

# JOB SEARCH STRATEGIES

- **Treat the job search like a full-time job**, but *combine strategies and resources for the best results*
- **Tailor your application to each position**, based on your company research & the job description
- **Create a way to track your sent applications**: when you sent them, method of delivery, and follow up
- **Follow up with every application you submit** (unless otherwise specified)

## SOCIAL MEDIA

- Google yourself**
- Update your *privacy settings*
- Think about how you want to define your **professional brand**
- Follow companies/professionals of interest & comment on their posts*
- Set up a LinkedIn profile**  
*Why? LinkedIn is:*
  - The #1 social media site used by recruiters
  - An online, extended version of your resume
  - A way to create your portfolio
  - A tool to connect you with alumni & professionals around the world

## TARGETING YOUR SEARCH

- Make a **list of companies** that interest you
- Think about:
  - Geographic location
  - Cost of living
  - Industry leaders
  - Work environment/climate
  - Salary expectations
  - Who works there
- Search **openings on company websites**
- Research and attend events* the organization will be hosting or attending
- Send a **targeted resume and cover letter** based on your research and the job description
- Identify an internal contact** & conduct an *informational interview*

## NETWORKING

- Assess your personal network:**
  - Friends
  - Family
  - Neighbors
  - Alumni
  - Peers
  - Former Employers
  - Faculty/Staff
- Prepare your 30-second commercial** and tailor it to your audience
- Request an *informational interview* or the chance to shadow
- Participate in *professional associations or community events* to meet people in your field
- Continue gaining experience while you apply for jobs:**
  - Volunteer or intern
  - Join a meetup or club
  - Take a free online class

## JOB DATABASES

- Use R-CareerLink databases:**
  - Jobs for Tars
  - Current Jobs in... Series
  - GoinGlobal
  - CEI Internships
- Visit the Job Search page on the CLP site:**
  - Career-Specific Sites
  - Job Search Sites

## THIRD PARTY AGENCIES

- Check the agency's reputation** using the Better Business Bureau:
  - You should not be charged a fee for service
  - All related fees should go to the employer
- Have a clear career goal
- Keep an open mind:**
  - Temporary/entry-level employment can "get your foot in the door"
- Read contracts carefully before signing**



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