



WHERE TO LOOK FOR JOBS STRATEGICALLY (PART 1)



by Kristine Knutter

INTRODUCTION

Consider your job search a research project. You can find jobs by:

- Searching for jobs online
- Enlisting the help of your professional network
- Announcing you're looking for a job
- Being in the right place at the right time

LEARNING OUTCOMES

At the end of these lessons you will be able to:

- Organize your job search activities
- Articulate what you want and need
- Find relevant job openings
- Spot job search scams
- Find employer reviews
- Build & utilize your professional network
- Enlist others to help with your job search
- Assess if you're well suited for positions
- Utilize software to ensure your materials are keyword-optimized & ATS-approved



WHAT INTERNAL HIRING MEANS FOR YOU

Many companies look to fill vacancies through internal hires. To get your foot in the door of a great company, you may seek out:

- An Internship
- A Part-time Position
- Temporary Work
- Consulting Work
- Different Positions
- Contract Work as a Freelancer



PAUSE THE VIDEO TO OPEN THE FREELANCE PLATFORMS HANDOUT

FREELANCE PLATFORMS

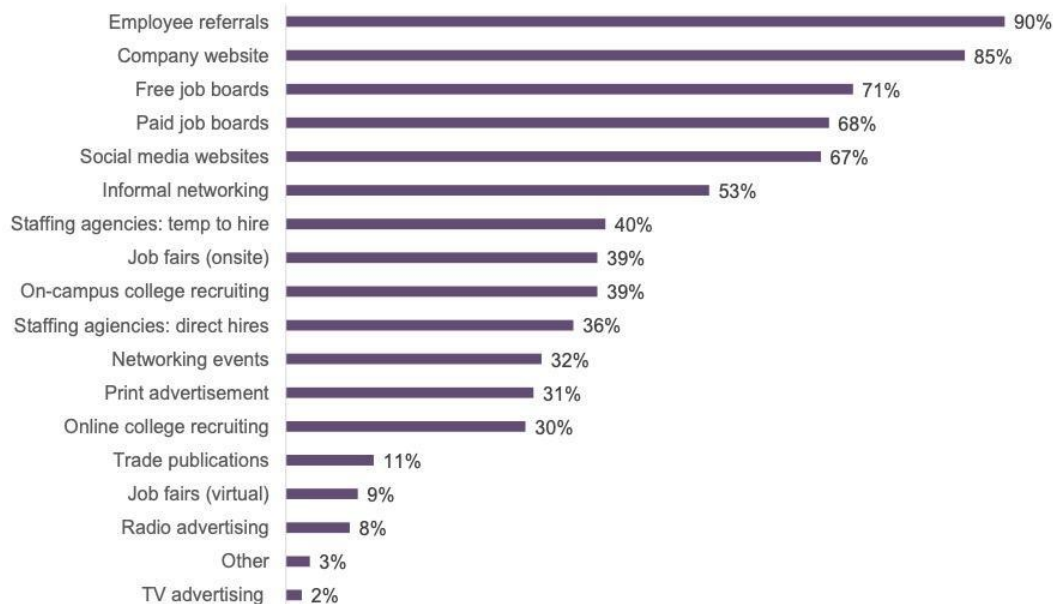
Use this list to find one or more platforms where you can advertise your professional services to carry out different projects for companies remotely. Reference the target freelancers column to discover which platform(s) would be relevant for you.

Name	Target Freelancers	Website
Upwork	Various types of freelancers	www.upwork.com
LinkedIn Pro Finder	Various types of freelancers	https://www.linkedin.com/profinder
Fiverr	Various types of freelancers	https://www.fiverr.com
Guru	Various types of freelancers	https://www.guru.com
Freelancer	Various types of freelancers	https://www.freelancer.com
TopTal	Top freelance software developers, designers, finance experts, and project managers	https://www.toptal.com
99designs	Designers	https://99designs.com
PeoplePerHour	Designers, web developers, and SEO specialists	https://www.peopleperhour.com
Freelance Writing Gigs	Writers	https://freelancewritinggigs.com



HOW COMPANIES FIND EXTERNAL CANDIDATES

Tools Used to Source Candidates



WHAT EXTERNAL HIRING MEANS FOR YOU

- Your top goal should be to get a referral by someone who works for the company
- Referred applicants are five times more likely to be hired in general and 15 times more likely to be offered employment than applicants from a job board
- Find and apply for jobs directly through a company's website or online career site
- Utilize other ways to find jobs like job boards and social media sites

HELPING EMPLOYERS FIND YOU

Employers favor candidates who are employed, so you should:

- Make yourself visible to potential employers on-line and in person
- Begin looking for jobs while you have a job if possible
- Don't announce you're looking for a job
- Convey you are an in-demand candidate

SUN	MON	TUE	WED	THU	FRI	SAT
				4	5	6
	1	2	3			
			10	11	12	13
7	8	9				
			17	18	19	20
14	15	16				
			24	25	26	27
21	22	23				
			31			
28	29	30				



Learn from the best to
ensure success
Reasons we will be
successful

BUSINESS

25 great jobs for people who love to travel

Branding is defined as the process of coming up or making a unique name or design for a product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced one? or do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's important to be both. You can have or expect from the products and services you offer.

Are you innovative or are you the experienced one? or do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's important to be both. You can have or expect from the products and services you offer.

RECOGNIZING TIME NEEDED TO FIND A JOB

The time you spend finding a job will depend on many factors, including:

- Market needs when you're looking for a job (position, industry, location)
- The Size and Strength of your Network
- The Quality of your Application Materials and Online Presence
- The Intensity of Your Efforts

MANAGING YOUR JOB SEARCH

- Create a structure for your job search
- Break down the job search into manageable tasks
- Stay organized and track your activities using the course files
- Ask potential employers and recruiters questions to reduce uncertainty

STAY ORGANIZED WITH THE COURSE FILES

JOB APPLICATIONS TRACKER

Each time you apply for a job, add basic information about the company along with your communication with the employer or recruiter, action items, deadlines, and next steps here.

Date Applied	Company Name	Position	Salary	Location	Contact Info	Status	Action Item & Deadline	Additional Notes
1/4/2019	REI	Program Manager, Marketing Integration	\$70-106K (estimated)	Kent, WA	Name: Jane Doe, Talent Acquisition Partner Phone Number: (XXX) XXX-XXXX Email Address: XXXX@rei.com	Had phone interview on 1/8/2019; awaiting next steps from recruiter	✓ Send thank-you note (1/9/2019)	Phone interview with Jane went great – next step is in-person interview with hiring manager in next 7-10 days. Work from home available sometimes, fun culture.

IDENTIFYING WHAT YOU WANT IN A COMPANY AND JOB

- Consider your current or previous employer:
 - What aspects of your job do you want to keep?
 - What aspects of your job do you want to eliminate?
- Consider a future employer:
 - What do you need and what can you live without?
 - What do you want from a future employer?

EMPLOYEE BENEFITS EXERCISE

Review each benefit and make notes.

Benefit
Bonuses
Bonuses
Culture
Disability Insurance
Diversity
Dress Code
Education Assistance
Employment Type <i>E.g., Part Time, Full Time, Contract</i>
Family Friendly <i>E.g., Childcare reimbursement</i>
Flexible work options <i>E.g., hours or locations</i>
Healthcare Insurance
Housing Subsidy
Location
Military-Friendly
Paid Leave: Parental
Paid Leave: Personal
Paid Leave: Sick

[illegible]



FINDING EMPLOYERS THAT MEET YOUR NEEDS

- Learn what companies have received recognition
- Visit well-known and niche employer review sites like Glassdoor and Kununu
- Update your job search introduction with companies you'd like to work for and add them to your Top Companies Tracker

EMPLOYER REVIEW SITES		
Use these sites to seek out employers that meet your criteria for what makes a great company. Check out the "What You Will Find" column to search for niche and region-specific sites.		
Traditional Employer Reviews		
Employer	What You Will Find	Website
Glassdoor	Company reviews by employees and former employees	www.glassdoor.com
Great Place to Work	Top company rankings according to categories based on employee surveys	http://reviews.greatplacetowork.com
Indeed	Company reviews by employees and former employees	https://www.indeed.com
Comparably	Company reviews by employees and former employees	https://www.comparably.com
CareerBliss	Company reviews by employees and former employees	https://www.careerbliss.com
Vault	Company and internship reviews for early careers and career-changers	http://www.vault.com/rankings-reviews/company-research-advice
TheJobCrowd	U.K.-based company reviews by employees and former employees for early careers	https://www.thejobcrowd.com
Kununu	Europe-based company reviews by employees and applicants	https://www.kununu.com
FairlyGodBoss	Company reviews by women for women	https://fairlygodboss.com
RateMyEmployer	Canadian-based company reviews by employees and former employees	http://www.ratemyemployer.ca
InHerSight	Company reviews by women on 14 factors that may matter to women	https://www.inhersight.com

COMING UP WITH YOUR JOB SEARCH PITCH

Include details such as:

- Position
- Company Size
- Industry & Location
- Values
- Specific companies

[illegible]

EXAMPLE JOB SEARCH PITCH

“I want to be in an account manager role. Ideally, the position would be at a large tech company in the Bay Area and the company would have opportunities for employees to give back. Some of my dream companies are Salesforce, Cisco, and Intuit.”



“What we prepare for is what we shall get”

- William Graham Sumner, American Sociologist and Educator

