

Job Search Techniques

You will get a job; maybe not today, maybe not tomorrow, but you will. Stay optimistic, surround yourself with positive people, and reward yourself for small accomplishments.

BEFORE YOU APPLY

Get in the right mind-set

- Stay organized and keep track of your applications.
- Set aside blocks of time to focus on your job search.
- Set realistic goals.

Determine your job interests

- Assess what types of jobs you are interested in and in what industries.
- Determine what would be the ideal job; that is "Plan A."
- Determine what your other job options may be; those are your "Plan B, Plan C, etc."
- Consider jobs and opportunities that let you move closer to "Plan A."
- Determine how many different types of jobs and industries you will apply to and when.

Applying for a job is like sitting at a slot machine – the more money you put in (i.e., applications) the more you increase your chances of hitting it big (i.e., getting a job offer!).

Prepare your job search documents

- Develop and refine your resume based upon the job type and industry you are targeting.
- Write a cover letter for every job you are applying for and make sure it is job and employer specific.



TWO KEY JOB SEARCH METHODS

1. The Online Search

The online search is much more than visiting one website every now and again. Use multiple sites, including:

- Handshake (accessible through hofstra.edu/careerhub) connects you directly with employers and available positions! Through Handshake, you can access postings that The Career Center receives from employers looking to hire Hofstra students and alumni as well as information on career fairs, on-campus recruiting, and upcoming events.
- Direct job search engines
 - careerbuilder.com
 - simplyhired.com
 - monster.com
- Meta search engines compile job postings from multiple job search engines and employer sites in one database where the user can perform detailed searches.
- Indeed.com
- Industry-specific job posting sites provide a more focused tool.
 - dice.com for technology jobs
 - mandy.com for media
 - idealist.org for non-profits
 - usajobs.gov for federal government
- Professional organizations across the country post job opportunities or have listservs available to members and non-members.
 - shrm.com, a professional organization for human resources professionals
- Regional newspapers still print classified ads but many list these advertisements and more on their websites. This is a good tool for those looking to relocate.
- Online classifieds, such as craigslist.com, should be used cautiously. Classified sites can be helpful for finding part-time and freelance work.

2. Networking

- Utilize sites like Linkedin.com to connect with previous supervisors, co-workers, faculty, friends and family. Linkedin.com can also be used to connect with professionals in your field of interest or companies of interest as well as view possible job openings.
- Brainstorm with family, friends and faculty on who they know.
- Set up informational interviews with professionals in your field of interest.
- Join professional organizations.
- Attend alumni and employer networking events on campus.
- Attend job fairs.
- Prepare a 30-second "commercial" about yourself so you can market yourself professionally in person.