Job Search Strategies

Source: DBM
Job Search Background

How effective are the following job search tools/methods? (Please rate each on a scale of 1 to 5, with 1 being least effective at the far left)

- Networking
- Social Networking Sites (LinkedIn, Twitter)
- Management recruiting firms
- Internet job board (i.e. Monster, CareerBuilder)
- Employer website
- Cold-calling employers
- Blindly sending resumes to employers
- Newspaper classified ads
- Job fair

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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
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
- Obtaining 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
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
• 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
#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
10 Most Effective Job Search Strategies

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

Examples include:
- www.aidb.com Companies/Functions Animation Industry
- www.efinancialcareers.com Finance Industry Jobs/Functions
- www.ecofirms.org Eco Friendly Companies Directory
- www.musiciansnetwork.com Companies/Functions in music industry
- www.idnmusic.com Global database for the indie music industry
- www.engnetglobal.com Engineering industry directory/database
10 Most Effective Job Search Strategies

• #10: Target Individual Contacts
  o Contact a specific person by email or business letter
  o Indicate if someone suggested that you contact them
  o New companies in the area
  o Significant changes in personnel or company structure
  o 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
#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😊!
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.