  - Business Development
  - Case Management
  - Coding Analyst
  - Consulting
  - Creative Design

**Virtual Manager - Enterprise Sales - Hauppauge - New York**
A communications company needs a Manager - Enterprise Sales to manage sales accounts. The candidate will manage big accounts, participate in seminars and trade shows to enhance the company's image, and work with company partners on product quality. Requirements: 10+ years of experience selling Fortune 500 service arrangements. Strong knowledge of 30-60 Percent | Employer | Full-time | General Management | Partial Telecommute | Sales

**Posted 7 minutes ago**

**Remote Senior Living Advisor - San Jose - California**
A senior housing referral service seeks a Virtual Senior Living Advisor to help seniors find living accommodations. The Advisor will work with adult children or caregivers of seniors to decide what solution fits their needs. Requirements: 3+ years experience, documented history of success positioning and selling solutions to seniors. Employer | Full-time | Remote Telecommute | Sales | Some Travel

**Posted 8 minutes ago**

http://www.virtualvocations.com/
Resource List

Staffing Firm Lists
American Staffing Association–Staffing Firms by Industry and Location:
http://asacentral.americanstaffing.net/ASADirectory/Home/CompanySearch

Freelance Sites
oDesk: https://www.odesk.com/
Elance: https://www.elance.com/
iFreelance: http://www.ifreelance.com/
Freelancer: http://www.freelancer.com/
PeoplePerHour: http://www.peopleperhour.com/
FreelanceSwitch: http://freelanceswitch.com/
Guru: http://www.guru.com/

Flexible Employment Sites
FlexJobs: http://www.flexjobs.com/
Virtual Vocations: http://www.virtualvocations.com/
Work at Home Job Leads (from the authors of Work at Home Now):
http://www.ratracerebellion.com/jobs-education.htm
Resource List (Cont’d)

Job Search Aggregates
Indeed:  http://www.indeed.com/
SimplyHired:  http://www.simplyhired.com/
(Search for keywords such as “temporary,” “telecommuting,” “virtual,” “contract”)

Networking
LinkedIn:  http://www.linkedin.com/
MeetUp:  http://www.meetup.com/
Freelancer’s Union:  http://www.freelancersunion.org/

Insurance/Benefits
Healthlawhelper.org is a site that provides information on new healthcare laws: https://www.healthlawhelper.org/
Healthcare.gov is a site with access to the healthcare marketplace: http://www.internships.com/student

Entrepreneurship/Small Business
Entrepreneur:  http://www.entrepreneur.com/
U.S. Small Business Administration:  http://www.sba.gov/
SCORE:  http://www.score.org/
References

American Staffing Association’s site provides temporary employment statistics: http://www.americanstaffing.net/index.cfm


Questions
Career Services Center

Quick Answers
Type your question in the search box, and click Go.

Looking to advance in your career? Transitioning to a new job? Enhancing your professional development and network? We're here to help you navigate your career journey! We encourage you to set goals and assume active stewardship of your career progress from the very start of your academic program.

The Career Services Center offers
- paths to self-knowledge;
- resources for job opportunities and career information;
- resume and curriculum vitae tips;
- guidance on networking and branding;
- strategies to help you prepare for interviews and land the job.

http://careercenter.waldenu.edu
View Archived Webinars

Career Services Orientation
4/17/13
Career Services Center Staff

Navigating Optimal Resume
Katie Lempick
10/23/12
Using LinkedIn to Build Your Professional Network
1/24/13
Andrea Obrycki
Nicolle Skalski
Denise Pranke

Building Your Professional Brand
7/25/2012
Andrea Obrycki

Job Search Support Series

Part 1: Self-Assessment
11/27/12

Part 2: Research Career Info and Jobs
12/4/12

Part 3: Networking
12/11/12

Part 4: Interviewing
12/18/12
Get Connected!

Join our Career Services LinkedIn Group

Follow us on Twitter

Read Walden student successes on our blog

Visit OptimalResume

Access Everything from Our CS Website:
http://careercenter.waldenu.edu

Email:
careerservices@waldenu.edu
Final Thought

“What lies behind us and what lies before us are tiny matters compared to what lies within us.”

– Oliver Wendell Holmes
Thank You for Participating!

Thank you!