**JOB SEARCH STRATEGY – FORMULATING YOUR JOB SEARCH PLAN**

**STEP** | **ACTION** | **COMPLETED**
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1. | Review Career Leader and MBTI results from Career Strategies course. | 
2. | Think about 3 functional areas (marketing, finance, operations, human resources, IT, etc.) and 3 industries you are interested in. Make a list. Remember, this can always change and evolve. | 
3. | Begin research and start a folder with the information you collect. Use library resources and the internet (see attached lists of helpful websites) to find answers to these questions. **Highlight common language, competencies, themes and buzz words and write this information down as you go along. Much of what you learn can be applied to how you market yourself during your job search.**
   - Research industries. What are the trends and challenges in that industry?
   - What is current in the news regarding each of the industries you selected? Example: Healthcare may be facing issues around automating patient files. How are they handling this? How do external factors impact this industry? Example: Students want distance learning options. How is that affecting higher education? Who are the key players in this industry (regional, national, global)?
   - Identify and review functional areas of interest within your targeted industries. 
     - Research titles within this functional area using job posting boards. Suggestion: Start by using functional name followed by “manager”
     - Read position descriptions and compare your interests and skill sets. *Ask yourself some key questions:*
       - Is it realistic that I start at this level? Do I need to start as an individual contributor?
       - What value could I add? How can I leverage my background and experience?
       - Do I need to know more about this?
       - If position(s) seem like a good match, save the information. This will save you time in the long run.
   - Become well-versed with the buzz words. Example: Marketing - customer loyalty, cannibalization, me-too products, premium branding, call to action, brand equity, integrated marketing. **Note:** Save this information – it will be helpful as you refine your marketing tools.
4. | Start creating your Job Search Plan. These are the key components:  
   - Based on your research, develop a list of at least 30 - 75 target companies, categorized by industry. If you are focusing on more than one industry, create a list for each. This list serves three purposes.
     - As a guide to conduct further research into key organizations of interest.
     - As a map for identifying specific job openings in these organizations.
     - As a foundation for your networking activities. (You can ask people in your network if they know anyone who works for these organizations.) |
NOTE - Separate your target lists into an “A” list and a “B” list. It is often advisable to begin networking into and applying to jobs for your “B” list, so that you will become more polished and prepared for approaching your “A” list.

5. Use themes and ideas from your research notes and target list to refine your resume and verbal positioning statements (networking and interview conversations, elevator pitch, etc.).

6. Practice your verbal positioning statements out loud.

7. Identify networking opportunities with friends, colleagues (former & current), the Career Services Office, fellow students, alumnae, faculty, professional associations.

8. Practice and refine interview skills. Set up mock interviews with Career Services Office.
   • Be prepared for traditional questions as well as “technical” questions that are more specific to the function. For example, finance interview questions may be specific to accounting principles.
   • In addition to the Career Services Office’s help, ask faculty for their input.

9. Conduct network meetings and informational interviews.
   • Note: use network meetings to learn more about your target industry/functional area, and to gain potential leads. Use informational interviews once you have identified your target list.
   • Ask the Career Services Office for tips on informational interviews.

10. Respond to appropriate job postings and follow up appropriately. Ask the Career Services Office for tips on ‘Follow up Communications’.

11. Attend career fairs. Practice your elevator pitch and success stories before you go just in case you end up having a more substantive conversation with a recruiter.

12. Identify and meet with recruitment firms that specialize in target industries/functional areas. Note: This is more helpful is you already some experience in your target area.

13. Keep using all strategies: networking, informational interviews, recruiters, job postings and career fairs.

14. Continue to practice and refine interview skills. Remember, it’s not just about skill set and intellect, it’s also about cultural and chemistry fit. Be personable – let the interviewer get to know you.

15. Weigh opportunities – Seek out objective input from Career Services Office, Faculty and/or other trusted colleagues.