

Future of work will place high value on social science skills

By  Sindy Peters

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As part of our ongoing [focus on recruitment](#), we caught up with the founder of [Dynamic Talent Acquisition](#), Lynette Hobson, to get her take on jobs of the future, and how to make your CV and social media profiles stand out (in a good way). Hobson also provides her top five tips to secure a job and looks at upcoming trends in the talent acquisition space.



Lynette Hobson, founder, Dynamic Talent Acquisition

■ ***What prompted you to launch Dynamic Talent Acquisition?***

Hobson: The motivation started when I wanted to start my own business in a human resources field, which allowed me independence and flexibility. I realised that there was no recruitment agent in Grahamstown and thought this might be a good idea. The business has grown, and we now offer recruitment services to clients countrywide.

■ ***How does the company set itself apart from all the other recruitment agencies in SA?***

I like to think we keep it personal. We aim to ensure that we build solid relationships not only with our clients but with our candidates as well. We want to be part of our client's journey in achieving their business goals by sourcing suitable candidates and to assist our candidates in achieving their career potential. We ensure we are current in all labour laws which govern our service and up to date with trends and demands.

■ ***With the advancement of the fourth industrial revolution, a number of industries are predicted to experience mass job losses. What are the jobs of the future?***

Apart from the tech jobs we don't yet know about, my personal feeling is the supporting roles of these positions are going to be momentous. For example, psychologists, physiotherapists, wellness specialists, communication specialists, social workers. The social sciences, I believe, are going to be in huge demand.

■ ***How can the current workforce reinvent themselves and their skillsets to remain relevant in the not too distant future of work?***

Always remain current and ensure you attend courses where possible and remain relevant and up to date. Learning and self-development is important. Energy is key! A good work ethic and determination sets you apart.

■ ***In today's world of work, what do employers look for in a standout CV? What's the best format, and what should one include and leave out?***

I always say your CV is your footprint. Put effort in. This part of your job application is critical. Keep it short and to the point, and relevant to the position you are applying for. I am not sure if there is a best format because a CV is a personal document which creates the uniqueness of your CV. Keep it authentic and honest. It represents you.

■ ***What are your top five tips for a candidate looking to secure a job?***

- Read the job advert carefully, taking note of the minimum requirements;
- Be sure that the job is one you want and within your capabilities;
- Follow up on your application;
- Practise interview skills; and
- Research the company you have applied to.

■ ***Many candidates now have a social media presence on a number of platforms - how can they use these to their advantage in securing work?***

Social media is a very powerful tool in the recruiting space. This is often where the “culture-fit” takes place. Employers and recruitment agencies view candidates to get a better understanding of the type of person the candidate is. LinkedIn is a good professional media platform. In order to secure work, ensure that your profiles are always updated and relevant.

■ ***What trends do you predict in the talent acquisition space for 2019?***

Having read a few articles on this topic, there appears to be a lot predicted for the HR and recruitment spaces for 2019. I believe the candidate experience is going to be a pivotal one. It certainly is moving to a candidate-driven market. Employer branding is imperative in attracting the right candidates. People engagement, both employee and candidate! Ensuring a five-star experience from start to finish is critical. The way in which we protect our client and candidate information is going to be important too.

ABOUT SINDY PETERS

Sindy Peters (@sindy_hullaba_lou) is a group editor at Bizcommunity.com on the Construction & Engineering, Energy & Mining, and Property portals. She can be reached at sindy@bizcommunity.com

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