

Job Search Strategies

Organizing Your Search

1. *Gain a clear understanding of what you are seeking.* Many believe that if you look for “anything” you will have more options. This will have the opposite impact on your search, as many employers look for individuals interested in their industry and company. Here are some questions to ask to help focus your search:
 - Do you know what type of position you are seeking?
 - What are your geographic preferences?
 - Have you considered work and lifestyle values?
 - What are your assets in terms of skills and interests?
2. *Prepare your materials.* Make sure your resume, cover letter, and list of references are up-to-date. Consider the industry in which you are applying and make sure your supplemental materials are ready (e.g. portfolio).



NOTE: While it is important to have your resume up-to-date, it is equally important that you customize your materials to the specific job to which you are applying. Do NOT submit a standard resume without considering the skills and qualifications being sought.

3. *Understand the nature of the job market and what it means for your search.* The job market consists of job openings that may or may not be advertised. **Approximately 80% of job opportunities at any given time are not advertised.** Tapping into these jobs requires job search activities outside of simply searching online postings. **Networking is an essential piece of the job search.** Please see our [Networking Guide](#) for additional information.

Job Search Activities

4. *Identify job opportunities.* Use a multi-method approach to identifying job opportunities. Consider incorporating the following into your search strategy:
 - Career fairs
 - Blue Hen Careers (CareerShift, Passport Career)
 - Campus Interview Program
 - Professional organizations/publications
 - Online job sites and company websites
 - Directly contacting potential employers (email, letters, phone calls, site visits)
 - Networking
 - Social Media (LinkedIn, Facebook, Twitter)



NOTE: On Twitter, using hashtags for the job search is a great way to get a tweet to appear in search results or a discussion that many are watching. Some examples of hashtags to use/search include:

| | | | |
|------------|------------|--------------|-------------|
| #jobsearch | #resume | #tweetmyjobs | #recruiting |
| #jobs | #jobadvice | #jobposting | #jobhunt |

Also try industry specific hashtags, such as or #prjobs or #salesjobs. (Source: <http://www.naceweb.org/s08072013/social-media-hashtags-job-listings.aspx#sthash.DHXUImt0.dpuf>)

5. *Research organizations.* Given the keen competition for most positions, it is the well qualified candidate with the most knowledge of the organization’s needs and what he/she can offer them, who gets the job. You need to know about the job and organizational environment to decide if the job will allow you to feel productive, enjoy your work, and satisfy other high priority work values. Here are some starting points for your research:

- Size of organization, relative to others in same industry
- Product line or services offered
- Potential new markets, products, or services
- Organizational structure
- Formal or on-the-job training
- Location of the home office and other sites
- Typical career paths in your field
- Number of plants, stores, or sales outlets
- Who is the competition?
- Recent items in the news

6. *Submit applications.* Below are some tips for submitting an application:

- Always submit a cover letter and resume tailored to the specific position.
- Whenever possible, address your cover letter to a specific person. If you are unable to obtain a name, use “Dear Hiring Manager.”
- Communicate professionally at all times. No slang, shorthand, emoticons, etc.
- If you find a job posting on a third-party website, check the company’s website to see if the job is also posted there. If so, submit your application through the company website.



NOTE: Stay focused! Persistence and perseverance are key components of a successful job search – remember it’s a process and finding a job does not happen overnight.

7. *Follow-up on applications.* It is important to follow-up on your submitted applications and any job leads you have.

- Contact the company to which you applied, introduce yourself, and state that you would like to check on the status of your application.
- Maintain careful records of your job search activities. Develop a system to keep track of jobs to which you have applied and your most recent communication. Below is a template for organizing your search:

| My Job Search | | | | | |
|----------------------|---------|---------|----------------|-------------------------|--------------------------------|
| Position Information | | | | Application Information | |
| Position Title | Company | Website | Contact Person | Date Submitted | Follow-up and additional notes |
| | | | | | |

Additional Resources

General Job Search Sites

- Blue Hen Careers
- CareerShift
- Indeed.com
- Idealist.com