

JOB SEARCH TIPS

Although we'd like to say a job search is quick and easy, the truth is you will need to invest time and energy when looking for a job. Most students say that the search for full time employment is like taking an extra class. However, the more prepared and focused you are in your search the more time efficient you will be! While some students locate jobs in a few months, the average job search can take 3-6 months.

The job search can feel overwhelming, so it's helpful to break it into manageable steps. The good news is you don't have to do every step in order. For example, you can start working on your resume before you specifically identify what you want to do. It's important to work on as many of these activities as you can, which will start you on the way to a great opportunity.

You can receive assistance for every one of these steps through the Career Education Office (CEO). And you don't have to do it all during business hours – start by checking our website, www.goucher.edu/CEO, for links and helpful information. The CEO also provides programs throughout the year to help you with different aspects of your job search. Keep a watch out for information about the Etiquette Dinner, Coffee Chats, Resume & Cover Letter Lounge, Employer Tabling, Career Exploration Nights and more.

STEP #1: KNOW YOURSELF AND IDENTIFY WHERE YOU WANT TO WORK

- Assess your skills, interests, values and personality traits. Write down your thoughts or use the Self-Assessment worksheets on the CEO website, as this will help you target jobs, industries and keywords on which to focus your search.
- Make a list of possible career fields or industries, and 2-3 occupations of interest.
- Research potential career fields: typical entry-level jobs, typical salaries, geographic location of most jobs, etc.
- Determine 1-3 geographic areas where you'd like to work, and investigate the industries and major employers.
- Identify 10-20 potential employers of interest and search their website for career opportunities.
- Brainstorm with a close friend, family member, professional contact or a counselor at the CEO to refine or broaden your search.

STEP #2: GET READY FOR THE SEARCH

- Have your resume and cover letter(s) reviewed by a professional in the field or the staff of the CEO. The Resume and Cover Letter Lounge is a great place to get started, dedicate time to work on your materials and get feedback.
- Use a professional voice mail message and email address (which you check often) for your search.
- Dedicate time to the search each day and set an achievable goal for how many applications you'll submit each week, ideally 3-5.
- Follow CEO and regularly check Facebook, Twitter and Instagram (@theGoucherHub) for job opportunities and events.
- Identify at least three individuals to serve as professional references, ask their permission and provide them a copy of your resume. Once they have agreed, create a reference sheet with their name, title, organization name, phone number, email, and relationship to you. Keep your references informed of the progress of your search.
- Develop a system for keeping track of your applications, interviews, follow-up needed. etc.

STEP #3: LOCATE JOB OPENINGS

EMPLOYER EVENTS

- Check out the organizations visiting Goucher's campus in our Employer Tabling series.
- Identify job fairs you plan to attend. Goucher is part of the Maryland Career Consortium (MCC), which hosts a large career fair each summer. Attend career fairs hosted at most of the local MCC schools.
- Consider professional association meetings and other career-related events that fit your schedule.

WEB SEARCH

- Sign in to Handshake, Goucher's job/internship search platform.
- Search Indeed, LinkedIn, Google jobs, and others. Be specific as possible with keywords and other search criteria. Be mindful of the words that catch your eye in postings and add them to your search words.
- Identify job search resources for your field(s) of interest. Look for professional associations or ask contacts for ideas.
- Check search websites on a regular basis. Set up email alerts to be notified of new jobs that meet specific saved criteria.
- Bookmark and review websites for organizations you're interested in for current job listings.
- Search local newspaper postings online for job opportunities, if you have a specific geographic location. This could be a good strategy to find employers who are hiring, even if not specifically for your field.

PROFESSIONAL ASSOCIATIONS AND GROUPS

Professional associations are groups of people working or interested in certain fields or occupations. Their goals are to apply standards to the field, as well as advocate and provide resources for profession members.

- Consider joining a professional association to learn about and make connections in your field. Attend events and programs.
- Review websites or other resources of the organizations for job openings posted locally or nationally.
- Join LinkedIn Groups for your field(s) of interest. These may be specifically for professional associations, or could be informal groups affiliated by a common pursuit.

TEMPORARY/EMPLOYMENT SERVICES

- Temporary and employment services can help you gain work experience while you search for a permanent position. Some temporary jobs can turn into permanent positions. You can apply to these agencies when they advertise for particular positions or you can simply contact any of the agencies in your area.
- Be sure that employment services do not charge a fee to help you find a position.

STEP #4: CREATE AND EXPAND YOUR COMMUNITY OF SUPPORT

Many times, individuals are able to locate positions that may not be posted yet through a personal reference by networking. By staying in touch with your contacts and expanding your network, you may be able to locate these unadvertised jobs. Let people know that you are job searching so that they can inform you if a position becomes available.

- Discuss your career goals with professors, staff, supervisors (current and previous), family, and friends.
- Join a Goucher Career Community, which are collections of people—students, alumnae/i, employers, faculty, staff, and family members—with shared career interests that fall into broader industry or occupational categories. Each industry-based community serves as a place to engage in career education, share industry-specific resources, and foster meaningful relationships with others in the career communities. Learn about the different communities and join at www.goucher.edu/careercommunities.
- Access the Goucher Career Communities LinkedIn Group, after you've joined one or more Career Community. You can engage in conversations with people who share your career interests, learn about career options, and opportunities.
- Use LinkedIn to find potential contacts. You can find Goucher alumnae/i with both the Alumni Search on the Goucher College profile or the People Search. Go to the profile page for the groups you've joined to find the other members of that group.
- Develop a list of potential networking contacts and systematically start contacting them. Ask if they'd be willing to conduct an informational interview with you so that you can gain more information about their position, their company, and the industry.
- Review the CEO's "Networking & Informational Interviews" handout to make sure you are utilizing all of your resources.

STEP #5: APPLY FOR POSITIONS

- Apply to every interesting job lead immediately by submitting the requested application materials. Save a copy of the job description, as it may no longer be available online when you interview.
- Personalization is key to your application. Craft a unique cover letter that shows you've done your research on the job and matches your skills to the needs of the company.
- Document each application submission in your tracking system.
- Follow up applications with a phone call or email ten business days from when you applied. It is acceptable to contact the employer to ask about the timeline of the job search as long as the employer has not stated "no emails or calls."
- Keep applying to positions until you have accepted a job offer. There is no magic number of applications to submit. Consistent, tailored applications materials are the best strategy for a successful search.

STEP #6: INTERVIEW

- Prepare for interviews by practicing responses to typical questions and/or doing a mock interview with the CEO. The more practice you get, the more comfortable you'll be. Review the "Preparing for an Interview" handout for a list of sample questions.
- Select interview attire appropriate for the field in which you plan to work. Visit the CEO Clothing Closet for a free outfit.
- Send thank you letters or emails to every person who interviews you or with whom you conduct an informational interview.

While you do not need to do these in a specific order, it is important to commit time and energy to your full-time job search. The CEO has more information online about each topic and is here to support you with these steps and throughout your job search.

**For other tips & questions contact the CEO at 410-337-6191 or
visit the CEO website at www.goucher.edu/CEO**

Updated Summer 2021