

# JOB SEARCH

## Job Search Strategies & Skills

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

## 1. Practical Steps

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### Know Yourself

- a. Values, goals, skills, interests, personality:
  - i. Consider taking the free PathwayU assessment from the Career Development Center.
    1. 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](http://uvu.edu/cdc/students) for a PDF on how to create this pitch.
    1. Consider visiting a career counselor to share your pitch and get their input.
- c. Basic Resumé
  - i. Meet with a Career Peer in the Career Lab to create your basic resumé. You can also visit [uvu.edu/cdc/students](http://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.

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[uvu.edu/career-internship](http://uvu.edu/career-internship)

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## 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.



## 2. Tools & Tricks

1. 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;
    - ii. 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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