



Job Search Strategies

Most jobs are obtained through contacts. In order to gain employment in your selected field, you need to conduct a targeted job search campaign. Use the following list of successful strategies to help you with your job search.

Begin to Develop your Professional Image

- Become active in professional associations.
- Dress for the position to which you aspire.

Conduct Research on Yourself

- Use your investigative skills. Search the internet for any negative information about you.
- Review your life experience to identify attributes skills, interests, values, and qualifications.
- Focus on strengths and accomplishments to bolster your self-esteem.

Conduct Research on a Career

- Survey books, articles, professional journals and newspapers.
- Talk to people: in positions to which you aspire or in comparable positions, your professors, or a Career Counselor who can help you assess your career goals.

Target Career Fields to set Parameters for your Job Search

- Define your objectives. Ask yourself, "What do I want to do?" and, "Where do I want to do it?"
- Use your objectives to gain focus and to create parameters for your job campaign.
- Develop plans for establishing a network of contacts and targeting your job search.

Cultivate your Network of Contacts

- Think of everyone as a job contact. Review your personal network for people to contact.
- Talk to as many people as possible at professional, social, political, religious, and academic functions and workshops.
- Ask faculty or the Alumni Association for the names and numbers of people to call.
- Ask your contacts for the names of three or more people you can contact (remember to always get permission to use the referrers name when you call these contacts).
- Maintain contact with the 'key' people in your network in person or by: mail, email or telephone.

Advantages of Interviewing for Information

- Gain knowledge of your field and clarify your career goal.
- Increase focus and get clarity.
- Inquire about specifics such as: job functions, working conditions, advancement potential, etc.
- Request tips on strategies for conducting an effective job campaign and take notes on information that will be useful during the actual job interview.
- Practice for the actual interview.

Develop your Resume

- State your career objective and set parameters for things to highlight.
- Relate your previous learning, employment, volunteer work, life experience, and special skills to your career objective and those required by the career.
- Review sample resumes in the The Center for Student Employment and Career Development Resource Library or on the resume section of the Center for Student Employment and Career Development's website (www.bucks.edu/careerservices) for acceptable formats.
- Make sure there are no typographical errors and your grammar usage is correct.

Prepare for the Interview

- Prepare for the interview as you would for an important exam.
- Gather as much information as you can on the prospective employer.
- Prepare for a variety of interview situations (one to one, group, or oral presentation).
- Get ready to answer difficult questions by role playing with someone in the field or a friend.
- Reverse roles. Take the part of the potential employer in a role play situation.
- Develop a list of questions the employer may ask you and questions that you may ask.
- Psych yourself up for success.
- Prepare yourself for what to wear to the interview. Attire should be conservative, no overpowering cologne, no sneakers, and no flashy jewelry. Pantyhose are a must regardless of temperature.

Day of the Interview

- Check your appearance to ensure that you are projecting the appropriate image.
- Arrive early so you can relax, collect your thoughts and focus.
- Be aware of your non-verbal as well as your verbal communication.
- Focus on your strengths and accomplishments.
- Stay focused to keep the information flow relevant.
- Let them know you want the job.
- Ask for business cards and permission to follow-up.

After the interview

- Make notes immediately after leaving the interview (i.e., Jeff is an avid ..., Jane is a ... on weekends, Mary was impressed with your ..., etc.).
- Send a Thank You to each person you met within 48 hours of the interview.
- Make sure that each note is individualized (contains information that the person shared with you or an answer to a question that they asked you); do not send the same note to everyone you met.
- If mailing a Thank You, use a legal size envelope and address it "Personal/Confidential".
- Maintain contact, but do not call every day.