

A job search never happens on your time table. A job search **IS** a job itself and may require a significant amount of time in order to get the position you seek! Depending on the job, company, industry, field and economic climate, your job search can go quickly or take some time. Below are some tips and suggestions that may help you in your search.

SELLING YOUR SKILLS/EXPERIENCE

Develop your personal “Brand”. Personal branding describes the process by which you stand out from a crowd of job seekers by differentiating yourself from others with the same skills and abilities. Do a self-assessment: What have you done? (skills, education qualifications, work experience), how well have you performed? (accomplishments, evaluations), your personality characteristics?, what type of position are you looking for?

Emphasize content-specific knowledge AND transferable skills – Employers are looking for people who can make an immediate contribution; skills such as communication, problem-solving and analysis are always in demand but your knowledge-based skills might distinguish you from other candidates and be interpreted as a way to make an immediate contribution.

THE BASICS

Resume: Use a functional or combination functional/chronological type resume to better showcase your skills and experience. Is your information up to date? Does it show off your job skills and their value to the company? Do you use “buzz” words to show knowledge of the field/position? Is your resume targeted to the position you are applying for? Have you had it critiqued?

Cover letter: Have you researched the employer/job/field? Does it clearly articulate the reason for writing? Is it sharply focused? Direct and to the point? Targeted to each employer? Is all spelling, grammar and punctuation correct?

Interviewing skills: Be ready to “sell” yourself and let the interviewer know what makes you unique. What added value can you bring to the position? Focus and identify your top strengths. Once identified, be ready to give examples and stories of where you used these strengths.

NETWORKING:

Networking is important in your job search - not just for job leads, but also for information. Take advantage of every opportunity to meet and interact with professionals in your fields of interest, extend your knowledge of preferred career fields, find out who is hiring and get personal referrals to hiring managers. The most effective strategy for landing a job is networking (78%) and employee referrals (65%); a direct result of networking.

LinkedIn: (www.linkedin.com) Register and participate in this online/social media tool. It is a very productive way to identify employers, alumni groups, industry affinity groups, and identify potential contacts for your job search. Just as with your resume, you should spend some time creating a very well-written LinkedIn profile and include links to an online version of your resume, examples of your work, etc.

eRecruiting Alumni: (<http://bualumnicareers.experience.com>) A career resource for experienced Bradley alumni job seekers and employers that offers access to jobs targeted to experienced professionals, an alumni resume book where you can upload your resume, free alum to alum job posting, an opportunity to mentor current BU students and/or seek a mentor for yourself and various career resources to assist you in your job research including Hoovers, Salary.com, and more.

Alumni Online Community: (<http://www.bualum.org/>) Don't forget to utilize Bradley University's Alumni Association! Alumni have access to the national online directory of Bradley alumni, giving you information on where to find friends that may be able to assist you in your job search. The BUAA also sponsors many networking events in your area. To obtain your personal User ID and password, contact the BUAA at 800-952-8258 or visit their website.

SEARCHING FOR JOBS

There are literally thousands of websites to help you look for a job locally, nationally, or internationally! Additional sites are available through the SCC website in the "Job Search Sites" section.

eRecruiting/Experience: (<http://bradley.experience.com>) Bradley's own career site providing free access to employers seeking to hire Bradley students/graduates. Active job listings, employer information session schedules, information about job fair participants and opportunities with major employers can be found here.

The Ladders: (<http://ops.theladders.com/>) Based in New York City, TheLadders.com, Inc. is a privately held company offering premier online job search destinations and content for the \$100k+ sector of the employment market. The company operates its primary consumer destination at www.theladders.com as well as specialized job search Web sites for Sales, Marketing, Finance, Human Resources, Law, Technology, Operations and all other \$100k+ fields.

Job Central - National Employment Network: (www.jobcentral.com) Access all types of employment opportunities from entry-level to senior level/upper management. Job Central allows you to search jobs on corporate websites across the Internet and begin the application process with the company to which you want to apply. **Includes U.S. and international job search options.**

ADDITIONAL TIPS

Focus your search into 1-3 manageable, targeted fields/jobs/industries. A "shotgun" approach doesn't work! Develop a targeted list of employers that you are qualified for and interested in and visit websites regularly to view new job listings.

Keep focused on what is in your control versus forces beyond your control.

Follow the money---the stimulus money, that is, because it will lead you to jobs over the next few years.

Think outside the box! Cast a wider net! Get creative in how you think about your job search and expand your search outside of traditional settings for your field.

Be optimistic, persistent and have a good attitude. Employers still respond to job seekers who make the extra effort to write follow-up thank you notes, and continue to reconfirm interest. Position yourself as the candidate that "wants the job the most".

Check out temporary agencies as a gateway into organizations or field of interest. It's a great way to get your foot in the door, network and prove yourself.

Identify one, two or several people to be part of your support team. Their roles is to be there for you through the ups and downs – to remind you that you are a good person who is talented, determined and will succeed.

Do not let the economy dictate your job choice. The economy is most effectively used as a secondary factor in career planning and implementation. Decide first what you want to do. Assess your best decisions. Then work to evaluate how the economy will play a role and adjust. Too many alumni are going after jobs they think are attainable that they have no interest in doing. This approach guarantees you will be back on the market at least once before the economy turns positive again.

Don't give up on an entire industry because of bad news reported about a few high profile companies that represent that industry. Do your homework on specific employers of interest and you may be surprised where the career opportunities will surface. Even in the good times, 90% of the positions were offered by small and medium-sized organizations.

FINALLY.....Hiring decisions are based on your ability to do the job, how well you mesh with the team, how likable you are, and your interest in the organization, so put your best foot forward whenever you get a chance!