

# Effective Job Searching

Job and internship searching involves a lot more than just finding and applying to jobs. The most successful job seekers are the ones who have clear career targets and goals. Spending significant time researching, networking and preparing will help you to clarify your career targets and lead to more opportunities and faster results. Follow these guidelines to help land a great job or internship.

## Research

Successful job seekers know that the key to success lies in conducting thorough research and reflection about themselves, their fields and positions of interest and in identifying employers they would like to target. This focus on research is best done before any resume is penned or application is submitted.



- ❖ **Self Awareness:** Your internship or job search should focus on opportunities which can build on your skills and abilities, and reflect your interests and work values. You may be clear about your personal preferences, however if you would like to clarify or explore these qualities in a more formal way, you might take a career assessment. The Career Center offers an online career assessment tool called [FOCUS](#). This tool will help you explore your career interests, values and skills and list the career fields which most closely match your preferences. From the Career Center website click on [Choosing Majors and Careers](#) to gain access to the FOCUS tool.
- ❖ **Occupational Research:** What do people do in different industries or fields? What is it like to be a \_\_\_\_\_? Having a clear idea of what your target occupations are will help you to tailor your resume and cover letters, identify companies to research and assist you in preparing for interviews. The [Choosing Majors and Careers](#) section of the Career Center website offers a variety of online resources for exploring and researching different fields, industries and positions.
- ❖ **Target Companies and Organizations:** One of the best ways to get a job or an internship is not to go looking for the job but instead go looking for the places doing the kind of work you're interested in doing. A major part of any successful job search is to identify your target employers in your target geographic location/s and then thoroughly research them. The [For Students](#) section of the Career Center webpage has a [Researching Employers](#) page where you can find tools for researching companies. To get a list of companies in a particular industry and geographic area use [CareerShift](#) – a resource that can be found under the [Job & Internship Listings](#) section of the Career Center website.

## Documents

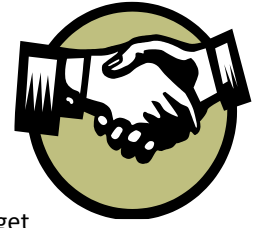


Job searching has been evolving and changing quite a bit in recent years. Having a resume that just lists all the jobs you've held and a generic cover letter will not get you very far in a job search these days. Employers expect prospective candidates to craft tailored resumes that market and highlight the skills and experiences they have that are relevant to that employer's field or industry. They also expect cover letters that directly and specifically connect a skill or experience that the candidate has with something that the employer is looking for in their posted position.

- **Resumes and Cover Letters:** Pick up our [Resume and Cover Letter handouts](#) to learn how to craft effective documents and consider making an appointment with a counselor in the Career Center to have it reviewed.
- **References:** Every detail matters so check out our handout for managing your [References & Recommendations](#).

## Network

Networking always has and always will be a crucial part of job searching. Every job seeker should have some form of networking built into his/her job search strategy. Below are some networking ideas you might want to incorporate into your own job search strategy.



- ❖ **Informational Interviews:** After identifying and researching your target companies, consider setting up an informational interview with someone working for one of your target companies. Check out our [Informational Interviewing](#) handout to learn how to set these up and what questions to ask. The [Alumni Career Network](#) through [StocktonWorks](#) might be a helpful tool in finding someone to interview.
- ❖ **30 Second Elevator Speech:** When talking with friends and family or meeting recruiters or potential employers you should have a solid 30 second commercial or elevator speech that covers the highlights of your career interests and job search focus. If you need help crafting your speech consider making an appointment with an advisor in the Career Center.
- ❖ **Social Media:** Having a presence on social media sites like [LinkedIn](#) can be an especially important tool when job searching today. It is a fantastic way to grow your network and find people working in your fields of interest. Go to [learn.linkedin.com/jobseeker/](http://learn.linkedin.com/jobseeker/) for information on a free, one hour monthly webinar that covers the five top ways job seekers can most effectively use LinkedIn in their job search.

## Search

While the most successful job seekers spend the majority of their time on activities related to Researching and Networking they also utilize some of these more traditional job search tools:

- **Career Fairs:** The Career Center offers two Career & Internship Fairs (October/February) and one Teacher Education Fair (April) every year. Login to [StocktonWorks](#) to find the dates for these events as well as browse other regional career and internship fairs that might be a good fit for you.
  - **Job Search Listings:** Check out the [Job & Internships Listings](#) section of the Career Center website to browse a comprehensive list of online job posting sites/resources broken down by industry.
  - **Interviewing:** You research your target employers, develop tailored resumes and work to grow your network in your fields of interest but it's not time to rest just yet! Once you begin hearing back from prospective employers don't forget to prepare and practice for those interviews! Pick up our [Effective Interviewing handout](#) that includes practice questions and tips for dressing professionally. Consider making a mock interview appointment with an advisor in the Career Center. Practicing in a realistic setting can help you work out your nerves and respond more naturally in interviews.



## Ask for help!

Job searching in the professional world is new for most recent college graduates. There are a lot of skills and strategies involved in successfully landing a job. Don't be afraid to ask questions, seek feedback and advice and ask for help. The Career Center staff stands at the ready to help you with every step in the job search and career development process. Whether you are trying to identify your career targets, find information on a particular employer, build your online professional presence or strategize on how to build your network in a particular industry – advisors are available to assist you with all aspects, no matter how big or small. Call the Career Center to make an appointment with an advisor today and begin building your own personalized job search strategy/plan.