JOB SEARCH

Job Search Strategies & Skills

- 1. Practical Steps
- 2. Tools & tricks
- 3. Positive psychological attitudes

1. Practical Steps

Know Yourself

- a. Values, goals, skills, interests, personality:
 - i. Consider taking the free PathwayU assessment from the Career Development Center.
 - This will help you be intentional about the kind of job you want before beginning your targeted search for a job that fits you.
 - 2. Visit with a career counselor to discover the top skills in demand in today's economy.
- b. Put together your Values Statement/Me in 30 Seconds pitch.
 - i. Visit uvu.edu/cdc/students for a PDF on how to create this pitch.
 - Consider visiting a career counselor to share your pitch and get their input.
- c. Basic Resumé
 - Meet with a Career Peer in the Career Lab to create your basic resumé. You can also visit uvu.edu/cdc/students for a PDF. Then consider meeting with a career counselor for a more professional finish to your documents before uploading it to Handshake.
 - ii. Understand the difference between an application and a resumé.
- d. References
 - i. Ask people who know you well to be a reference and do this well in advance of giving their name as your reference.
 - ii. Consider asking them to write a letter of recommendation for you as well.

Know what companies are out there

- a. Go to Handshake to review the and connect with the companies listed there.
- b. Complete your profile on Handshake.
 - i. Completed profiles result in a 41% increase of being found by an employer.
- c. Consider utilizing industry specific job search agents on key job search engines.
- d. Take advantage of companies like Indeed.com, Glassdoor, and Payscale to investigate companies, salaries, and other comments.
- e. Make a list of interesting companies and do your research on those companies.

Network

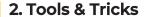
- a. One of your first contacts should be a career counselor.
 - i. They can help you build a step-by-step action plan with deadlines to hold you accountable.
- b. 100xdegree have 100 connections in your network before you complete your degree.
 - i. Try to meet 12 -15 new people each semester.
- c. 85% of job seekers have found their job via networking.
- d. Family, friends, alumni, groups of all sorts are a great resource.
- e. Join a professional association in your field.
 - i. Student prices are very reasonable and provide opportunities to learn from professionals.
- f. Conduct informational interviews with the companies that interested you.
 - i. Try to connect with people you know in those companies.



Social Media

There are too many to choose from including Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest.

- a. LinkedIn is a professional social media networking site
- i. Guide to LinkedIn SEO
- ii. Follow companies
- iii. Include #ONO (open to network opportunities) in your headline
- iv. Get connected to current contacts and make new connections.
 - Make a list of people you could talk to at each of the companies that interested you.
- v. Find jobs through keyword and location searches.



- Hunter.io lets you find e-mail addresses in seconds and connect with people in your job search; free on Chrome. If you find a decision maker on LinkedIn and you are unable to find their e-mail address, Hunter is a great place to start. the site can also verify e-mail addresses. You get 50 free searches each month.
- 2. Learn how Applicant Tracking System works.





3. Positive Psychological Attitudes

- 1. Consider volunteering at various places to increase your skills, network, and stay focused during the job search.
- 2. Consider developing a new skill or honing a current skill like Excel easy.
- 3. Accept that finding a job is a job and requires time daily.
 - a. Don't confuse activity with productivity.
 - i. i.e. Sending generic resumés instead of tailoring each resumé for each position you are applying to;
 - Relying on job boards instead of spending the bulk of your time networking.
- 4. Celebrate all your efforts. Learn from each interaction even if they do not result in a job offer.
- 5. Give back/offer help to someone in need during your time of need.
- 6. Increase your emotional intelligence.
 - a. Visit with a career counselor and have them provide your with some training.

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