

# TIPS FOR A SUCCESSFUL JOB SEARCH CAMPAIGN



## START WITH FOCUS

### Define your job targets early on.

What is your plan A? Plan B? Start by creating a flexible list of “moving targets” that can be revised as your plans change or as you learn new information.

### Research alternative job titles and common skill requirements.

Knowing about all of the variations will create a larger list of positions to target.

### Need help getting started?

Start with KU Career Connections. Use the keyword function to search for jobs and internships using your strengths! You may also want to try job search sites such as [indeed.com](http://indeed.com); [idealist.org](http://idealist.org).



## GO PUBLIC AND GATHER YOUR SUPPORT

### Define your network.

This can include family, friends, family of friends, friends of family, co-workers, supervisors, professors, employers, and those involved in organizations or clubs to name a few.

### Let your network know.

Let everyone in your network know what job you are looking for, provide them with your resume, and ask for information or possible job resources and/or contacts. If it's been awhile since you talked to someone, consider setting up a time to get reacquainted. Do not forget to thank them!

### Use Social Media (wisely).

Use LinkedIn and Twitter to expand your network, join professional organizations, find job leads and research company information.

### What does your online presence say about you?

Include a review of your social media sites in [career.ku.edu/onlineimage](http://career.ku.edu/onlineimage)



## LEARN THE 'SECRET HANDSHAKE'

### Recruitment methods

Is there a specific job board, publication or event that is commonly used to post positions?

### Unique application materials & timeline

Does your career field have unique information for the resume? Is a portfolio necessary? Is there a season to hiring in your field?

### Company culture

Can you describe the organization's mission, dress code, work environment and reputation?

### Salary range: do you know where you fit?

Check out [career.ku.edu/salarynegotiation](http://career.ku.edu/salarynegotiation) for salary calculators and other helpful information about salary considerations.

**CAREER.KU.EDU**



## TARGET YOUR MATERIALS

### Target your Resume and Cover Letter.

Personalize your resume and cover letter to the job you are applying for. Follow the guidelines in the UCC's Resumes, References, and Cover Letters available at <http://career.ku.edu/resumes>. Obtain permission from your references before you start listing them.

Not sure if your resume and cover letter targets the position? Use our resume dropbox for a quick review: [career.ku.edu/resumetrobox](http://career.ku.edu/resumetrobox)

### Use a variety of resources and methods to apply.

Company websites, advertised openings, sending prospective cover letters (and targeted resumes), creating profiles on job boards - use multiple resources that make sense for your field and use them well!



## PREPARE & PRACTICE FOR YOUR INTERVIEW

### Know your value.

At this stage, you should know the essential skills and experiences that make you unique for this position. Prepare stories that demonstrate specific examples of these skills and experiences.

### Follow-up and thank-you(s).

It is acceptable to contact the employer after the interview to check on their hiring timeline and to reiterate your interest. Send a thank-you note within 24 hours of the interview.

### Finish your research.

You have researched your job targets, industries and organizations - now turn your attention to researching your fit within the organization. Be ready to explain how you are the best candidate based on your research.

The best way to master your interviewing anxiety is to get a lot of practice! Schedule a mock interview with a career coach and use Impress, available at [career.ku.edu/interviewing](http://career.ku.edu/interviewing)

### Select appropriate interview apparel.

There are no do-overs in first impressions so learn to "dress the part." Purchase professional clothing and accessories such as shoes, tie, and dress shirt, scarf, etc.. Investing in a portfolio or resume folder will complete the look of a "professional." The UCC offers free clothing and accessories through our Professional Clothing Closet open 8-5 M-F.

## ABOUT THE UCC

### Have you used [career.ku.edu](http://career.ku.edu)?

This comprehensive resource is the best way to launch your job search campaign: helpful links and tools, resume and interviewing tips, salary negotiation and suggestions for networking. Here are some specific tools include:

#### KU Career Connections

A job and internship board for KU students and alumni. Over 10,000 positions posted a year!

#### Careers and KU Majors

Tips and career specific links listed by KU academic programs to help you further refine your job targets. Includes links to relevant professional organizations and job and internship boards.

#### Career Coaching

Learn about this 1:1 service for KU students and alumni and download helpful career planning worksheets to help you focus your job search campaign.



## FINISH WITH GRACE

### You made it!

Remember that many people have been involved in your search in a variety of supportive and recruitment roles. Inform your network and thank them for supporting you!

### Withdraw from any active searches.

It's a small world: do not burn any bridges by remaining in a search after you have accepted a position.

### Maintain and build your network.

Find easy ways to keep in touch with new and existing people within your network such as going to lunch, sending holiday cards, and meeting up at annual meetings and conventions.