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**
- 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 Career Services Resource Library or on the resume
section of the Career Services 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.