

ENERGIZE YOUR CAREER

JOB SEARCHING IN 5 STEPS



Job searching in five steps

1. Use technology tools and resources

Use technology to search and get notifications about new job openings. This will free you up to look at jobs and companies, and apply when you are interested.

- There are new AI (artificial intelligence) systems that learn about you and your preferences, and tailor job searches and emails to you. A couple of new ones you can research and check out include: Lesla and My Job Helper.
- Most companies offer career websites or a career page where you can sign up to receive job alerts. Simply enter your email address. You can discontinue or delete these notices whenever you want.
- Join talent networks if available. Companies have set these networks up for you to share more information about what you are looking for in a position. Their internal hiring teams can and will use this system to search and notify candidates about events, news happening in the company, and even send job recommendations.

2. Narrow in on your target

While it can be tempting to apply for every potential job you see, it's not recommended.

- Applying to many jobs within the same company can be a red flag that you aren't really focused on what you want to do. It can say you aren't committed to a job or raise concerns about your longevity in a new position.
 - Instead focus in on what your ideal position or couple of positions could be and go after them. Take time to evaluate what is important to you now, and make sure you evaluate potential companies and positions to your ideals.
- Finally, when you see the job you want to apply for, don't wait! Jobs can fill quickly and you can miss out completely if you wait just one more day to apply. It's good practice to have your resume stored virtually in your email account, hosted virtually on a cloud server, or for you to have a profile built with Indeed or LinkedIn to allow you to quickly access your information and apply anytime you are ready.

3. Market yourself

You are your own best or worst brand advocate depending on how you market yourself. Remember that you are selling the most important product during the job search process, you are selling you!

- Resumes and cover letters are tools to help create your first impression. Always take the time to customize the resume and cover letter to the position you are applying for. Again, we are going for strategic applications, so show the hiring manager where and how you did the specific duties and functions they are looking for. **Make it easy for a hiring manager or anyone reviewing your resume along the way, to identify direct, related, and transferrable experience and skills.**
- There are many different ways you can gather items that will help reinforce your personal brand. Some of these items include reference letters, a work portfolio, written articles or

publications, or anything similar that will help show who you are on your resume. Upload some of these with your application if possible.

- Follow/interact with the company on social media pages. This is an easy way to gain visibility as a candidate. Keep your interactions positive and use this as an opportunity to show some of your background. Share your interest in things the company is doing.
- Above all, no matter how upset or nervous we get during the job search time, keep your composure and professionalism in mind. Find a good friend or family member to vent to, but be careful not to direct your frustration toward the employer or a member of their team. This can end any further chance you have for a different, new, or upcoming role.

4. Contact information is critical

Above all, please include updated contact information on your application! This includes your email address and phone number. Double and triple check these two important pieces of data before hitting submit on your application.

- So many people have mistyped or have incorrect email addresses, and this can be what keeps you from getting important information or being considered further for the job.
 - When applying for a job opening, you should be receiving a “Thank you for applying with us” email. If you don’t, reach out to the company and make sure your email address is accurate.
- Use a professional email address when applying. Using an inappropriate email address on a job application reflects poorly on your personal brand. Email accounts are free to setup and you can easily create a new one to use specifically for job applications if needed.

5. Position yourself to win

Remember, at the end of the day, this needs to be a match between you, the position, and the company. The fit for you is just as important as the fit for the company.

- Research the company thoroughly, including their vision, mission, values, the leadership team, their community relationship and what they and their employees are doing on social sites like Glassdoor and LinkedIn. All of this can help you understand their culture and business.
- Be conversational and let your personality shine through. In all interactions with a potential employer, and each person you engage with along the way, remember to relax and be yourself!
- After interviews (phone, video, in-person) follow up with an email within 24-48 hours, reaffirming your interest in the position, Remind the employer the top reasons you are a great candidate for the role, and to thank them for their time.

