

# Targeted Job Search

**Presenter:**

**Peter Raeth, Ph.D.**

**Career Development Facilitator**

**<http://InformationAnthology.net/CareerMentor>**

# Material Gathered From Here

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Career Center

University of California at Davis

[https://icc.ucdavis.edu/files/Launch\\_an\\_Effective\\_Job\\_Search\\_6.16.2014.pptx](https://icc.ucdavis.edu/files/Launch_an_Effective_Job_Search_6.16.2014.pptx)

California Conservation Corps

Career Development Training Program

<http://www.ccc.ca.gov/edu/careerpathways/Documents/CDT%20Module%203%20Power%20Point.pptx>

Linda Moore

Eastern Illinois University Career Services

<http://www.eiu.edu/careers/jobsearch.pptx>

Stacey Broadwell

ITT Talent Search

<http://www.ittalentsearch.com/documents/usingtechnology.pptx>

# Content

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- How to conduct a job search
- Realistic view of job searching
- Identifying your priorities
- Organizing your plan
- Knowing the steps to your goal
- Understanding best strategies

# Job Search Checklist

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- Know yourself
- Organize search plan
- Have a “Plan B”
- Research
- Building needed skills/experience
- References
- Networking
- Uncover open positions & apply
- Resources

# Reality Check

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- Could take 6-9 months
- 80% of all jobs are never advertised
- Network to access hidden job market
- Applying is not the same as making a decision to accept the job
- It's a numbers game
  - 15 "No"
  - 1 "Yes"
- Rejections are not a reflection of your competency
  - lots of other factors involved

# Reality Check

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- Avoid unrealistic expectations
  - “I must find the perfect job!”
- Avoid negative or stressful sources and people – don’t be pulled down
- You are not the only person without a plan – many are in the same boat
- Job descriptions are wish lists
- Not your job to determine if you are perfectly qualified
  - but, you must respond to critical skills

# Identifying Your Priorities & Needs

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- Location
- Salary
- Work Environment
- Career Goals
- Planned steps towards goals
- Timeline
- Housing
- Community & Family
- Support
- Interests/Values
- Cost of Living
- Further Education or Promotion

# Short-term Planning

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- Having a Plan “B” will Ease Anxiety!
- Think of your worst fears, create plans to address them
- If you don't have a perfect job, work in an imperfect job with career building or other opportunities
- Separate source of income from career-related goals
  - *volunteer, stay active, network, learn new skills*
- Know your financial requirements & cost saving options
- Remain transparent about your job search goals



# Create a Strategy

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- Plan to spend 20 – 30 hours per week
- Determine number of hours per week for each activity
- Identify manageable goals for each day, week, month
- Find a location that allows you to be productive
- Organize records for each company you apply to:
  - Copy of job posting(s)
  - Copy of resume/cover letter(s)
  - Company research, notes
  - Contact
  - Dates
  - Questions

# Stick to a Schedule

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## Allocate blocks of time for:

- On-line job applications
- Follow up phone calls
- Expanding your personal network
- Connecting with family & friends
- Recreation
- Household responsibilities
- Volunteer work, community service

# Use Appropriate Tools

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## Use a Calendar

- Show deadlines
- When you submitted an application, resume, etc...
- Follow-up on each job
- Use your calendar to keep a daily to-do list
- Interviews

## Spreadsheet for Search Log

- Job title
- Company
- Contact Information
- Where you found the job
- Deadlines

# Job Search Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9-12	Sleep in	Follow up	Follow up	Follow up	Follow up	Follow up	On-line
12-3	Work out	On line	Network calls	On line	Network calls	On line	Shop/clean house
3-7	Dinner w/?	Check in dinner w/Fred	Work out	Yoga class	Review week/write to-list	Work out	Social time
7-9	Dinner?	On line Dreamweaver Class	homework	Young Professional Mtg	?	Social time	Social time

Active job search = 22 hrs

Networking = 8 hrs

Social connectivity = 14 hrs

Exercise = 15 hrs

Buddy time = 4 hrs

Continuing education = 4 hrs

# Create a Job Search Log

## SAMPLE JOB SEARCH LOG

Employer	Job Title	Where/when discovered	Contact Phone/Email	Send Cover Letter & Resume	Follow up 1	Follow up 2	Follow Up 3
American Red Cross, Woodland	Volunteer Recruiter	Jan 10, 2008 Idealist.org	Sam Smith <a href="mailto:ssmith@redcross.org">ssmith@redcross.org</a> 530-661-1212	Emailed Jan 11	Sam called - asked for writing sample. Emailed on 1/11	Interview 1/24 9am 123 Main St Sam & panel Bring 3 ref	
Shriners Hosp Sac	Volunteer coordinator	Jan 14 Idealist.org	HR @ shrinerssac.com	Uploaded resume to their website 1/16	Called to verify 1/22.ok. nothing until Feb 1		
Yolo Hospice		Jill Jones New case manager Met at Rotaract mtg Jan 18	Jjones@yolo hospice.org				

# Things You Can Do

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- Informational Interviews
- Networking via social media and in-person
- Networking Events
- Professional Association web sites/meetings
- Career centers
- Assessments
- Mock Interviews
- Libraries
- Internship and Career Fairs
- Workshops
- On-campus Recruiting
- Temp Agencies
- Expand your geographic or career focus

# Searching for Jobs

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- **You can search for jobs by several criteria**
  - Qualifications
  - Major
  - Industry
  - Key word
  - Location
  - Employer name
  - Position type

# Use a Multi-Faceted Approach

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- ***Company Websites:*** Find out where your skills may be needed and research who to contact at that company. Even if there are no job openings, be sure to follow up by sending your electronic résumé and filling out an application on-line at the specific company website.
- ***Connecting with People:*** This is also called networking. This means receiving job search assistance from your friends, former co-workers, or other people you know. Let them know you're looking for a job. One of the best ways for an employer to get a good hire is by referral from existing employees.
- ***General Internet Job Boards:*** Increasingly, employers are posting jobs through a variety of general purpose websites. There is a lot of competition for these jobs, but at least you can find them!
- ***Hiring Agencies and Recruiting:*** Get professional help from government employment agencies or not-for-profit organizations. Career One- Stop Centers are a great example of this.



# Researching Employers

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## Company Websites

- Many openings only posted on company websites
- Shows the employer you are interested in their company since you went to their site

## Things to look for

- What products or services does the company provide?
- What jobs does the company hire for?
- Has the company been in the news lately?
- What is the company's mission and values?
- Who are the decision-makers in this company?

# Using Your Network

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- Identifying and growing your network is one of the best ways to find a job.
- Your network can help you find the 'Hidden Job Market'.
- **Hidden Job Market:** Jobs that are filled before ever being advertised as a job opening.
- Employers sometimes prefer hiring people who are referred by their own employees.

# Your Network Includes

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- Family
- Friends
- Neighbors
- Co-workers
- Supervisors
- Teachers
- Religious leader



# Networking in the Real World

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Look for PEOPLE, not JOBS

*“Networking is making links from people we know to people they know, in an organized way, for a specific purpose, while remaining committed to doing our part, expecting nothing in return.”*

Donna Fisher and Sandy Vilas, *Power Networking*

# Important to Network

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- ◆ A referral generates 80% more results than a cold call. Job search smart!
- ◆ 75% of people get their jobs through networking.
  - a.k.a. always leave a good impression

**Up to 80% of jobs are not advertised!**

# Networking Involves

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- ◆ **Establishing goals. What is your networking mission?**
  - a. Learn about jobs from those working in the field
  - b. Make connections for jobs or internships
  - c. Enhance your professional knowledge through shared info
- ◆ **Analyzing the kinds of help you will need in achieving your goals.**
  - a. Type of help depends on your mission
  - b. Experts, versus mentors, versus those who are connected
- ◆ **Analyzing & developing your people skills.**
  - a. Be a clear communicator, polished, engaging, grateful and giving.
- ◆ **Building and cultivating your network accordingly.**
  - a. Start early. Pace to your need. Don't wait until you need something.

# Networking Log

## document quickly after each contact

- ◆ Use Outlook contact or similar contact database

### KEEP:

- ◆ Contact name, Address, Phone & E-Mail address
- ◆ Occupation & Employer
- ◆ How you met contact
- ◆ Outstanding points about the contact
- ◆ Personal details, family , characteristics & interests

- ◆ Date of each contact
- ◆ Conversation summary
- ◆ Names of 3 referrals, if the contact is for job searching
- ◆ Dates of follow-up on these 3 referrals
- ◆ Date of thank-you note for referrals
- ◆ Other (*contacts need as you, you must give back more than you take from each contact*)

# Create your Elevator Speech

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- Quick summary of who you are and what you can do.
- Less than one minute.
- Include your job target and your skills.

*“My name is Jane Doe. I have two year’s experience as an office assistant. I also took classes in project management at Whatever College. I have worked in customer service most of my life. I’m looking for an administrative support position. I’d really like to work for a medical company. Do you know of any jobs in that area?”*



# Conversation Ice Breakers

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- Hi, wanted to introduce myself...
- What brings you to XYZ conference?
- What did you think about the speaker?
- What line of work are you in?
- How is the work environment? Any hiring?
- Have you met anyone interesting today?
- I've been wanting to say hello to him/her, want to come with me?
  - Introduce strangers – it helps you remember names & appear connected
  - Ask Questions and listen vs. talking about yourself

# Social Media Networking

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## **Facebook** [www.facebook.com](http://www.facebook.com)

- A social network service that allows individuals to create a personal profile and connect with other Facebook users all over the globe to share pictures, videos, events, and common interests and ideas.

## **Twitter** [www.twitter.com](http://www.twitter.com)

- A social networking site where individuals connect with each other through microblogging—short text-based posts that update users on the individuals' thoughts/ideas/actions.

## **LinkedIn** [www.linkedin.com](http://www.linkedin.com)

- A business-oriented social networking site that allows users to create a personal profile and network with other professionals.

# Social Media Networking

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## *Positive actions*

- Limit the amount of personal information available (phone number, address, etc...).
- Make your profile, photos, videos, and status updates private to anyone that isn't your friend.
- Do not allow anyone to tag you in photos.
- Update your profile regularly using information consistent with your resume.
- Delete pictures/messages/information that is controversial or inappropriate
- Be selective on what is posted/not posted on your profile or updates.
- Realize that your friends and followers on these sites can be a negative or positive reflection of yourself.

# Social Media Networking

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## *Negative Actions*

- Posting controversial or inappropriate pictures, messages, or information on your profile.
- Writing negative comments about past or present employers/companies.
- Joining interest groups based on inappropriate or controversial themes.
- Using inappropriate language on your profile/updates.
- Discussing recent interviews you have had.

# Other Online Job Search Tips

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- Most jobs are found through networking, not through job boards.
- Although there are several different job board website types. You should NEVER have to pay to see and apply for a job posting.
- Some job search websites are for specific types of industries.
  - ex: non-profit, marketing, government
- While there are more jobs available online, there is also a lot more competition!
- Make sure you stand out from the rest of those applying by tailoring your resume and cover letter.

# Other Online Job Search Tips

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- Make sure to filter your job search by job type, salary, location, etc...it makes searching much easier!
- Make sure to use your professional email address since most communication with employers may be online.
- Only use legitimate job search websites. Research an employer listing before submitting a resume and any other personal information.
- Beware the numerous “jobs” that promise high monthly income. These scams demand money up-front whether you make any money or not.

# What are Career Fairs?

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- A fair or exposition for employers, recruiters, and schools to meet with prospective job seekers.
- Representatives from companies and organizations come to meet with people looking for jobs, hand out business cards, and collect resumes.
- Sometimes there are people available to review your resume before you apply.



# Career Fair Tips

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- Bring many copies of your resume to hand out to prospective employers.
- You will have only a few minutes to introduce yourself and get the recruiter interested. You will learn how to create an Elevator Speech in the next class.
- Listen attentively. Develop your listening skills to that you can hear not what you want to hear, but what the recruiter is actually saying.
- Be assertive and show enthusiasm.
- Maintain a professional and positive vibe – dress like you are going to an interview.
- Get business cards and thank the recruiter for his/her time.



# The Right Attitude for Job Searching

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- **Positive** – about yourself, your skills, your search, past employers, the future and what you can add to the job
- **Persistent** – apply for other jobs at the company, keep watching for openings, keep trying to improve while searching
- **Confident** – believe that you will be successful in adding value in a new position. Body posture = confident
- **Prepared** – company research more than anyone else; know yourself
- **Resourceful** – show networks & connections; use of latest technology

# Responding to Job Postings

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- Read all detailed instructions
- Send a cover letter even if not requested
- Follow up to make sure your resume was received
- Politely inquire about hiring process timing
- Make an ally of the Human Resources rep or receptionist
- Thank you notes & phone calls matter
- Be politely persistent

# Identifying References

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- Ask permission and be strategic
- Ask your references if they are willing to provide a strong recommendation
- NO family, friends or peers
- List 3-5 people with whom you have worked, volunteered or interned
  - faculty, current/former supervisors, campus staff
- Pick individuals who can speak to relevant skills
- Share your resume & goals with references

# Tips

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- Be creative; look for contacts & job leads where others are NOT looking
- Avoid isolation- find a job search buddy to set goals and be accountable to
- Thank everyone who helps you!
  - a brief email update is appreciated by all!
- Never ask for a job during an informational interview

# Other Resources

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- Occupational Outlook Handbook  
<http://www.bls.gov/ooh>
- Volunteering  
<http://www.volunteermatch.org>
- Becoming someone whom employers seek out  
<http://InformationAnthology.net/CareerMentor>
- Coverage of multiple job boards  
<http://www.indeed.com>
- General Job search  
<http://www.monster.com>  
<http://www.careerbuilder.com>
- Jobs with non-profits  
<http://www.idealists.org>
- US Government jobs  
<http://www.USAJobs.gov>  
<http://www.avueDigitalServices.com>
- Track important topics, people, trends  
<http://www.google.com/alert>