



Job Search Strategies



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.

4. 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.

Effective Job Search Sources

<http://www.topjobs.lk/>

The screenshot displays the topjobs.lk website interface. At the top, there's a navigation bar with the topjobs logo, a recruitment tagline, and links for SMS Job Alerts, EFutures, and .NET Technical Leads. Below this is a search bar with options for Job Ref Number and keywords. A grid of job categories follows, including IT, Accounting, Banking, Sales, HR, and more. A 'Hot Jobs' section highlights 632 new jobs. The main content area lists several job openings with details like company names, titles, and locations. On the right, there are links for CSE, NAITA, and other partners. The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 12:39 PM on 7/10/2013.

topjobs®
recruitment made easy

SMS Job Alerts
For I.T.
Type IT
Send 678

EFutures
www.efuturesworld.com
Recruiting Now!

.NET Technical Leads
Human Resource Manager

Apply Now

Advertise **Institutes** **Featured Employers** **Media Room** **Partners** **LMI** **Contact Us**

Jobseeker login ☐ Govt. Jobs ☐ NGO ☐ Part-time ☐ Walk-in Interviews for jobs, employment and careers | [Search Tips](#)

IT-Sware/DB/QA/Web/Graphics/GIS
Corporate Management/Analysts
Eng-Mech/Auto/Elec
Hospital/Nursing/Healthcare
R&D/Science/Research
Imports/Exports

IT-HWare/Networks/Systems
Office Admin/Secretary/Receptionist
Manufacturing/Operations
Legal/Law
Agriculture/Dairy/Environment
All Vacancies

Accounting/Auditing/Finance
Civil Eng/Construction
Media/Advert/Communication
Supervision/Quality Control
Security

Banking/Insurance
IT-Telecoms
Hotels/Restaurants/Food
Apparel/Clothing
Fashion/Design/Beauty

Sales/Marketing/Merchandising
Customer Relations/Public Relations
Hospitality/Tourism
Ticketing/Airline/Marine
International Development

HR/Training
Logistics/Warehouse/Transport
Sports/Fitness/Recreation
Teaching/Academic/Library
KPO/BPO

► Hot Jobs: 632 new hot jobs and 1000+ more jobs | (Recent 100 Jobs)

Company Name Withheld
Graphic Designers (Creative Team/ Videography Team)

Screenline Holdings
Warehouse Executive

Euro Marketing - Maldives
Logistics & Distribution Manager

Free Lanka Granite
Technical Officers / Autocad Draughtsman (Male)

MBSL Savings Bank
Assistant Sales Managers / Senior Sales Executives (HP/Leasing)

Great Lake Holdings
Senior Sales Executives (Male)

GRUNDFOS (Singapore)
Service Engineer

Silk Road Travels
Tour Executive - Inbound

Sadaharitha Plantations (Sadaharitha Group)
Accounts Cum Customer Care Officer (Male Or Female)

Cybernetics U.S.A.
Web Frontend Graphics Designer

Gintota Plywood Manufacturers
English Typist - (Male / Female)

Free Lanka Granite
General Manager - Finance And Administration

Leading Manufacturing Company in Gampaha
Chemist

Great Lake Holdings
SALES MANAGER (MALE)

Elegant Media
iPhone/iOS (Senior Software Engineer/ Software Engineer/ Associate Software Engineer), PHP Web Developers

New Hope Lanka
Salesman (Male)

Cybernetics U.S.A.
SEO Expert

Maliban Biscuit Manufactories
Health & Safety Officer / Health Care Executive

Renem
General Manager (Projects) / General Manager (Sales & Marketing) / Office Coordinator

Great Lake Holdings
BUSINESS PROMOTION EXECUTIVE (FEMALE)

Great Lake Holdings
SALES EXECUTIVE ADVERTISING (FEMALE)

Virideo Lanka
Trainee Electrician

ARIS International
Call Centre Executives / Trainees

New Hope Lanka
Veterinarian Surgeon (Male)

Multichemi International
Receptionist cum Data Entry Operator

Global Payments Asia-Pacific Ltd
Credit Analyst

Digital Glare
Experienced Web Designer

Great Lake Holdings
Sales Executives - Part Time

GRUNDFOS (Singapore)
Application Engineer

Ananda Sirisena & Company
Trainee Company Secretary / Part Time & Full Time Book Keepers

MyRight - Empowers People with Disabilities
Assistant Project Officer (Female)

CSE
COLOMBO STOCK EXCHANGE

Jobseeker Login

Sign up Now

NAITA topjobs Partnership

ABINSA NENASALA topjobs

Connect with us on

f **g+**

12:39 PM
7/10/2013

Effective Job Search Sources

<http://www.cv.lk/>

The screenshot shows the CV.LK website interface. At the top, there's a navigation bar with links like Home, Job Seekers, Employers, Head hunters, Submit Your CV, All Vacancies, Foreign Vacancies, and Contact Us. Below this is a banner for 'THE BEST CV PORTAL IN SRI LANKA' and a section for 'SMS JOB ALERTS'. A grid of job categories follows, including IT, Banking, Hardware, Accounting, Sales, and HR. Below the categories is a search bar with fields for Company Name, Ref No, and Keyword, and a 'Find' button. The main content area displays a list of job openings with columns for Ref No, Company Name, Position, Description, Opening Date, Closing Date, and Details. The list includes jobs from Moringa Plantation, Mans Lanka, Tokyo Cement Co, JNW Lanka Tours, Jeewa Education, Helpage Sri Lanka, Al Ashkal Recruiting Agency, Advance Baggage Service, and MPM Consulting. On the right side, there are social media links for Facebook and advertisements for 'Advertise Here!' and 'Enjoy CIMA @ LiBS'.

| Ref No | Company Name | Position | Description | Opening Date | Closing Date | Details |
|--------|-------------------------------|---|--|--------------|--------------|----------------------|
| 689254 | Moringa Plantation (Pvt) Ltd | Receptionist | Excellent Communication Skills in English Language is must | 10/07/2013 | 15/07/2013 | View |
| 689255 | Moringa Plantation (Pvt) Ltd | Farm Manager / Farm Officer | Please refer the vacancy advertisement | 10/07/2013 | 15/07/2013 | View |
| 689256 | Mans Lanka (Pvt) Ltd | Brand Development Executive / Sales Executives | Please refer the vacancy advertisement | 10/07/2013 | 22/07/2013 | View |
| 689257 | Tokyo Cement Co (Lanka) PLC | Technical Sales Executive / Sales Promotion Officers / Stores Assistant | Please refer the vacancy advertisement | 10/07/2013 | 22/07/2013 | View |
| 689258 | JNW Lanka Tours | Trainee Clerical Staff | Minimum Qualification GCE(O/L) | 10/07/2013 | 22/07/2013 | View |
| 689259 | Jeewa Education | Student Counsellor | Previous experience in similar capacity | 10/07/2013 | 20/07/2013 | View |
| 689260 | Helpage Sri Lanka | Marketing Promotion Officer | Fluent in English, Sinhala/Tamil | 10/07/2013 | 17/07/2013 | View |
| 689261 | Al Ashkal Recruiting Agency | Customer Care Executives | Excellent Command in English & Sinhala | 10/07/2013 | 23/07/2013 | View |
| 689262 | Advance Baggage Service | Senior Web Designer | A Good understanding of HTML and XML , Browser compatibility , CSS and XML | 10/07/2013 | 26/07/2013 | View |
| 689263 | Advance Baggage Service | Cargo Manager | More than 5 years experience in Air line oe Sea Line or Cargo Industries | 10/07/2013 | 26/07/2013 | View |
| 689264 | MPM Consulting (Pvt) Ltd | Sales Colleagues | Between age 18 - 35 years of age | 10/07/2013 | 26/07/2013 | View |
| 689265 | MPM Consulting (Pvt) Ltd | Product Manager | A Minimum of 3 years experience in similar capacity | 10/07/2013 | 26/07/2013 | View |
| 689266 | MPM Consulting (Pvt) Ltd | Human Resource Clerk | Should have done Human Resource Course | 10/07/2013 | 26/07/2013 | View |
| 689267 | MPM Consulting (Pvt) Ltd | Delivery Assistant | Should have Passed GCE (O/L) Exam | 10/07/2013 | 26/07/2013 | View |
| 689268 | Accounting & System Solutions | Accounts Trainees | Please refer the vacancy advertisement | 10/07/2013 | 19/07/2013 | View |

Effective Job Search Sources

<http://www.bayt.com/en/job-seekers/create-account/?q=job%20search&gclid=CMXzxb2vpLgCFZGH4godKx0AHg>

The screenshot shows the Bayt.com website interface. At the top, there's a navigation bar with the Bayt International logo and links for 'Log In', 'Register', and 'For Employers'. Below this is a menu with 'My Workspace', 'Jobs', 'Specialties', 'People', 'Salaries', and 'Resources'. The main heading is 'Apply for Jobs in the Middle East', with a list of countries: Bahrain, Dubai, Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Pakistan, Qatar, Saudi Arabia, Sri Lanka, and UAE. On the left, under 'Why Register on Bayt.com?', there are four bullet points: 'Access 9,569 all-new jobs, with more added daily.', 'Allow employers to find you and contact you for jobs.', 'Receive matching jobs by email or mobile.', and 'All your personal information remains private.' Below this is a section 'Companies Hiring on Bayt.com' featuring logos for du, etisalat, QATAR AIRWAYS, Emirates, Al-Futtaim, and Qatar Foundation. On the right, the 'Register Your Free Account' section provides a form with fields for 'Email Address', 'First Name', 'Family Name', 'Residence Location' (a dropdown menu), 'Gender' (radio buttons for Male and Female), 'Birth Date' (Day, Month, and Year dropdowns), and 'Nationality' (a dropdown menu). A 'Register with Facebook' button is also present.

job search network x Post your free CV x networking jobs x Vacancies - Health x Sri Lanka Job Net x Volunteer x Top Rated Jobs In x www.jobbank.lk x

www.bayt.com/en/job-seekers/create-account/?q=job%20search&gclid=CMXzxb2vpLgCFZGH4godKx0AHg

Log In Register عربي Français For Employers

bayt International

My Workspace Jobs Specialties People Salaries Resources

Apply for Jobs in the Middle East

Bahrain · Dubai · Egypt · Iraq · Jordan · Kuwait · Lebanon · Morocco · Oman · Pakistan · Qatar · Saudi Arabia · Sri Lanka · UAE

Why Register on Bayt.com?

- ✓ Access 9,569 all-new jobs, with more added daily.
- ✓ Allow employers to find you and contact you for jobs.
- ✓ Receive matching jobs by email or mobile.
- ✓ All your personal information remains private.

Companies Hiring on Bayt.com

du add life to life etisalat QATAR AIRWAYS Emirates Al-Futtaim Qatar Foundation

Register Your Free Account

Get instant access to the tools necessary for finding a job in the Middle East.

Register with Facebook

Or Register with Your Email

Email Address:

First Name:

Family Name:

Residence Location:

Gender: ☐ Male ☐ Female

Birth Date:

Nationality:

Effective Job Search Sources

<http://wideshaseva.com/home/jobbanks.html>

The screenshot displays a web browser window with multiple tabs open, including 'job search network in', 'Post your free CV, find', 'Welcome to Facebook', 'Sri Lanka Job Network', 'Volunteer', 'Top Rated Jobs In Sri Lanka', and 'www.jobbank.lk - Sri Lanka'. The address bar shows the URL 'wideshaseva.com/home/jobbanks.html'.

The website header features a banner with flags, a statue, and the text 'විදේශ සේවා .com'. Below the banner is a navigation menu with links: 'home', 'products', 'services', 'news', and 'contact'.

The main content area is titled 'Employment sites in Sri Lanka > Jobs in Sri Lanka'. It lists several job search opportunities with links and brief descriptions:

- Job Search Vancouver**: jobrapido.com/job+search+vancouver. 7 urgent open positions. Apply now! Job Search Vancouver.
- Online Typing Job**: www.jobjungle.info. Work from Home without investment Earn \$3 Per Page - Apply Now.
- Earn Money From Home**: www.agea.com. Open Demo Account and learn Forex. Then Go Live and Get \$5 Bonus.
- Sri Lanka Latest Jobs**: www.findemployment.com. FindEmployment enables job seekers to apply for jobs instantly.

Below these links is a section titled 'MOST POPULAR SRI LANKAN JOB SITES' with a list of websites:

- www.topjobs.lk
- www.jobbank.lk
- www.slbfe.lk (Foreign Jobs)
- www.topjob.lk
- www.jobsnet.lk

In the center of the page, there is a section for 'Sri Lanka online Jobs Network - most popular online job site in Sri Lanka for jobs, careers, recruitment and employment !'. It includes an 'ONLINE JOB SEARCH' box with a search input field and a 'Search' button.

On the right side, there is a sidebar with a blue background. It contains a section titled 'LET YOUR EVENT GET DISCOVERED' with a 'Try For Free' button and a logo for 'bizzabo'. Below this is a smartphone displaying a job listing.

The bottom of the browser window shows a Windows taskbar with various application icons and a system clock indicating 12:45 PM on 7/10/2013.

Effective Job Search Sources

<http://www.ihfonline.org/volunteering.php?gclid=CLH74cOvpLgCFWoF4god5AcAUA>

The screenshot shows a web browser window with the URL www.ihfonline.org/volunteering.php?gclid=CLH74cOvpLgCFWoF4god5AcAUA. The browser's address bar and tabs are visible at the top. The website itself has a blue header with the IHF logo and the tagline "pass it on...". A navigation menu includes links for Home, Locations, Programs, Donate, Sponsor, Volunteer, Media, FAQs, About Us, and Contact. The main content area is titled "Volunteer" and contains three paragraphs of text. The first paragraph states that IHF has many opportunities for volunteers and is proud to work among various faiths and backgrounds. The second paragraph explains that IHF provides a big-picture view of world poverty and development, and that volunteers are involved in hands-on teaching and care-giving, as well as administration and general management. The third paragraph mentions a great need for volunteers at their Thailand, Indonesia, and Kenya centers, and offers to arrange a trip for those interested. To the right of the text is a photo of two children with a "Sponsor A Child" button below it. Below the text is a section titled "Tasks Teams" which describes the tasks assigned to volunteers, including assisting with sponsor letters, media, accounting, promotional material, website maintenance, and many other tasks. To the right of this section is a list of "Our Centers" with bullet points for Indonesia (Aceh, Bali, Jakarta, Medan), Thailand (Chiang Rai), and Kenya (Nakuru). At the bottom of the page, a footer states: "With all our volunteers from around the world dedicating a few hours of their time and expertise to IHF,". The Windows taskbar is visible at the bottom of the screenshot.

international humanity foundation
"pass it on..."

[Home](#) | [Locations](#) | [Programs](#) | [Donate](#) | [Sponsor](#) | [Volunteer](#) | [Media](#) | [FAQs](#) | [About Us](#) | [Contact](#)

Volunteer

We have many opportunities for volunteers. If you're interested or talented in a specific area, we most likely can use you! IHF is proud to work amongst various faiths and backgrounds.

At IHF we strive to give our volunteers the big-picture about world poverty and development. When you volunteer with us, we ask that you get involved in all aspects of our programs. If you are volunteering at one of our centers, this means that you will be involved in the hands-on teaching and care-giving, as well as the administration and general management of the organization. In this way, we aim to give you a better understanding about issues concerning modern development, education and non-profit organizations.

We have a great need for volunteers at our Thailand, Indonesia and Kenya centers, and can arrange a wonderful trip for you to serve on! The longer the better! If you are interested in volunteering either from home or at an IHF center, please fill out the appropriate application below and we will contact you as soon as possible.

Tasks Teams

All our volunteers will immediately be assigned a task that they can work on from home. This includes our applicants who are applying to volunteer at our centers: we ask At-Center volunteers to put in at least 8 hours on tasks before visiting our centers. These tasks take from 1 to 4 hours a week and vary from assisting with sponsor letters, media, accounting, promotional material, website maintenance and many other tasks. You will be able to choose which tasks you would like to help on. This work will help to introduce you to other IHF volunteers and to the organizational structure. It will also play a part in the application process, as it allows us to assess your unique skills and capabilities.

With all our volunteers from around the world dedicating a few hours of their time and expertise to IHF,

Sponsor A Child

Our Centers

- Indonesia
 - [Aceh](#)
 - [Bali](#)
 - [Jakarta](#)
 - [Medan](#)
- Thailand
 - [Chiang Rai](#)
- Kenya
 - [Nakuru](#)

Effective Job Search Sources

<http://www.lionjobs.lk/>

The screenshot displays the LionJobs website interface within a web browser. The browser's address bar shows the URL www.lionjobs.lk/. The website features a blue header with the "LIONJOBS" logo and a navigation menu including Home, About Us, What we are doing, Advertise with us, Categories, Institutes, Site map, FAQ's, Recruiter's Area, and Contacts. Below the header, there are links to various job categories: Accounting-(3), Banking & Finance-(4), Management & Supervisory-(3), Media & Advertising-(9), Sales & Marketing-(3), and Teaching, Academic-(1). The main content area is titled "Recent Vacancies" and lists several job openings in a two-column grid. On the right side, there is a "User Login" section with fields for email and password, a "Login" button, and links for "Forgot password?" and "Register". Below the login section, there are advertisements for "fronters PRIVATE LIMITED" and "CROWN Investments (Pvt) Ltd. LEADER IN ELECTRONIC HOME APPLIANCES". The Windows taskbar at the bottom shows various application icons and the system clock indicating 12:47 PM on 7/10/2013.

LIONJOBS

Home About Us What we are doing Advertise with us Categories Institutes Site map FAQ's Recruiter's Area Contacts

Accounting-(3) Banking & Finance-(4) Management & Supervisory-(3) Media & Advertising-(9)
Sales & Marketing-(3) Teaching, Academic-(1)

Recent Vacancies

| | |
|--|--|
| FEMALE ACCOUNTS ASSISTANT S N A Enterprises | VACANCIES FOR TEACHERS Zahira College Colombo |
| Sales Professionals Twincity Sunlife Pvt. Ltd | Store keeper Pasalka Builders And Decorators (Pvt) Ltd. |
| Technical officer Pasalka Builders And Decorators (Pvt) Ltd. | Site engineer Pasalka Builders And Decorators (Pvt) Ltd. |
| Marketing executives Srinko Group of Companies | Trainee material controller Srinko Group of Companies |
| Trainee Production controller Srinko Group of Companies | Project manager L.H.Piyasena & Co. (Pvt) Ltd |
| Site engineer L.H.Piyasena & Co. (Pvt) Ltd | Technical officer L.H.Piyasena & Co. (Pvt) Ltd |
| Site managers (colombo / jafna) RN Constructions(Pvt.) Ltd. | Building supervisor RN Constructions(Pvt.) Ltd. |

User Login

email
email

password
Password

Login

Forgot password?
Register

fronters
PRIVATE LIMITED

CROWN Investments (Pvt) Ltd.
LEADER IN ELECTRONIC HOME APPLIANCES

Effective Job Search Sources

<http://www.jobbank.lk/>

The screenshot shows the BOI Jobbank Sri Lanka website. The browser's address bar displays 'www.jobbank.lk'. The website header includes the BOI Jobbank logo and a navigation menu with links: Home, Job Seekers, Employers, All Jobs, Search Jobs, Privacy Policy, and Contact Us. On the left, a woman in a BOI uniform is shown. The main content area is divided into several sections:

- Job Categories:** A list of job types including Customer Care/Public Relations, Engineers, Finance/Accounts/Audit, HR / Training, Machine Operators, Marketing / Sales, Office Administration, Production, Quality Control, Secretary/Receptionist/Telephone Operator, Teacher/Academic/Librarian, Warehousing/Logistics, Drivers, Factory Staff/Assembly Line Staff, Health Care, Insurance, Management Trainee, Media and Advertising, Other, Programmers/Designers, R&D / Lab / Technologist, Security, and Technicians / Mechanics.
- Most Recent Vacancies:** A list of four job postings with details on location, company, and publication date, each with a 'More Details' link.
 - HR Personal:** Location: Colombo, Company: Omega Group, Published on: 2013-07-08 15:07:03.
 - Trainee Sales Representative:** Location: Colombo, Company: Nippon Paint Lanka Private Limited, Published on: 2013-07-04 22:07:20.
 - IT Officer:** Location: Vavuniya, Company: Nippon Paint Lanka Private Limited, Published on: 2013-07-01 22:07:05.
 - Messenger:** Location: Colombo, Company: Nippon Paint Lanka Private Limited, Published on: 2013-07-01 21:07:36.
- Job Seekers:** A section encouraging registration with a 'Log in' button and a 'help?' link.
- Employers:** A section encouraging registration with a 'Log in' button and a 'help?' link.
- Statistics:** A table showing the number of registered applicants, available vacancies, registered employers, and unique visitors.

| Category | Count |
|-----------------------------|--------|
| Total Registered Applicants | 12,288 |
| Total Available Vacancies | 924 |
| Total Registered Employers | 353 |
| Unique Visitors | 1,890 |

The website footer contains a navigation menu and a timestamp: 12:48 PM 7/10/2013.