Job Search Strategies

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Before You Begin Your Job Search: Self-Assessment

Self-Assessment will help you focus your job search:

- Skill preferences
- Transferable skills / Skill set
- Work and Personal Values
- Attitude
- Work / Life Balance
- Self-care strategies
- Interests
- Personality
- Strengths
- Aptitude
Least Effective Job Search Strategies

- Applying for one job at a time
- Conducting little or no research on the company, industry or position
- Only applying for positions you find online
- Using the same resume and cover letter for all positions
- Never sending a thank you letter
- Keeping your focus general, applying for anything
- Wearing casual or business casual attire to an interview
- Not including cover letters
- Using poor grammar and having punctuation errors on your paperwork
- Presenting a non-professional demeanor or attitude
If you are working and looking for a job, consider potential jobs at every level:

- Jobs within the department you are working
- Jobs within the division or section you work
- Jobs within the company, either locally or regionally
- Companies that buy/sell products/services with the company with which you work
- Jobs within the industry or related industries
- Jobs outside the industry
Before You Begin Your Job Search: Targeted Search

Create more than one target - change or update as needed. A targeted job search helps you focus:

- Geographic area:
- Industry:
- Job Function:
- Companies:
- Targeted positions:

Adapted from: Job-Search Secrets, Kate Wendleton, 1996
Before You Begin Your Job Search: Checklist

- Keep job search materials organized
- Update resume / documents
- Professional dress
- Create a support network
- Visit the Career Center
- Obtain references
- Identify essential skills for the position and your related skill set
- Purchase job search business cards
Before You Begin Your Job Search: Checklist

- Have a professional email & voice mail message
- Assemble a portfolio (optional)
- Practice interview skills
- Practice your 30-second commercial
- Consider transition experiences while still searching
- Assess and identify transferable skills from past experiences
- Review negotiation process

In the confrontation between the stream and the rock, the stream always wins...not through strength, but through persistence.
Once You Have Identified Your Targets

- Identify professional associations related to your field
- Create an industry map
- Research the industry
- Research companies of interest
- Consider informational interviews / job shadowing experiences
Once You Have Identified Your Targets

- Research trends / current issues in the industry
- Identify industry best practices
- Research legislative issues impacting field
- Research the company’s products / services
- Research job duties of the position
- Identify their strongest competitors
Job Search Pointers
“Getting from College to Career” Lindsey Pollak, 2007

- Get organized
- Start sounding and acting like a professional
- Email like a professional
- Clean-up your internet and phone message image
- Become an industry expert
- Conduct informational interviews or job shadow
- Explore a passion
- Seek a mentor
- Talk with people everywhere
- Utilize professional associations, conferences and networking events
- Leave your negativity at home
Job Search Pointers
“Getting from College to Career” Lindsey Pollak, 2007

- Be able to introduce yourself
- Don’t be afraid to risk or stretch
- Work some new rooms
- Dress for success
- Update and remake your paperwork
- Be the first to follow-up; keep in touch
- Allow yourself to fail
- Be nice to support staff
- Persist and follow-up
- Be available
- Buy a professional suit
- Don’t curb your enthusiasm
10+ Most Effective Job Search Strategies

#1: Use Professional Networking Sites like LinkedIn

- Over 43 million professionals
- Roughly 1 new sign-up per second
- 150 industries
- 5.1 million students
- 37,000 college and university alumni groups
10 Most Effective Job Search Strategies

- **#2: Utilize Professional Associations**
  - Local, State-wide and National
  - Job Listings
  - Networking
  - Meetings and Conferences
  - Portal to contact people in the field
  - Informational interviews
  - Mentor contacts
  - Job postings
10 Most Effective Job Search Strategies

#3: Create a Targeted Plan to Get Focused

- Identify geographic preference(s)
- Target an industry or company size
- Identify a function or department
- Identify positions of interest, if known
- Identify specific companies
10 Most Effective Job Search Strategies

#4: Utilize Job Posting Sites
- www.indeed.com
- www.simplyhired.com
- www.careerbuilder.com

Including Specialized Job Posting Sites
- www.dice.com  IT Jobs
- www.jobs.awn.com  Animation Jobs
- www.usajobs.com  Federal Jobs
- www.gjc.org  GIS/Remote Sensing jobs
- www.journalismjobs.com  Journalism jobs
- www.norcalherc.org  Jobs in Nor Cal colleges
10 Most Effective Job Search Strategies

- #5: Network, Network, Network...
  - Faculty
  - Professionals in the field
  - Family and friends
  - Contacts made through informational interviews
  - Conferences / Trade Shows
  - New people you meet
  - Articles you read
10 Most Effective Job Search Strategies

#6: Give Yourself the Edge
- Practice your interviewing skills
- Be knowledgeable of the industry and company
- Conduct informational interviews
- Connect with professional Associations
- Know what the company and industry expects
- Integrate research information into your interview answers
- Dress and speak professionally
- Professional Paperwork
10 Most Effective Job Search Strategies

#11 Consider Third Party Recruiters

- Employment Agencies, Search Firms, Contract Recruiters, Resume Referral Firms
- Inquire about the positions being filled or number of openings
- Your confidential information can only be shared with a prospective employer
- All candidates must be treated equally and fairly
- Who pays the fee? Make sure they are 100% employer paid
#8: Combine Your Job Search with Connecting with the World of Work
- Alumni internships
- Internships
- Coop positions
- Volunteering
- Conferences / Trade Shows
- Professional Association Meetings
- Create a Job Search Club with Friends
- Sacramento Professionals Network


#9: Utilize Internet databases and sources to locate companies and functions.  

Examples include:

- [www.aidb.com](http://www.aidb.com) Companies/Functions Animation Industry
- [www.efinancialcareers.com](http://www.efinancialcareers.com) Finance Industry Jobs/Functions
- [www.ecofirms.org](http://www.ecofirms.org) Eco Friendly Companies Directory
- [www.musiciansnetwork.com](http://www.musiciansnetwork.com) Companies/Functions in music industry
- [www.idnmusic.com](http://www.idnmusic.com) Global database for the indie music industry
- [www.engnetblobal.com](http://www.engnetblobal.com) Engineering industry directory/database
#10: Target Individual Contacts

- Contact a specific person by email or business letter
- Indicate if someone suggested that you contact them
- New companies in the area
- Significant changes in personnel or company structure
- Identified need in the company that you can address or help resolve
10+1= Most Effective Job Search Strategies

- #11: Creative Approaches
  - Trade Show Story
  - Creating new job search strategies
  - Creating new niches for your talents
  - Finding hidden job opportunities
  - Weighing the risk and benefit of creative strategies
  - Connecting contacts with current events or media stories, i.e., Business Journal article
10+2= Most Effective Job Search Strategies

- #12: Tailor Your Job Search Strategies
  - What are industry expectations/hiring timelines?
  - Which websites/resources are most used in your field?
  - How do people get hired for the position you are seeking?
  - What are the employers expectations?
10+3 = Most Effective Job Search Strategies

- #13: Contact Companies on your Target list
  - Research company’s website
  - Know the industry
  - Talk with company’s HR Office or college recruiters
  - Send a letter of introduction to department manager
  - Conduct informational interviews with professionals in the field outside company of interest
During and After Your Job Search

- Debrief your interviews
- Evaluate your strategies
- Stay connected
- Take time for yourself: reenergize
- Get feedback on resume and interview techniques
- Reward yourself
- Use your resources
- Believe in yourself😊!
Thank you

The Academic Advising and Career Center offers walk-in and follow-up career counseling services to assist students and recent alumni with questions about planning and conducting a job search campaign. Additional Career Center services for students and recent alumni can be found at [www.csus.edu/careercenter](http://www.csus.edu/careercenter) or by calling (916) 278-6231.