



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 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.

