

Job Search Strategies

CDA 31011- Career Development

The Learning Outcome of this chapter is to,

- □ Understand the overview of the job search process
- □ Learn the effective job search sources

The Job Search Process

Applying basic marketing principles to your job search can help you to achieve your internship or fulltime employment goals.

Think of yourself as a unique product and use market analysis, planning, and implementation to develop your own customized job search strategy.

Your Marketing Plan

Similar to developing a marketing plan for a product, your job search requires a proactive and strategic approach. To be most successful in generating leads and offers, especially in a tough economy, you must dedicate time and effort and apply a variety of techniques.

1. Determine Your Target Market

- Using industry research and your own self-assessment, decide the type of job(s), industries, and geographic area(s) you will target.
- Review potential job descriptions and company information to develop a list of skills and characteristics desired by employers in your target market.

2. Develop Your Marketing Tools

- Compare the needs and requirements of employers to your own background and qualifications to determine your key selling points and the related skills and experiences that you should highlight in your resume and cover letter(s).
- Reach out to former professors or employers who can speak to your work ethic and abilities to request that they provide a recommendation for you.
- For some industries, you will also need to develop a professional portfolio with samples of your work.

3. Identify Opportunities & Contacts

- The job market includes advertised opportunities as well as the "hidden" job market. It has been estimated that only 20 percent of available opportunities are ever advertised and 80 percent of openings are unadvertised, or part of the hidden job market.
- Use a variety of techniques to identify opportunities and develop contacts within the field who can assist you. Advertised openings can be found using: Online job and internship posting sites, Newspapers, professional association publications, trade or business journals Company websites, career portals, and online application systems.
- Unadvertised openings can be found by networking with alumni and others.

Refine Your Presentation Skills

Learn how to introduce yourself and interview with confidence by reviewing the sections, "Preparing for Interviews" and "Networking." Take advantage of the mock interviews offered through Career Services to practice and refine your presentation.

5. Design and Action Plan

Establish weekly goals for your job search activity and keep records of your contacts and dates when you need to follow up.

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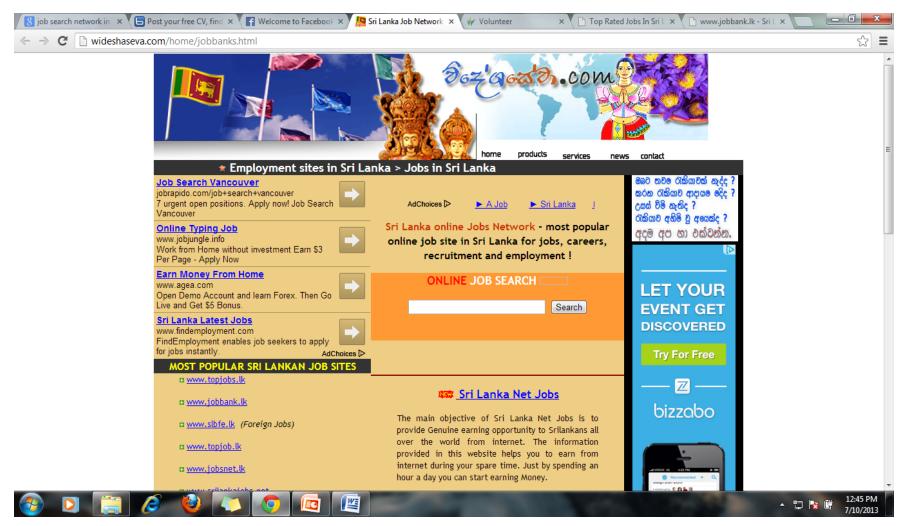
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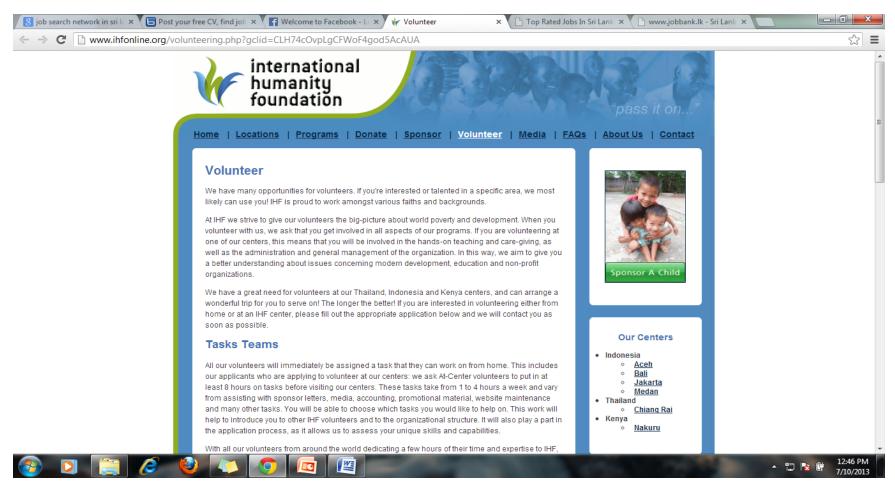
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