

# JOB SEARCH

Job searching can be overwhelming and tedious, and if you try to approach it without a strategy, it will be even more difficult. Your job search will be successful if you invest enough time and use multiple sources.



## THE PUBLISHED JOB MARKET

**Start your job search through a variety of online job boards** or a Google search. BYU Bridge, indeed.com, or simplyhired.com have quality internships and entry-level positions, and they make it easy to apply for multiple positions quickly.

You must **cast a wide net by applying to many positions at multiple organizations**. It is not enough to simply apply for a few positions and hope to hear back from all of them.

**If you don't have a job and are close to graduating or have already graduated, job searching should be your full-time job.** Set daily, weekly, and even monthly goals regarding the number of jobs for which you will apply, and then stick to them!

**Following up and making connections at each organization are key to your application getting noticed.** You are not done once you have applied. That is where the unpublished job market comes into your job search.

## THE UNPUBLISHED JOB MARKET

Many people find jobs through word of mouth or referrals rather than job boards and company websites. This is called the unpublished job market.

- 1** **Developing and maintaining relationships** is the key to finding jobs that aren't published online. You never know who might be aware of an interesting opportunity. Take the time to get to know people in your classes, at church, and at your current place of employment. Begin making connections with people in your field by doing informational interviews and by taking advantage of the Take a Cougar to Lunch program (<http://alumni3.byu.edu/tactl/>). See our Networking handout for more ideas and information on developing professional relationships.
- 2** **Let people know you're looking for a job** or internship and be prepared to offer details such as industry, job title, company, and geography. You don't need to have a specific job in mind, but people can better assist you if they know what type of opportunity you're looking for. Be ready to articulate your professional skills and strengths. Once you've figured out what you're looking for and what you have to offer, tell everyone! Ask friends, family members, church members, professors, etc. if they are aware of any opportunities that might be a good fit for you.
- 3** **Familiarize yourself with your industry of interest.** Start by joining a professional association, attending events, volunteering with an organization, or reading publications. Doing this will help you make professional contacts and learn about potential job opportunities. For example, during your time volunteering with a non-profit organization you might learn that the marketing coordinator is leaving to take a job elsewhere; because you're familiar with the organization and have contacts there, you could express interest in the position before it even gets posted to a job board.
- 4** **Be open to a variety of opportunities.** Ideally you'll strike a balance between being selective about opportunities that will allow you to build skills and help you move forward in your career and being open to jobs that might not initially appear to be a "dream job." The vast majority of successful people have experienced twists and turns, setbacks and surprises in their careers. You might be surprised at where an unexpected opportunity leads you!

To maximize your job search, you should focus on both the published and unpublished job markets, as well as networking. Set up an appointment with your Career Director to customize a plan that works for you.

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Your job/internship search can be both exciting and overwhelming. Below are a series of manageable steps that can guide you through the process. Evaluate your level of confidence in each step to determine where you need to start. You can receive assistance with these steps from your Career Director, who has access to a variety of resources. Perhaps the most important issue is to understand that being passive will not produce results—action is required. Start checking off as many of these activities as you can, and you'll find yourself on your way to a great career.

CONFIDENCE LEVEL:



## Step 1: Clarify Your Goals

- Identify your personal strengths, skills, interests, and values.
- Practice articulating your skills that solve problems for employers.
- Identify key skills/projects you obtain(ed) from your major.

## Step 2: Research Opportunities



- Research potential career fields: job titles, typical industries, entry-level jobs, and salaries.
- Identify the top three geographic areas where you would like to live and work.
- Research organizations/companies, small- to mid-size firms, and government employment that might hire someone with your skills, interests, and background.
- Identify 5-7 potential employers you intend to follow-up with.
- Conduct informational interviews with practicing professionals in careers of interest.

## Step 3: Get Ready for the Search



- Create a neutral/professional email address to give employers.
- Complete your BYU Bridge profile and upload a resume.
- Have your resume(s) and cover letter(s) reviewed at UCS.
- Prepare a portfolio/work samples to highlight your skills, talents, and experiences as necessary.
- Review your social networking sites (i.e., Facebook, blogs, etc.) and be comfortable with the image they portray.
- Prepare your online networking presence via LinkedIn.
- Develop a 30-second introduction for short encounters with employers and at career fairs.

- Identify 3-5 individuals who will serve as references and ask if they can provide a “strong” recommendation.
- Attend employer panels, info-sessions, workshops, and fairs.
- Join a national association representing your specific career field.
- Access a variety of online job posting sites beginning with links listed on the University Career Services website (ucs.byu.edu).
- Prepare for interviews by viewing “50 Most Common Interview Questions” on ucs.byu.edu and complete a mock interview with your Career Director.
- Record a professional sounding voice mail greeting in case an employer calls.
- Obtain interview attire which is appropriate for the field in which you plan to work.

## Step 4: Start Searching



- Check BYU Bridge frequently for career/internship opportunities.
- Prepare to attend career fairs by visiting ucs.byu.edu or the BYU Career Fair Plus app and researching organizations.
- Develop a system for tracking your contacts, interviews, and other career-search activities.
- Follow-up on every interesting job lead with a targeted cover letter and resume.
- Send a resume and cover letter to all employers of interest regardless of whether a position is posted.
- Develop a list of potential networking contacts—both employers and alumni—and keep in touch with them.
- Follow-up on each cover letter/resume you send with a phone call or email to the employer expressing your interest in a position.
- Send thank you letters or emails after every interview.
- Review the results of your actions with your Career Director to adjust your career search plans as needed.
- Negotiate a starting salary and benefits package that suits your needs and matches your skills after you receive a job offer.