

How to get Noticed by Hiring Managers in Learning & Development:

A Recruiters Inside Guide

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Section 1

Understanding the current L&D Market

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The Learning & Development (L&D) sector has seen a significant shift in recent years. With economic uncertainty, tighter budgets, and increased scrutiny over ROI, many organisations have scaled back their L&D teams, or frozen hiring altogether. As a result, more professionals are competing for fewer roles, and the challenge of getting noticed has never been greater.

At Blue Eskimo, we specialise in Learning & Development recruitment and often hear about market changes before they're publicly announced. We've seen first hand how restructures, mergers, and budget cuts have affected even the most experienced L&D practitioners.

But while the headlines may look bleak, the picture is more nuanced—and more hopeful—than it seems.

L&D Is Still In Demand

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When organisations cut back on L&D, they often feel the impact quickly:

- Performance dips**
- Engagement falls**
- Skill gaps emerge**
- Retention becomes harder**

Eventually, businesses realise what many of us in L&D already know: a strong learning strategy is essential, not optional.

That's when hiring picks up again. We've seen this cycle play out repeatedly over the last 20+ years. The smart move? Stay ready for when that next opportunity arises—because it will.



What are **Employers** looking for now?

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To succeed in today's market, it helps to understand what's changed in what hiring managers expect. Here's what's in demand right now:

✓ **Strategic Thinkers**

Companies want L&D professionals who can align learning with business objectives—not just deliver courses, but influence performance and culture.

✓ **Data-Driven Practitioners**

Demonstrating impact is vital. Can you measure learning outcomes? Use data to iterate programmes? Build a business case?

✓ **Hybrid Skills**

Many L&D roles now combine elements of coaching, design, facilitation, and digital tools. Versatility is increasingly important—especially in leaner teams.

✓ **Tech Confidence**

Whether it's using LMS platforms, designing with Articulate, or using Generative AI in learning, technical fluency gives candidates a competitive edge.

✓ **Commercial Awareness**

Hiring managers appreciate candidates who understand the wider business, stakeholders' pain points, and the commercial levers behind learning spend.

Where are the Opportunities Growing?

Opportunity

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Despite the tough market, there are bright spots where demand is increasing. These include:

Leadership & Management Development

- Especially programmes that support hybrid working, change, and strategic capability.

Learning Experience Design

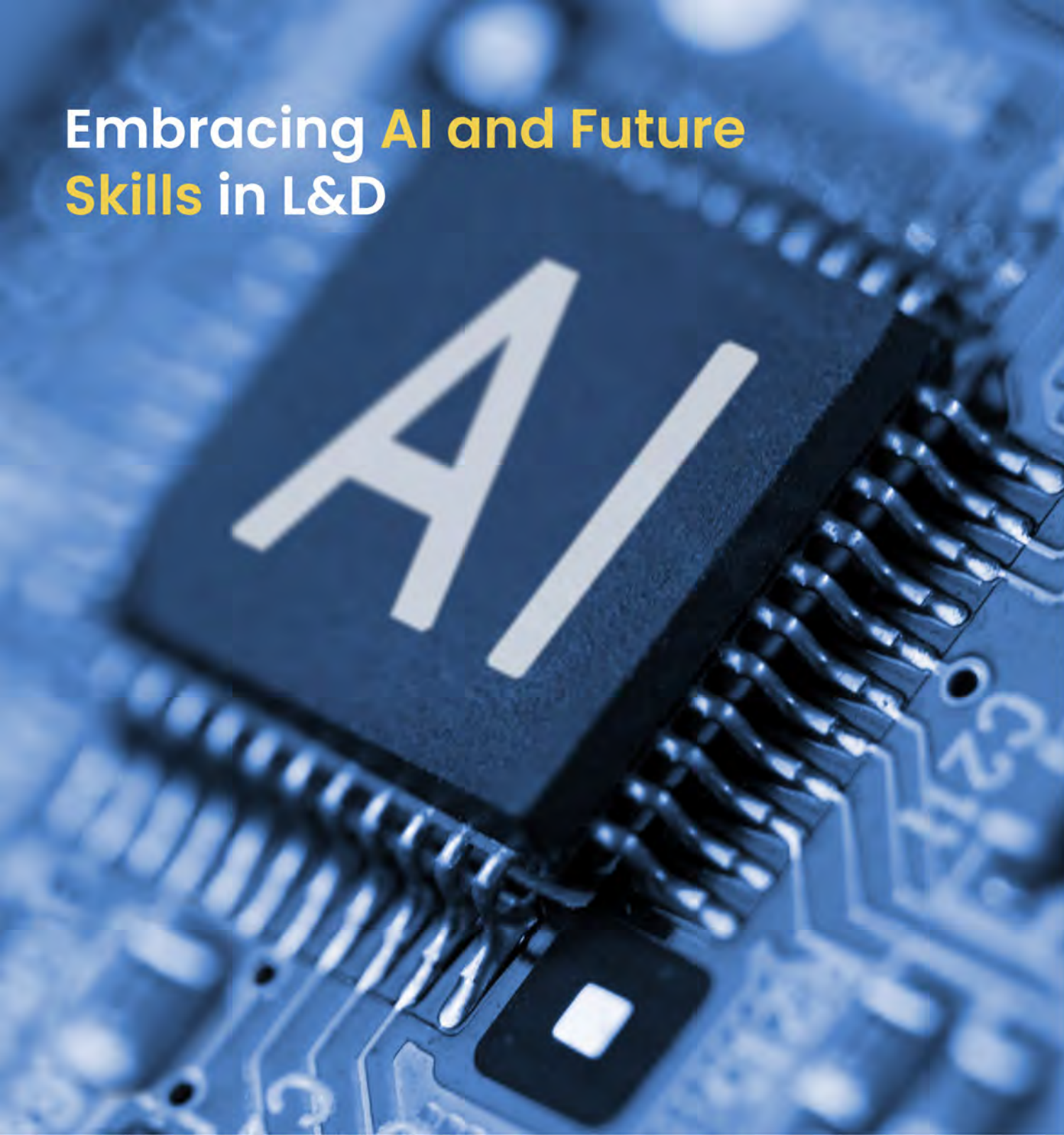
- With digital first delivery here to stay, there's demand for learning designers who can build engaging, learner-centred content and leverage AI.

Coaching & Behavioural Change

- Many consultancies and internal L&D teams are integrating coaching practices into development programmes.

L&D in Regulated Industries

- Financial services, healthcare, and energy still require mandatory training and are often early to invest in workforce development. Innovation in this space is a focus.



Embracing **AI and Future Skills** in L&D

As technology rapidly reshapes the workplace, forward-thinking L&D professionals are expected to understand and adapt to emerging tools, especially artificial intelligence.

Employers increasingly look for candidates who can use AI to enhance learning experiences, from automating content creation (e.g., with tools like Synthesia or ChatGPT) to analysing learner data for deeper insights.

Developing future facing skills such as AI-assisted design, data literacy, and content curation will set you apart in a competitive market. Mention these capabilities clearly on your CV, especially if you've used them in a project or course—and be prepared to discuss how you stay up to date with innovation (webinars, pilots, or experimentation).

Resources like Learning Guild events, YouTube tutorials, and short courses on platforms like Coursera, Udemy or LinkedIn are great places to start building your AI fluency.

Final Thoughts for Section 1

The market may feel uncertain but remember: L&D is a strategic priority for organisations that want to thrive, not just survive. The key is to stay visible, adaptable, and ready.

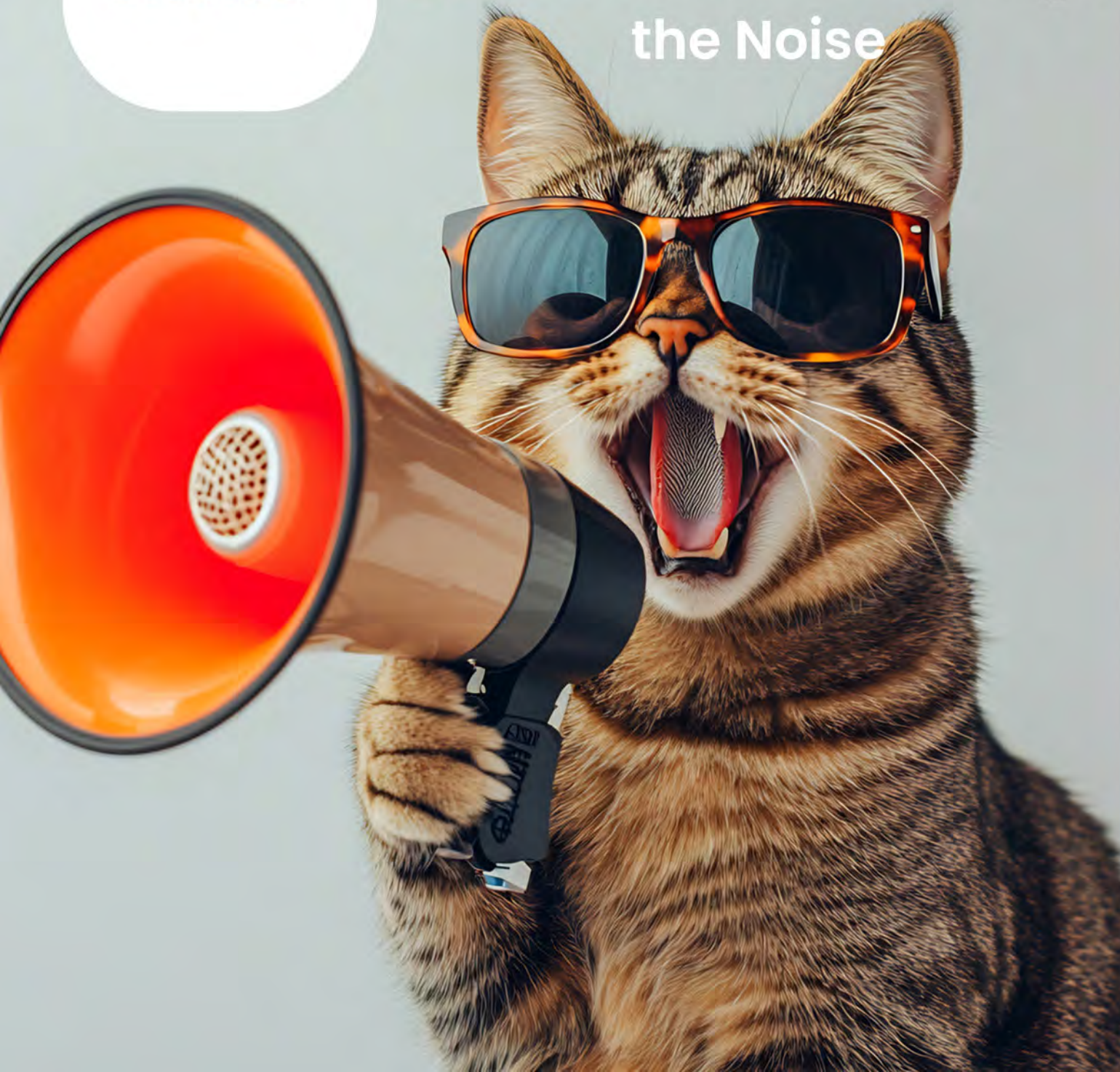
Action Step:

Reflect on how your L&D skills align with today's hiring trends. If you're not sure, speak to a recruiter who specialises in this space—they can help you spot gaps and highlight your strengths.



Section 2

CVs That Make It Through the Noise



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Your CV is often your first impression, and in a competitive L&D market, it needs to be more than good. It needs to be strategic. Whether you're applying through a recruiter or directly to a hiring manager, your CV should clearly articulate your impact, your skills, and your relevance to the role. Think of it like a sales proposal.

With so many applications for each role, most CVs get no more than 30 seconds of attention, often less. Even more challenging, many companies use Applicant Tracking Systems (ATS) that automatically filter CVs based on keywords before a human even sees them.

If your CV doesn't quickly show that you meet the role requirements, or if it's not ATS friendly, it may never make it to a shortlist.

Step-by-Step: How to Craft a Strong L&D CV

✓ 1. Start With a Clean, Professional Format

- Use a simple, consistent layout with clear headings and bullet points.
- Avoid tables, headers, and footers (they can confuse ATS software).
- Stick to standard fonts like Arial or Calibri, 10–12 Pt size.
- Save as a PDF or Word file unless the job spec says otherwise.

Tip: Canva and Adobe Express offer visually engaging CV templates, but make sure they are ATS-compliant if you're applying online. AI enhanced tools such as [Kick Resume](#), [Rezi](#) or [Zety](#)

✓ 2. Write a Powerful Personal Profile

This short paragraph (3–4 lines) at the top should summarise your experience, focus, and strengths. Tailor it to the job you're applying for.

Example:

"Experienced L&D professional with over 10 years in designing and delivering leadership development, onboarding, and digital learning solutions across financial services and tech sectors. Proven ability to align learning with business strategy and measure performance outcomes."

✓ 3. Highlight Key Skills & Tools

Include a short list of skills relevant to the role. This helps with both human readability and keyword matching for ATS.

Example skills section:

- L&D strategy
- Leadership development
- Digital learning design
- LMS implementation (e.g., Docebo, Cornerstone)
- Articulate Storyline, Adobe Captivate
- Coaching & facilitation
- Stakeholder engagement
- Measuring learning impact



Step-by-Step: How to Craft a Strong L&D CV (part 2)

✓ 4. Use the STAR Technique in Your Experience

For each role, focus on results, not just responsibilities. Use the STAR method (Situation, Task, Action, Result) to write bullet points that demonstrate your impact.

Weak example:

- Delivered learning sessions across departments

Strong example:

- Designed and delivered a cross-functional learning programme for 150 staff, resulting in a 23% increase in team collaboration scores within 6 months.

Keep each bullet point clear, results-driven, and aligned to the type of role you want next.

✓ 5. Tailor for Every Application

Generic CVs are a missed opportunity. Tailor your CV using the job description:

- Match your language to theirs (e.g., “capability frameworks,” “skills-based learning,” “performance support”).
- Re-order bullet points to reflect what’s most relevant for that employer.
- Include their priority tools or sectors if you’ve worked with them.
- Utilise AI tools, such as Chat GPT to provide feedback on your CV and make suggestions

Additional Tips for Specific Roles

🎨 For Learning Designers & Content Creators:

- Include a link to an online portfolio (hosted on [Behance](#), [Wix](#), or even a Google Drive folder).
- Mention the tools you're proficient in (e.g., Articulate 360, Camtasia, Vyond).
- Show a variety of deliverables: eLearning, animations, facilitator guides, etc.

👤 For L&D Managers & Business Partners:

- Emphasise leadership, strategic planning, and stakeholder management.

Talk about change initiatives, digital transformation, and aligning learning to KPIs.

Common Mistakes to Avoid

- ❌ Too much text with no white space
- ❌ Using passive language ("responsible for..." instead of "delivered," "led," "achieved")
- ❌ Listing duties without showing outcomes
- ❌ Omitting key tools or keywords
- ❌ Missing dates or unclear job titles



COMMON
MISTAKES.

Final thoughts for **section 2**

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Your CV is your pitch—it needs to show why you're the right person for the role, not just what you've done. The more tailored and results-focused it is, the better your chances of getting in front of a hiring manager.

✦ **Action Step:**

Review your current CV using the guidance to the left. Ask: "If someone skimmed this in 30 seconds, would they know my strengths, value, and fit for an L&D role?"



Section 3

Personal Branding & Online Visibility



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In today's L&D job market, your CV alone isn't enough. Hiring managers and recruiters often check LinkedIn before reading your application and sometimes even before you apply.

Your personal brand is what helps you stand out, get found, and stay front of mind for the right opportunities.

Whether you're actively job hunting or just preparing for future moves, a strong personal brand will give you a long-term advantage.

What is **Personal Branding** and why does it matter?

BUILD YOUR
PERSONAL

B R A N D

Your personal brand is how you present yourself professionally, both online and offline. It includes your tone, content, expertise, values, and visibility.

Think of it this way:

Your CV is what you say about yourself.

Your personal brand is what others think about you based on what they see.

In the L&D world, hiring managers want professionals who can inspire learning, communicate clearly, and influence others. Your digital presence is your chance to demonstrate these qualities long before an interview.

Step-by-Step: Strengthen Your Online Presence

✓ 1. Optimise Your LinkedIn Profile

LinkedIn is still the #1 tool for recruiters. A well-optimised profile can make the difference between getting found or getting passed over.

Key sections to focus on:

- **Headline:** Go beyond your job title. Add keywords, outcomes, or specialisms.
- **Example:** “L&D Business Partner | Leadership Development | Driving Capability & Performance”
- **About section:** Tell your story. Make it conversational, highlight your strengths, and reflect your personality.
- **Tip:** Mention your values or learning philosophy—this helps you stand out.
- **Experience:** Treat this like a narrative version of your CV. Use bullet points and focus on results, not just tasks.
- **Skills:** List tools, frameworks, and capabilities relevant to your roles (e.g., Kirkpatrick, Agile Learning, LMS systems, Articulate).
- **Featured section:** Add presentations, videos, project portfolios, or articles to show your work.
- **Where possible complete courses with applied certifications, examples would be LinkedIn Learning Courses, where completing promotes verifiable skills [LinkedIn in Professional Certificates](#)**



Step-by-Step: Strengthen Your Online Presence



✓ 2. Use **Keywords** to Boost Visibility

Recruiters often use Boolean search on LinkedIn. If your profile doesn't include the right keywords, you may not appear—even if you're perfect for the role.

Top keywords to consider:

- L&D strategy
- Learning design
- Coaching
- Leadership development
- LMS (including the specific LMS you have worked with, e.g. Thrive)
- Blended learning
- Stakeholder engagement
- Behavioural change
- Performance improvement

Read job descriptions you're interested in and mirror their language where appropriate.

Step-by-Step: Strengthen Your Online Presence

✓ 3. Engage With the L&D Community

Simple ways to get noticed:

- Comment on relevant posts with thoughtful insights
- Share articles or research (e.g. from CIPD, LPI, Learning Guild)
- Post your own reflections, tips, or resources
- Like and tag posts from others in your network

Tip: Use hashtags like #LearningAndDevelopment, #InstructionalDesign, #LearningStrategy, or #LDCareers to reach more people.

✓ 4. Join Industry Groups & Events

Being part of the conversation matters. Join relevant forums and networks such as:

- The Learning and Performance Institute (LPI)
- The Learning Network
- CIPD Learning Community
- Women in Learning (LinkedIn Group)

Attend webinars or industry events (even if virtual) and follow up with new connections. These relationships often lead to referrals or new opportunities.



Managing Your Brand Offline

- Tell your network that you're exploring new roles. Former colleagues can be powerful advocates.
- Prepare a professional elevator pitch, something you can say when networking or interviewing that sums up who you are and what you bring.
- Ask for recommendations on LinkedIn from colleagues, managers, or clients. These build credibility quickly.

Common Mistakes to Avoid

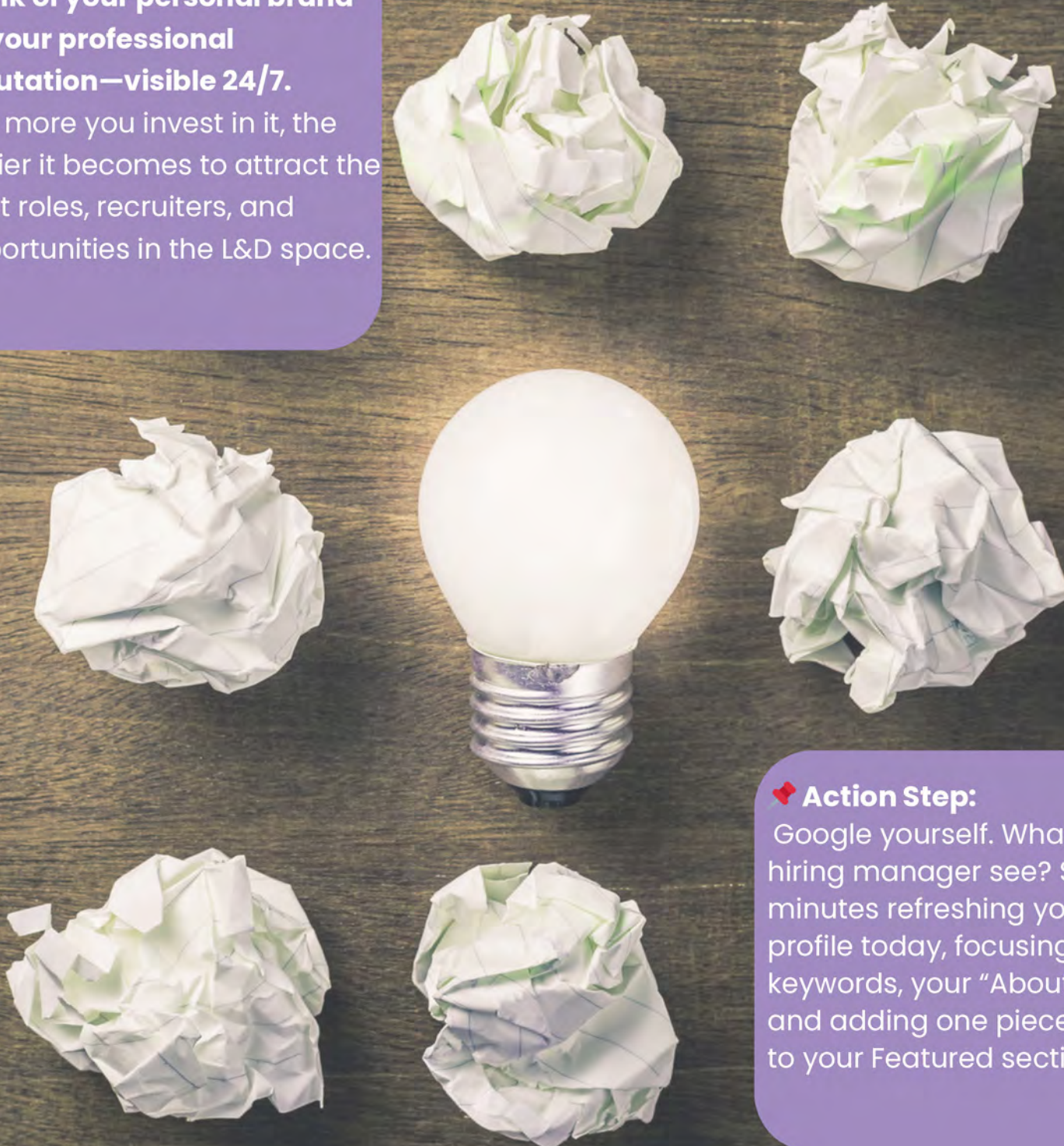
- ❌ A headline that just says, "Open to Work"
- ❌ A blank or outdated profile photo
- ❌ No detail in the "About" section
- ❌ Inconsistent job dates between your CV and LinkedIn
- ❌ Never engaging or connecting with others

Final Thoughts – Section 3

Think of your personal brand as your professional reputation—visible 24/7.

The more you invest in it, the easier it becomes to attract the right roles, recruiters, and opportunities in the L&D space.

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♥ Action Step:

Google yourself. What would a hiring manager see? Spend 30 minutes refreshing your LinkedIn profile today, focusing on keywords, your “About” section, and adding one piece of content to your Featured section.

Section 4

How can you use AI in your L&D Job Search?



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Artificial Intelligence (AI) isn't just reshaping the workplace, it's also transforming how we find work. From CV writing to interview prep and industry research, AI tools can help you save time, tailor your applications, and present your best self to potential employers.

For Learning & Development professionals, who are often expected to embrace technology and innovation, using AI in your job search is more than just helpful—it shows you walk the talk.

Why AI Can Give You an Edge

Hiring managers and recruiters are dealing with high volumes of applications, and AI is increasingly used on their side to scan, rank, and shortlist CVs. By using AI tools yourself, you level the playing field and can:

Optimise your applications for Applicant Tracking Systems (ATS)

Draft stronger, tailored CVs and cover letters

Prepare more confidently for interviews

Stay ahead of learning and industry trends

The key is knowing how to use AI responsibly and strategically.

5 ways to use AI in your job search? PART 1



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1. Optimise Your CV with AI

One of the biggest advantages AI offers is helping you tailor your CV to each role, quickly and effectively.

✂ Tools to Try:

- Jobscan: Compare your CV to a job description to check for keyword matches and formatting issues.
- Rezi / Teal / Resume.io: Offer AI-powered feedback on content and layout.
- ChatGPT: Ask it to analyse your CV against a role and suggest improvements or identify missing skills.

Example prompt for ChatGPT:

"Here's my CV and a job description for an L&D Business Partner role. What skills or achievements should I highlight more to align with this opportunity?"

Tip: Use AI for suggestions—but always review and edit to make sure it still reflects your authentic voice and career story.

5 ways to use AI in your job search? PART 2



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2. Write Smarter Cover Letters

AI can take the dread out of cover letter writing by creating a solid first draft, especially when you're applying to multiple roles.

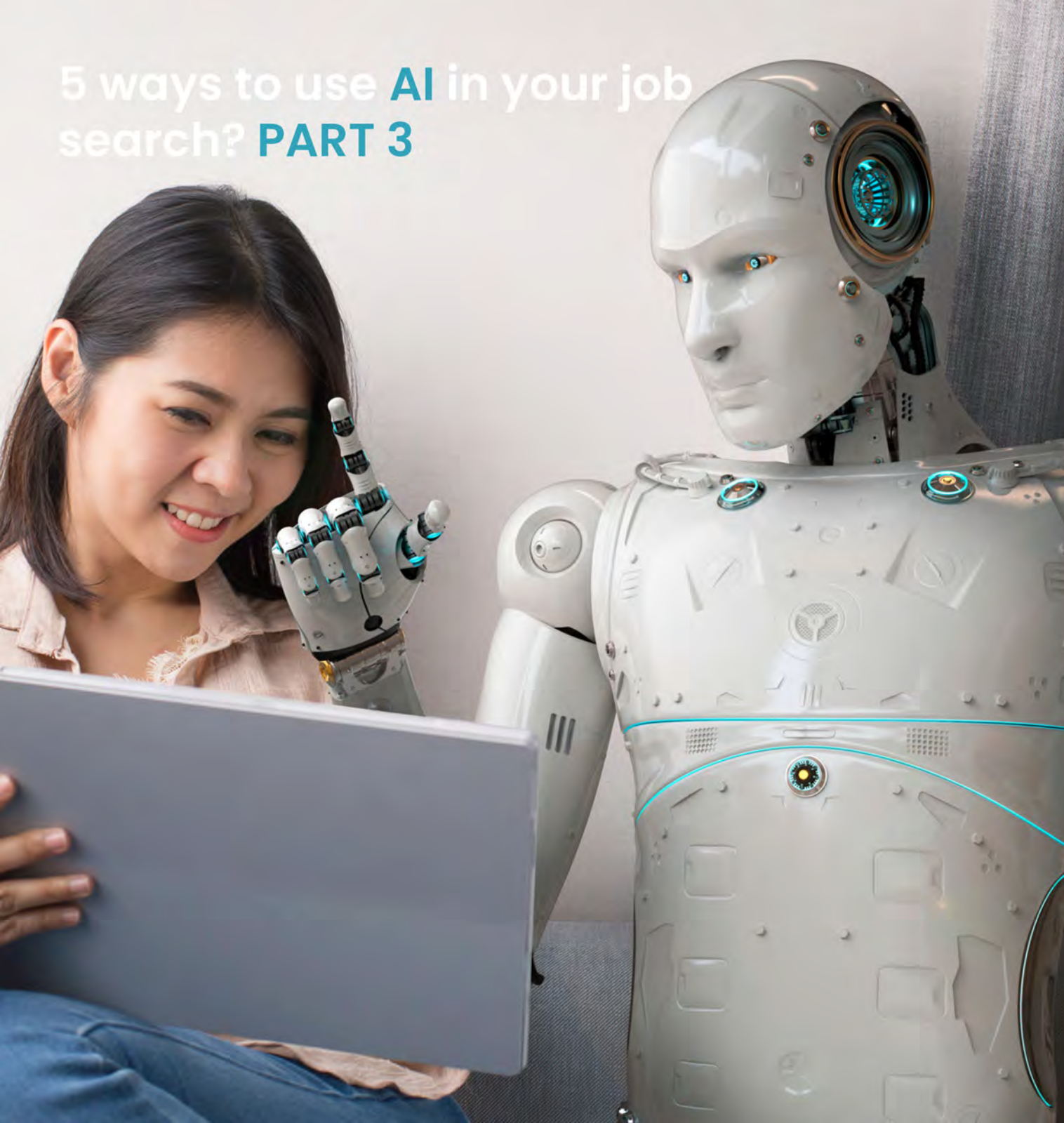
How to do it well:

- Provide AI with context: the job title, company name, and the three main skills you want to highlight.
- Review and personalise the letter to add your voice, enthusiasm, and specific knowledge of the employer.

Prompt example:

"Write a professional, friendly cover letter for a Senior L&D role at a global consultancy. I want to focus on my experience in capability frameworks, stakeholder management, and data-driven learning design."

5 ways to use AI in your job search? **PART 3**



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3. Practice Interviews Using AI Tools

Interview preparation is one of the most underrated uses of AI in job hunting.

🗨️ Tools to Try:

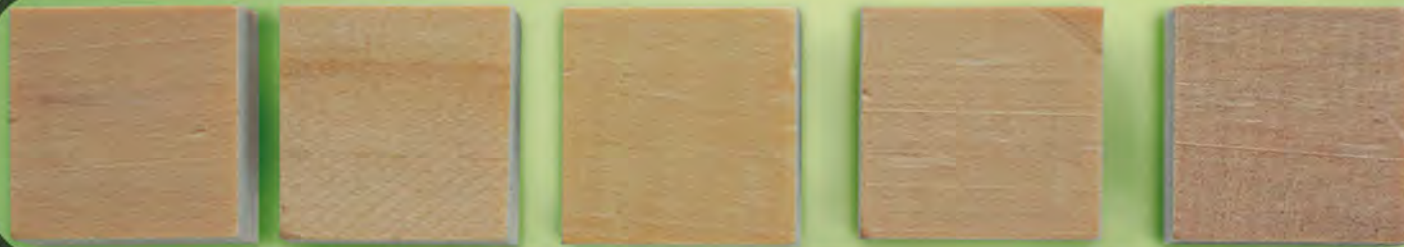
- [Yoodli](#): Uses AI to help you practice responses to common questions and gives feedback on pacing, filler words, and confidence.
- ChatGPT: Ask it to generate interview questions based on a job description, or even simulate a mock interview.

Prompt example:

"Act as a hiring manager for a Senior L&D Advisor role. Ask me 5 behavioural interview questions focused on leadership development and stakeholder engagement."

5 ways to use AI in your job search? PART 4

NEW TRENDS



COMING...

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4. Stay Informed on L&D Trends

Staying ahead of trends helps you have smarter conversations in interviews—and shows hiring managers you're future-focused.

🚩 AI-Powered Tools:

- Feedly + Inoreader: Set up custom feeds for keywords like “learning strategy”, “capability building”, “coaching culture”, or “digital learning trends”.
- ChatGPT / Perplexity.ai Use to summarise long research reports, explore new tools, or generate content ideas for LinkedIn.

Prompt example:

“Summarise the latest trends in Learning & Development for 2024, based on CIPD and McKinsey insights. Keep it under 300 words.”

5 ways to use AI in your job search? **PART 5**

PORTFOLIO

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5. Use AI to Enhance Your Portfolio

If you're a learning designer or create content, AI tools can help elevate your portfolio with faster design, writing, or visual assets.

🧠 Creative Tools:

- Canva Magic Write: Auto-generates course descriptions, taglines, or proposals.
- Adobe Firefly: Use for image generation or visual storytelling.
- ChatGPT: Draft course outlines or storyboard ideas based on audience profiles.

Best Practices for Using AI in Your Job Search

- ✓ Use AI to enhance, not replace, your thinking
- ✓ Always personalise and humanise AI generated content
- ✓ Keep your prompts clear and specific
- ✓ Avoid sharing sensitive personal or company information
- ✓ Use AI to build your confidence not just speed



Final thoughts for section 4



AI is a powerful job search ally but it's not a magic fix. The best candidates use AI to streamline their search, clarify their message, and prepare more thoroughly, while still bringing their unique voice and value to every application.

✦ Action Step:

Pick one area where AI could save you time this week (e.g. tailoring your CV to a job spec or rehearsing for an interview). Try a free tool or prompt and reflect on how it helped.

Section 5

Mastering the Interview Process

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Securing an interview is a great sign your CV and profile have done their job. Now it's time to prepare for the part that matters most: the conversation.

For L&D professionals, interviews are an opportunity to demonstrate your strategic thinking, stakeholder influence, and ability to drive learning impact.

This section will guide you through how to prepare, perform, and follow up in interviews for Learning & Development roles—whether you're applying to a corporate L&D team, a consultancy, or a digital learning provider.

What Are Hiring Managers Really Looking For?

Across the L&D sector, employers want candidates who can:

- Translate business goals into learning solutions
- Demonstrate ROI and learning impact
- Collaborate with stakeholders across functions
- Adapt to tech-enabled, hybrid learning environments
- Think commercially, strategically, and creatively

Interviews are where you show—not just tell—that you can do these things.



Before the Interview: Your Preparation Checklist



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✓ 1. Research the Organisation

- Understand their industry, values, and goals
- Explore their learning culture (check Glassdoor, LinkedIn, company blogs)
- Look for clues on current challenges (e.g. digital transformation, leadership gaps, rapid scaling)
- Discuss with the recruiter who put your details forward, they may have some additional insights about the company values and the team etc

Bonus: Research the interviewer(s) on LinkedIn to understand their background and focus.

Before the Interview: Your Preparation Checklist – PART 2

PREPARATION
IS THE KEY

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✓ 2. Prepare Your Impact Stories

Use the STAR method (Situation, Task, Action, Result) to structure stories that demonstrate your experience. Focus on moments where you:

- Solved a challenge using learning
- Influenced senior stakeholders
- Measured the impact of a programme
- Led a project or introduced a new tool/process
- Navigated change or ambiguity

Keep 4–6 strong examples ready to adapt based on the question asked.

✓ 3. Review the Job Description Closely

Underline key themes—what's repeated or emphasised? Tailor your examples and language to match.

Pro tip: If the job mentions “performance improvement,” use that phrase instead of “behaviour change” (if applicable). Mirroring language builds alignment.

Common Interview Questions for L&D Roles



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Here are some typical questions asked in Learning & Development interviews:

Can you describe a programme you designed or led that had a measurable impact?

- How do you assess learning needs across a business?
- Tell us about a time you faced resistance to learning—how did you handle it?
- How do you evaluate the effectiveness of your learning initiatives?
- What's your approach to blended or hybrid learning?
- How do you stay current with L&D trends and tools?
- What role does coaching or facilitation play in your work?

✦ **Prepare short, punchy examples.** Practice out loud to refine your flow and confidence.

During the Interview: **Stand Out** for the Right Reasons



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Communicate Clearly and Confidently

- Speak with energy and clarity
- Avoid excessive jargon
- Don't just explain what you did, explain why it mattered

Show Stakeholder Awareness

Hiring managers want to know you can work cross-functionally, manage upwards, and think commercially. Reference real stakeholders: HRBPs, line managers, exec sponsors—and how you collaborated with them.

Demonstrate Thought Leadership

Share what you're learning now (books, conferences, webinars). This shows curiosity and passion—key traits in L&D.

During the Interview: Ask Insightful Questions

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Ask Insightful Questions

The best interviews are two-way conversations. Ask questions that show you're curious, engaged, and thinking ahead.

Examples of strong questions:

- What are the business goals this role supports?
- How is learning currently perceived in the organisation?
- What are your current priorities or pain points in L&D?
- How does this team collaborate with others (HR, Talent, Ops)?
- How are learning outcomes currently measured?

After the Interview: Follow Up Like A Pro

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Follow Up Like A Pro

A thoughtful follow-up message can reinforce your interest and professionalism.

- Thank them for their time
- Mention one insight or topic that stood out
- Reaffirm your enthusiasm for the role
- Keep it concise and genuine

Example:

"Thank you for today's interview—I really enjoyed learning more about your leadership development plans and how the team partners with senior stakeholders. I'm excited about the potential to contribute and would welcome the opportunity to take this forward."

Final Thoughts - Section 5

L&D interviews are your chance to bring your CV to life. With preparation, confidence, and curiosity, you can turn an interview into a real conversation, and a real opportunity.



✦ Action Step:

Choose one STAR story from your career and write it out. Practice telling it in under 2 minutes with a clear result at the end. This becomes one of your “go to” responses for behavioural questions.

Section 6

Staying Resilient and Proactive in a Competitive Market



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Job searching in the L&D field can be demanding, especially in a market where redundancies, competition, and shifting priorities are common. Even the most experienced professionals can feel disheartened by slow responses or near misses.

This chapter is about managing the emotional side of the search, staying motivated, and taking action when opportunities feel out of reach.

Acknowledge the Challenge—Then Reframe It

It's completely normal to feel frustrated, anxious, or even lost during a job search.

Especially if you've:

- Been made redundant after years of loyal service
- Been applying for roles without hearing back
- Had interviews that didn't lead anywhere

But this is also a time of reflection, growth, and opportunity. The L&D sector will rebound—as it always does. Being resilient doesn't mean ignoring challenges but responding to them with action and self-compassion.

Build a Job Search Routine

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Build a Job Search Routine

Treat your job search like a part-time project. Without structure, it's easy to drift or burn out. Try this weekly structure:

Day	Focus
Monday	Job search: Review roles & tailor CVs
Tuesday	LinkedIn: Post or comment on industry news
Wednesday	Network: Reach out to contacts / recruiters
Thursday	Upskill: Webinars, reading, short courses
Friday	Reflect: What's working? What can improve?

♦ **Tip:** Set clear, realistic goals. E.g., apply for 3 targeted roles per week, not 20 generic ones.

A smiling Black man in a tan coat is talking on a mobile phone and holding a coffee cup. He is standing outdoors in front of a building.

Stay Connected & Use This Time to Invest in Yourself

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Stay Connected

Isolation is a hidden challenge of job searching. Counter it with connection:

- Join L&D Slack groups, LinkedIn communities, or forums
- Attend local or virtual meetups (e.g. The Learning Network, LPI, Women in Learning)
- Speak to recruiters who specialise in L&D, such as Blue Eskimo—you'll gain insight and confidence

Use This Time to Invest in Yourself

When you're between roles, it's easy to feel like you're stuck. But this is also a rare moment to focus on you. Consider:

- Completing a microlearning course (e.g., on AI in L&D, coaching, or LX design)
- Creating or updating your learning portfolio
- Writing a short blog post on something you're passionate about in L&D
- Reaching out to offer help or mentoring (it builds visibility and confidence)

Tip: Add any new projects or learning to your LinkedIn and CV, even if it's voluntary or self-initiated.

When to Work with a Specialist Recruiter

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When to Work with a Specialist Recruiter

Generalist recruiters may not understand L&D roles deeply, as specialists Blue Eskimo know what hiring managers in this space truly want.

We can help you:

- Identify suitable roles aligned with your goals
- Tailor your CV for impact
- Prepare for interviews
- Stay informed about market changes
- Access roles that aren't advertised publicly

Pro tip: Build a relationship with one or two recruiters, keep them updated and treat them as long-term career partners, not just a quick fix.

Final thoughts for **section 6**

Resilience isn't about going it alone. It's about staying visible, connected, and curious even when the market feels slow. The work you put in now, on your CV, your brand, your network will set the stage for your next opportunity.

✦ **Action Step:**

Choose one thing to do this week for your mindset, one for your skills, and one for your visibility. Small, consistent actions will move you forward, even when the results aren't immediate.

What's Next?

Looking for support with your L&D job search?
We're here to help.

Blue Eskimo is the UK's leading Learning and Development recruitment agency. Whether you're looking for your next role, want advice on your CV, or simply need someone to talk to about where you're heading, we're on your side.

✉ Contact us at: info@blueeskimo.com

🌐 Explore jobs and career resources at: www.blueeskimo.com

Looking to secure your next role in Learning and Development?

This comprehensive L&D job search guide from Blue Eskimo—the UK's leading Learning and Development recruitment agency. This guide covers everything you need to get noticed by hiring managers. Whether you're navigating redundancy, tailoring your CV, preparing for interviews, or using AI tools, this guide offers practical advice to boost your visibility in a competitive market.



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