

Job Search Strategies

- ✓ Know Your Criteria
- ✓ Plan & Implement
- ✓ Land a Job!

Office of Career Services

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Here are the pieces you need to put together to create your ideal picture of the job for you.

The Job Search Puzzle



JOB SEARCH PLANNING TIPS

1 Define your criteria – What do you want to do?

Understand and know your strengths and weaknesses. Know your VIPS. **VALUES:** What things are important to you?

INTERESTS: What do you like to do? **PERSONALITY:** What are your innate traits? **SKILLS:** What are you good at?

Ask yourself the following questions to help you define your VIPS:

- ❑ What industry do I want to work in?
- ❑ What work-related activities do I think I would enjoy most in my future career?
- ❑ What skills do I have to offer an employer?
- ❑ How much money do I need to make to survive?
- ❑ What are my top 5 personal qualities/traits?
- ❑ What occupations would I be proud to work in?
- ❑ What is important to me in a job?
- ❑ How can I be successful in my chosen field?
- ❑ Do I want to relocate for a job, if yes, where to?

2 Identify the best companies for you

Create a list of your top 10 companies. Think about your geographic location. Use [Reference USA](#) in the library online database, LinkedIn, and Business Journals to find the right companies for you.

3 Write your Resume & Cover Letter

Take a look at the Career Services Resume and Cover Letter Guidelines on our website, and use the resume templates on our website. Once you complete your first draft, visit Career Services and have a Career Advisor review your resume. This will provide you with feedback from an employer's perspective.

4 Create your job search strategy & Answer the Question – Why should we hire you?

Use several different techniques to approach your job search. Using the following techniques can help you create an effective job search strategy.

- Create a list of people you know or would like to be introduced to in your area & reach out via email, face to face, speaking engagements, student organizations, or through an online platform like LinkedIn
 - Talk to decision makers! The average person in the average search needs to talk to 25 Decision Makers. If you talk to 15 friends, acquaintances, and insiders every week and ask the right questions, you will likely reach 1 Decision Maker (15:1 ratio). If you talk to 2 new Decision Makers every week, your search will take 12 ½ weeks. *Quoted from: "The Unwritten Rules of the Highly Effective Job Search" by Orville Pierson*
- Post your resume to job boards and company websites & on your student profile in [Handshake](#). Apply to jobs online and limit your online job-hunting time; job boards should be just a very SMALL part of your job hunting activity! Spend no more than 20% of time looking for a job online.
 - Always review a company's website if you find their job on a job board. A good college graduate job site is CollegeRecruiter.com
- Network. Go to information sessions & company presentations, meet with people in your field (career events & fairs), create a **Handshake & LinkedIn** profile
- Answer the question – **Why should we hire you?** Create your elevator pitch and be able to articulate who you are and what you are seeking to everyone you meet. Your elevator pitch needs to be 30-60 seconds long and will include: Your name, major, year in school, a summary of your relevant experience (internships, classes, projects), and how the person can help you reach your goal. Career Advisors can help you as you create your elevator pitch.

5 Implement your strategy

Start looking for a Job or Internship or Experiential Learning Opportunity and keep a contact list, so you know who you have reached out to and have a record of your efforts. Check in with a Career Advisor to keep your motivation up and discuss any frustrations you encounter.

6 Practice your interview skills

- Practice will help you reduce interview anxiety and improve your interview skills. Practice sharpens your verbal communication skills which are vital to your long-term success. According to a Society of Human Resource Management survey, poor communication skills were the number one turn-off for hiring managers. Make a mock interview appointment with a Career Advisor today!
- Set up a mock interview with a Career Advisor

- o A Career Advisor can help you improve your presentation skills, give feedback and suggestions, and hone your interviewing skills to help you get that all important job offer
- o Wear your interview outfit to the mock interview so the Career Advisor can evaluate if it is appropriate
- Practice in the mirror or with a friend or relative

7 Negotiate your job or internship offer

There are many factors to consider when negotiating a job offer– what value do you bring to the company, why are you asking for more than is being offered, what is your bottom line?. Have a strategy and a clear objective before you initiate salary negotiations. Never negotiate just for the sake of it! Contact a Career Advisor if you are not sure about an offer. Never renege on an offer once it has been accepted!

Gain Experience & Earn Money

TOP 10 REASONS PEOPLE DO NOT FIND A JOB

1. They do not put much time or effort into job hunting
2. They waste time on unproductive activities
3. They have no way of measuring their progress
4. They are not sure what kind of work they are looking for
5. They do not make a list of prospective employers – or it’s not long enough
6. They do not define and analyze their own personal job market
7. They have no systematic approach to the job search project
8. They only pursue announced job openings and use no proactive approaches
9. They do not realize that search is a numbers game – or they seriously underestimate the numbers needed
10. They go it alone, without any objective advice or support

Quoted from: “The Unwritten Rules of the Highly Effective Job Search” by Orville Pierson

DO YOU NEED JOB SEARCH ASSISTANCE?

For more information or to schedule an appointment with one of our Career Advisors, call 210-829-3931, email careers@uiwtx.edu or stop by the Student Education Center (SEC) Suite 3030

ONLINE RESOURCES

Handshake

<https://uiw.joinhandshake.com/edu>

Glass Door: Company Research

<http://www.glassdoor.com/index.htm>

UIW Office of Career Services

<http://uiw.edu/career/>

Indeed

<https://www.indeed.com/>

LinkedIn

<http://www.linkedin.com/>

List of UIW Student Orgs for Events

<http://www.uiw.edu/studentlife/organization.html>