

Did You Know That Spouses Transition With Every Move?

I spent yesterday eve at a Military Spouse Professional Network assisting with resume counseling. One gal had a good idea of where she wanted to go and how to get there. She had some employment experience in the desired career field. Her focus was on building her network in San Antonio. The second gal was not only new to San Antonio, but had recently relocated from Germany. She had the education with limited work experience. The challenge was helping her focus on accomplishments in her related field that could explain her story to prospective employers.

This highlights the challenges and the needs of the military spouse. First to dispel a misconception – all spouses are not female. The number of men opting to support the female military member is increasing daily. They are finding the same challenges that the women face.

Those challenges include juggling child care, frequent relocations, performing the role of single parent when the military member is deployed, etc., etc. If they find employment, will the job be one that fully utilizes their skills or will they be under-employed. They then must explain these moves and the under-utilized skills when interviewing for the next position.

The first thing that I stress to spouses is not to start the conversation that they are a spouse. Sell the skills and accomplishments that are of interest to the employer. That's what they want to hear. You are marketing and branding yourself to these skills and accomplishments. Don't sell yourself short.

The second thing I stress is networking. Find the groups and organizations that are relevant to the desired career. Folks who are hiring or know of someone who is hiring may be the next person that you meet at a networking event.

The third thing that I stress is networking with LinkedIn. This digital tool is marvelous for connecting folks with people in their desired career field and/or folks employed by a desired company. A digital connection can lead to a meeting which can lead to a job.

It's up to you. Create your own brand and market it. Best of luck (aka make your luck)!

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