Planning Your Successful Job Search
Job Search Steps

- Exploring Options, Clarifying Goals
- Preparing your Job Search ‘Toolbox’
- Launching a Comprehensive Job Search
- Tracking Your Progress
- Keeping Perspective and Making it Manageable
Career Exploration

Every job search, voluntary or not, is a opportunity to step back and assess what you want to do next.

- Self-assessment
  - What do I like/dislike?
  - What are my strengths and weaknesses?
  - What do I value most in a work situation?

- Assessment Tools
  - MBTI/Strong Interest Inventory/Values and Skills Inventories

- Job/Career Research
  - Job sites/O*NET/CareerZone.net

- Setting Goals
  - 30 second pitch/opening statement that conveys what you’re looking for
Job Search Toolbox

- 30 second networking pitch/introduction
- Updated resume and LinkedIn profile
- Cover Letters
  - Application
  - Inquiry
- Professional References
- Support Network
30 Second Pitch

Who are you? ~ What do you do? ~ What are you looking for?

Versions of this can be used as:

Opener at networking events/informal networking (shorter)
Answer to an initial interview question (longer)

Example: *(Short version)*

“Hi, I’m Jessica Nunez. I am currently managing a small non-profit that focuses on health education for underserved families, and have been working in the field for about 10 years. Though this has been a rewarding experience, I want to incorporate my love of the arts and dance into my next position. I’m looking for opportunities in arts administration, specifically working with dance companies.”
“Hi, I’m Jessica Nunez. I am currently managing a small non-profit that focuses on health education for underserved families. In my role as Director at Healthy Families, I increased funding by 200% during the first two years. Most recently, I was awarded the “Groundbreaking Curriculum Award,” by the National Non-profit Advisory Group. I feel my strengths in management, grant-writing, problem-solving and innovation define me as a professional. Though this has been a rewarding experience, I want to incorporate my love of the arts and dance into my next position. I am looking to transition into arts administration, specifically working with dance companies. When I saw this position at the Berry Manor Dance Company, I felt that I could seamlessly transition my skill sets.....”
Preparing your 30 Second Pitch

- Consider how your education, work experience, and personality characteristics would **add value** to an organization.
- Outline key points you want to touch on.
- Make a short list of statements about your accomplishments on the job as well as other relevant skills and personal attributes. Use powerful words that convey a strong message.
- After you have listed 10-15 of these attributes, select the strongest sentences and cut as many unnecessary words as possible in order to fit the 30 second time frame.
- Add a brief opening (name, profession) and closing (reiterate what you want to happen next).
- Make sure your statements tell a cohesive story and keep re-reading and editing until you feel confident that your pitch flows nicely.
Making Your 30 Second Pitch

- Practice, practice, practice: alone and with others
  - 30 second ‘pitches’ most often occur in conversation
- Record your pitch (Smart phones make it easy!), and observe what’s working and what’s not
- Revise and try it out for real
- Keep revising as you use it in networking and interview situations
- There are many “30 second pitch” articles online (Forbes.com, etc.) with additional tips
Professional References

- Professional references are people *chosen by you* to speak positively in support of your application to jobs
  - NOT the same as listing your complete employment history and former managers for a background check by HR
- Contact former managers or colleagues and ask if they are willing to be a reference
  - three is a good number
  - confirm current title, organization, and preferred contact information (email and telephone)
- Print them on a single sheet of paper with the same heading as your resume, in the order you prefer them to be contacted, and bring to the interview, or send as a pdf
Professional References

- Be prepared to provide references at any point in the process
  - In the past, references were generally not asked for until the interview stage, but they can be asked for earlier, even as part of the online application

- Let your references know as soon as you’ve been asked for their information

- Once you get a job, notify and thank all three, even if they weren’t contacted

- You may be asked for your current manager’s contact information, even if he or she is not aware of your job search
  - You need to negotiate this carefully
    - “I’m not comfortable having you speak with my current manager until you’ve made me a provisional offer.”
Comprehensive Job Search

- To be effective, your job search must include both the open and hidden markets.
- The **open market** consists of posted jobs to which anyone can apply:
  - the combined forces of the slow recovery from the recession and the digitalization of the job search process have made it more difficult to get a job this way than in the past.
- The **hidden market** consists of jobs that are never posted, or are not yet posted:
  - networking to gain access to these jobs has always been important, now it is crucial.
  - when one of these jobs arises, you want to be fresh in the minds of your contacts.
The Open Job Market

- Job Search Sites--General
  - Indeed
  - Career Builder
  - Simply Hired

- Niche Sites by field
  - ArtJobsOnline
  - Idealist (non-profit sector)
  - MediaBistro (media, advertising, public relations)

- Company Sites—also follow on Facebook, Twitter, LinkedIn

- Professional Associations and conferences

- Job Fairs

- Trade journals

- List serves
Strengthening Your Application

- Submit your application as soon as possible after a job is posted or you find out about it

- After you officially apply, search for connections within the company via LinkedIn
  - ask common contact for an email introduction
  - “I’ve applied for a job at your company, I’d love to meet/talk and get your perspective on working there”
  - she or he may offer to refer you to HR and/or manager who’s hiring
    - say yes!
    - if not, ask for the referral yourself if it feels right
Unless expressly told not to in the job description, do follow up!

- Via email, 7-10 days after deadline/submission
  - “I applied for _____, I’m checking in to see where you are in the hiring process. I remain very interested in the position.”

- Via phone, a few days after email, if you don’t hear back
  - Similar wording as above
The Hidden Job Market

Accessed through:

- Your professional network of colleagues and former colleagues
- Your personal network of friends and family
- Professional Associations, LinkedIn Groups
- Fellow alumni (high school, Barnard, graduate school)
- Barnard Alumnae Network, online and in person
- LinkedIn Network = your contacts + your contacts’ contacts
3 Email Campaign

- Email number 1
  - Make contact, create an alliance through a shared experience or similarity, and ask for advice
- Email number 2 (to those who respond)
  - Thank for time, send resume, and ask for “insider” advice on resume
- Email number 3
  - Ask for referral to a person responsible for hiring
Networking Meetings

- Ideally, you come away with a specific job lead and/or referral to someone actually hiring

- Try to walk away from each meeting with, at least, another person to talk to or another company or organization to research or contact

- Inside knowledge and advice is also valuable, especially regarding industry trends, current climate, and salaries
Be Kind to Yourself!

Looking for work is challenging

- It’s a lot of work, much of it quite routine and tedious
- Periods of minimal results can be frustrating
- Easy to feel alone, isolated
Making it Manageable

Keep it Part Time!

- Looking for a job 24/7, or even 9 to 5, 5 days a week, can quickly lead to burn out

- Balance your job-seeking work with other activities
  - Volunteer work
  - Interests and hobbies
  - Activities, exercise
  - Friends and family
  - Free or inexpensive activities if money is tight
    - lectures
    - first movie showings of the day
    - pot luck dinners
Tracking System

- Keep track of actions, dates, contact information for organizations and people

- If you love lists, calendars, spread sheets--use them to your heart’s content!

- If you don't--you still need a system to keep track
  - notebook/journal
  - file box, folder, drawer
    - anything that keeps everything in one place, even if messy
Work With Yourself, Not Against

- Try to observe and take advantage of your work patterns, not judge and reform them

- Assess your best time of day for focus and productivity

- Do you work better in small, frequent bursts, or during long stretches of time?

- Consider scheduling appointments, meetings to get you out and about
Sample Job Search Plan

Week 1

- **Monday** – Make 5 networking contacts
- **Tuesday** – Find and apply to 5 jobs
- **Wednesday** – Research companies; send letters of inquiry
- **Thursday** – Search for and register for job fairs or networking events
- **Friday** – Search and apply for job opportunities through professional associations and trade journals
- **Saturday** – LinkedIn checklist
  - add contacts
  - read and post in groups
  - browse profiles
Sample Job Search Plan

- **Week 2**
- **Monday** – Make 5 networking contacts and follow up on previous week’s contacts
- **Tuesday** – Find and apply to 5 jobs and follow up on last week’s applications
- **Wednesday** – Research companies and follow up on letters of inquiry
- **Thursday** – Search for and register for job fairs/miscellaneous
- **Friday** – Search and apply for job opportunities through professional associations and trade journals and follow up on applications from last week
- **Saturday** – LinkedIn checklist
  - add contacts
  - read and post in groups
  - Browse profiles

And so on…
Stay positive...

- Talk with friends and family that are honest but also constructive and upbeat
- The economy and job market are improving, if slowly
- Be patient!
  - the hiring process, from start to finish, is taking longer: don’t become too focused on any one possible job
  - keep applying to others
  - keep networking
- Be confident of your value and skills: you have a lot to offer, and you will be offered the right job
  - Think “Who gets to have my skills and experience next?” instead of “Who can I get to hire me?”
...but also realistic

- If you’re consistently not getting interviews, or not getting offers after interviews, you’ll need to re-assess

- See myself or another counselor to brainstorm new strategies, approaches and resources to try
Next Steps

- **Next in the webinar series:**
  - Interviewing: Best Practices to Get the Job (2/24/16)
  - Know and Grow Your Worth: Negotiation the Job Offer and Managing Your Ongoing Professional Development (3/2/16)

- **Counseling appointments**
  - Call **212-854-2033** to make an appointment
    - Mondays 10am-6pm
    - Wednesdays 9:15am-5pm
    - Thursdays 10am-6pm
QUESTIONS