

## QUICK TIPS

# Job Search Strategies

Just like other important processes, it is important to go into the job search with a well thought-out plan. To be as effective as possible, plan and organize your job search using the following steps. Understand that your job search likely will extend over a period of time. Job searching is a marathon, not a sprint. Keep a positive attitude and know that all your efforts will soon pay off!

## STEP 1: CLARIFY YOUR CAREER GOALS

# 1

- Reflect on your skills, interests, values, strengths, and goals.
- Consider your education and experiences up to this point in your life.
- Develop a list of the skills that you can offer an employer. What strengths set you apart from others?
- Identify your job search parameters: geographic location, employer size, type of work environment, etc.

## STEP 2: RESEARCH AND IDENTIFY YOUR TARGET JOBS

# 2

- Research career fields and industries that you are interested in pursuing.
- Identify entry-level positions for the fields and industries that interest you.
- Develop a list of jobs and industries you would like to target for your job search.
- Create a list of the top 10-20 companies or organization at which you would like to work.

## STEP 3: CREATE EFFECTIVE JOB SEARCH TOOLS

# 3

- Update your resume and have it reviewed by Career Services.
- Write a cover letter for each position you apply for. Have your cover letter reviewed by Career Services.
- Create a LinkedIn account, if you do not already have one. Be sure it is current and detailed.
- Create an Excel spreadsheet or similar database for tracking your contacts, specific organizations, and job applications.
- Update your Eagle Career Network account.
- Join other relevant professional networks and associations.
- Clean up your online presence. Check your Facebook and other social media accounts. Remove anything that does not represent your professional image.
- Develop and practice your 30-second introduction.

## STEP 4: DEVELOP YOUR PLAN OF ACTION

# 4

- Determine your goals and the steps you will take to achieve them.
- Set quantifiable weekly goals to help focus your search. For example, you might commit to sending out \_\_\_ # of resumes per week, or making \_\_\_ # of networking phone calls.
- Block off your schedule and make time for the job search process. Remember, the more time you put into the process, the more you will get out of it.

## STEP 5: CARRY OUT YOUR PLAN USING MULTIPLE STRATEGIES

# 5

Effective job searches do not just rely on one strategy, such as the internet. While the internet can be a helpful tool, be sure to incorporate other strategies into your job search process. Regardless of your field, networking remains one of the most beneficial job search tools. Employ multiple strategies as you find and apply for positions that interest you.

- Networking
- Company Websites
- Recruiting Websites
- Eagle Career Network
- Career Fairs
- Professional Associations
- Employment Agencies

## STEP 6: STAY FOCUSED AND FOLLOW UP

# 6

- Periodically evaluate your progress and adapt your plan as you see fit.
- Continue to document your networking experiences, jobs applied for, and companies/organizations of interest.
- Continue to network and connect.
- Maintain communication and continue to follow up on positions applied for, networking relations, etc.

## STEP 7: EVALUATE AND RESPOND TO OFFERS

# 7

- Evaluate job offers by knowing what you are worth and assessing the offered salary and benefits (healthcare, signing bonus, relocation, 401K and retirement, etc.).
- If necessary, negotiate parts of the offer.
- Accept or decline the offer and put it in writing.
- Cancel pending interviews and let other employers in consideration know that you are no longer available.
- Inform Career Services after you accept an offer.

*Adapted from Penn State Career Services Job Search Guide*

SCAN THE QR CODE FOR ADDITIONAL CAREER SERVICES RESOURCES



## CAREER SERVICES

North Carolina Central University | 1801 Fayetteville Street | PO Box 19585 | William Jones Building, Lower Level  
Durham, North Carolina 27707 | (919) 530-6337 | nccucareerservices@ncu.edu

## Job Search Resources

### EAGLE CAREER NETWORK

<https://nccu-csm.symphycity.com/students/>

### EMPLOYER WEBSITE

Many employer websites contain job postings as well as information about the recruitment and application process.

### PROFESSIONAL ASSOCIATIONS

Research the professional organizations and associations in your field. Many post job and internship opportunities on their websites.

### JOB DATABASE SITES

These contain a large number of job postings and allow you to search based on certain criteria such as location, key words, salary level, etc. An example of this is America's Job Network, <http://www.ajb.dni.us/>.

### SPECIALTY SITES

Specialty sites center around a specific focus, such as geographic location, industry or field, or type of work. An example would be [www.biologyjobs.com](http://www.biologyjobs.com).

### INDEED

[www.indeed.com](http://www.indeed.com)

### SIMPLY HIRED

[www.simplyhired.com](http://www.simplyhired.com)

### JOB SEARCHING ON THE INTERNET

While the internet is a powerful tool in conducting a job search, it should not be the only tool you utilize. Only 20% of positions are filled through responding directly to advertised postings. The remaining 80% are filled through networking, cold-calling and referrals. This confirms that it is often about who you know.

## Active vs. Passive Job Seekers

### PASSIVE JOB SEEKERS

Posts resume to an online website and waits for companies to contact him.

Submits same resume and cover letter to all positions.

Only looks for jobs posted online.

Applies for jobs online and never follows up.

### ACTIVE JOB SEEKERS

Seeks for job opportunities through a variety of strategies including the internet, networking, and career fairs.

Tailors each resume and cover letter for each position of interest.

Follows up on the status of each application.

**Aim to be an active job seeker!**

## Job Search Tips

1. Tailor your resume and cover letter for the positions to which you are applying. Be sure you highlight your skills, experiences, and accomplishments in a way that demonstrates what you have to offer an employer.
2. Do not rely on one strategy when it comes to the job search. Utilize multiple resources (e.g. networking, internet, professional association, etc.) for best results.
3. Dedicate time to the job search process.
4. Go into each interview fully prepared and knowledgeable of the employer and position.
5. Proofread everything you send to an employer. This includes emails, thank you notes, resumes, cover letters, etc.
6. Know your strengths and skills. Be able to communicate to an employer why they should hire you.
7. Maintain a positive attitude!

*Adapted from: Gettysburg College Center for Career Development*

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