



## Over 50

**M**ore U.S. workers ages 55 and over are employed than ever before. Where do Minnesota seniors work? The industries with the highest percentages of workers aged 55 years and over include:

- Transportation & Warehousing (30.8 percent)
- Educational Services (28.1 percent)
- Mining (28.0 percent)
- Utilities (27.8 percent)
- Public Administration (27.2 percent)

Older workers have many reasons to remain employed. They may need to increase retirement savings or keep up with rising health care costs. Work helps older workers maintain meaningful connections and sense of purpose.

For those wanting — or in cases of unexpected job loss — needing an encore career, the average time required to land a job is longer. Mature workers that use multiple job search strategies — networking, job banks, social media — may greatly reduce the time between jobs.

### Networking

Employers often connect with job seekers through referrals. Increase your prospects of finding openings by knowing what you want and talking to people about it as much as possible. Whenever you are speaking to friends, family, or acquaintances, ask if they know anyone in a position to hire, or more specifically, any employers who prefer hiring experienced workers. Join job search support groups to find more job leads and stay motivated.

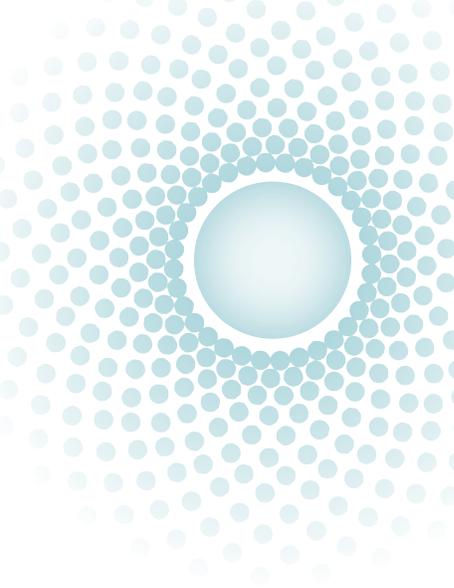
### Job Banks

The largest job bank in Minnesota — and one place where seniors search for jobs — is MinnesotaWorks.net. The job bank is fast, free and efficient. You can create an online resume anytime, anyplace, day or night. Twenty-four percent of job seekers that use MinnesotaWorks.net are ages 51-80.

### Social Media

Employers often search for candidates using social media, so it's helpful to establish or update social networking accounts on Facebook and LinkedIn. Be sure to let your contacts know what type





of job you are looking for. You can also identify key employers in your area that hire for positions that use your skills, then use social media to reach people who can give you contacts in those organizations. If you are not sure how to use these sites, use their tutorials to register, or visit a Minnesota WorkForce Center.

## Resume Tips

- Limit and focus your experience. Your resume is not a biography or a recap of a long career.
- Match your skills and accomplishments with the open position.
- Include a link to your LinkedIn profile and mobile phone number.
- Managerial jobs — list no more than the last 15 years of your work history.
- Technical jobs — list the relevant jobs you've held over the past 10 years.
- High-Tech jobs — list the past three years of your professional experience
- Education and Training — include school locations, program of study, credentials, certifications, licenses, degrees and professional development or technical training. Omit the year if it has been more than five years since you completed the education or training.
- Computer and Technology — state your computer software skills such as use of the Microsoft Office suite. Add other technology-related capabilities such as virtual meetings, video conferencing, telework or your experience using a tablet or smartphone for business.

## Cover Letter Tips

- State your interest in working for the company.
- Target and customize your letter to a specific job opening in the company.
- Match your relevant qualifications to the position's advertised requirements.
- Highlight your soft skills such as your adaptability to new situations, your enthusiasm, your willingness to learn, and your reputation as a proven talent and team player.

## Interview Tips

- Dress in current styled clothing and look sharp.
- Stress your skills and experience but avoid dated statements such as “back in the day...”
- Provide recent and relevant examples of your problem-solving experience and accomplishments.
- Share examples that may include a portfolio on your smartphone or tablet or the curriculum summary of a recently completed technical training or professional development course.
- Stay positive and professional. Avoid gossiping about the industry or specific people.

## More Resources

Check out these resources for more job search ideas.

- AARP's Job Tips for 50+ Workers
- Aging 2030 is a partnership of the Minnesota Department of Human Services, Board on Aging, Minnesota Department of Health and other state agencies
- Senior Community Service Employment Program offers subsidized part-time employment and training in community service positions for older workers
- For job search help, workshops, and more contact your local Minnesota WorkForce Center
- Public libraries are another important community resource

For more job search guidance,  
visit your local  
WorkForce Center.

888-Get-JOBS  
(888-438-5627) or visit  
[mn.gov/deed/job-seekers/job-guide](http://mn.gov/deed/job-seekers/job-guide)



*Minnesota*  
Department of Employment and Economic Development

Upon request, this information can be  
made available in alternative formats.

Minnesota's WorkForce Centers  
are equal opportunity employers  
and service providers.