

The Savvy Job Search

Elements of a Savvy Job Search

Intentional

- Tapping into the "hidden" job market
- Researching specific employers of interest to you and using knowledge gained in your application process

Organized

- Setting realistic goals and steps to get you there
- Following up on potential leads

Personal

- Create a professional online presence
- Networking
- Tailoring your cover letter/resume to each position/opportunity

Three Tiers of Job Searching

Networking

Fewer leads, higher percentage of results.

Targeted Search

Specific company sites and industry job boards

National Job Boards & Classifieds

Lots of "leads," lower percentage of results.

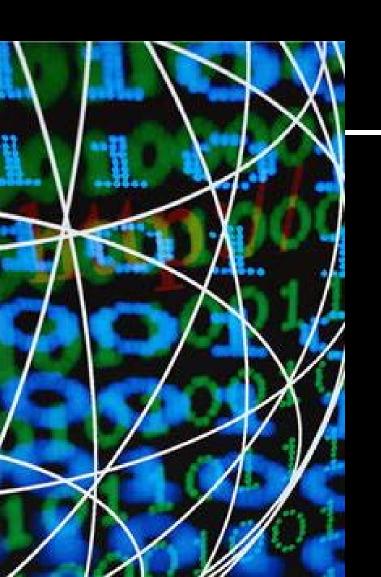
Enhance, Not Replace ...

Technology is *a tool* to enhance the career exploration and job search process by providing the opportunity to:

- access information about careers, qualifications, job openings, and employers;
- communicate and network with people around the country and around the world;
- send your resume to an employer electronically; and
- attend virtual career fairs and facilitate distance interviews.

Electronic job search strategies are *not* intended to replace other methods of job hunting. Using *a variety of methods* is often the most effective strategy.

The Intentional Search



Tapping Into the Hidden Job Market

- A large percentage of job openings are never advertised (hidden job market).
- So how do people get hired? They talk to people. Form relationships. Network.
- Tapping into the "hidden" job market involves you looking for the employer rather than the employer looking for you.

"The Ocean & The Minnow"

"You will have fewer results fishing in the ocean with a minnow than fishing in a pond with a minnow."

Sue Zurn, Career Services Director Minnesota State Community and Technical College

Focus your search:

- Target by industry
- Target by location
- Target by whatever interests you

Research Employers to the Extreme!

Go beyond the company's website:

"The organization's website tells me what they want me to know, but other resources tell me what I want to know!"

- Newspapers, magazines, industry journals & headline news sites
- Online company profiles & industry ranking sites
- Local, national, international Chamber of Commerce organizations, state and local government sites, Better Business Bureau

Post a "Power Resume"

- Many people still think the resume you put online is not the same document that you created to print out and mail to prospective employers or hand to interviewers. This is untrue. You do not need a different resume, you only need to alter the format of your resume to make it easy for you to post, copy and paste, or email it to employers.
- A well-written, well-prepared resume will contain all of the necessary <u>keywords</u> to attract attention whether it is being scanned into a resume system, indexed and searched online, or read on paper by a real human.

Resume Versions to Prepare

Keep duplicates of your resume in each of these versions or formats:

- A Print Version, designed with bulleted lists, italicized text, and other highlights, ready to print and mail or hand deliver.
- A Scannable Version, a less-designed version without the fancy design highlights. Bulleted lists are fine, but that's about the limit.

Resume Versions to Prepare, Cont.

- A Plain Text Version, a plain text file ready to copy and paste into online forms or post in online resume databases. AKA – "Text-Only" copy.
- An E-mail Version, another plain text copy, but specifically formatted for the length-of-line restrictions in e-mail. This is also a Text-Only copy.

This is the same document presented in four ways, each formatted for a specific delivery purpose.

The Organized Search



Setting Realistic Goals

Identify your long-term career aspiration and set a range of prioritized short-term job goals:

- Goal A is your desired job, directly linked to your longterm goal
- Goal B targets a related job within your desired industry or an entry level position with an industry consumer.
- Goal C targets a position that showcases your core skills and performance desired for Goal A
- List plans to fill in background gaps (certifications, additional classes, volunteering, internship).

Examples of goal-setting:

Career Goal	l: Brand	Management

Short-term Goal A:	Target Employer	Time Frame			
Consumer product marketing	• Under Armour	5 years			
Short-term Goal B:	Target Employer	Time Frame:			
Entry level marketing role at a small communications firm	FM Conventions & Visitors BureauFlint Communications	2 years			
Short-term Goal C:	Target Employer	Time Frame:			
Temporary work or Sales Position	Preference PersonnelScheels All Sports	1 year			
Identify Gaps					

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Background GapGraphic Design

Filling the GapTake a tech class or workshop series

Tracking your job search

"To know where you're going, you have to know where you've been"

Keep records!! Digital or paper – do whichever works for you.

Date	Employer	Position	How contacted	Result
2/21	South Point	Marketing Rep	Met @ job fair – email follow-up	Interview on 3/1
2/24	Vanguard	Corporate Communications	Emailed resume (alumni contact)	No openings currently; touch base in 2 months
2/28	Review Journal	Staff writer	Rep spoke in class; got card afterward	

Create a Savvy Online Image



Create a Savvy Online Image

Use a professional email address:

- Your "minnesota.edu" email address is life-long!
- Avoid unprofessional email addresses "ladysman217" or "hotlips89".
- Examples of typical email address formats: first.last@domain.com, flast@domain.com
- Choose a multi-functional domain such as a Gmail since it can be synced to calendars and used for document sharing.

Maintain Your Online Image

Do some reputation management

- Searches for your own name to see how you are represented on the web.
- Remove unfavorable information and images from the site where it's contained.
- If you can't remove, try and find a way to have it removed.

Key Points for a Savvy Job Search

- Enhances, but does not replace traditional job search methods
- Intentional, targeted, and focused
- Organized with follow-through and persistence
- Involves building relationships
- Leveraging online tools for best results