



# ***The Savvy Job Search***

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# 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*

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# 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 keywords 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*

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# 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 long-term 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: Brand Management

Short-term Goal A:	Target Employer	Time Frame
Consumer product marketing	<ul style="list-style-type: none"> <li>• Under Armour</li> </ul>	5 years
Short-term Goal B:	Target Employer	Time Frame:
Entry level marketing role at a small communications firm	<ul style="list-style-type: none"> <li>• FM Conventions &amp; Visitors Bureau</li> <li>• Flint Communications</li> </ul>	2 years
Short-term Goal C:	Target Employer	Time Frame:
Temporary work or Sales Position	<ul style="list-style-type: none"> <li>• Preference Personnel</li> <li>• Scheels All Sports</li> </ul>	1 year

### Identify Gaps

**Background Gap**  
Graphic Design

**Filling the Gap**  
Take 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*

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# 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