



# JOB SEARCH STRATEGY (PART 2)



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# OPEN NETWORK TRACKER

## NETWORK TRACKER

Your network could include: former employers, including supervisors and co-workers | clients and prospective clients | mentors | fellow volunteers (past or present) | fellow classmates or alumni and professors | friends | fellow board members | children's contacts: E.g., parents of child's football friends | members of hobby groups or clubs: E.g., health club, gardening, hiking club | members of your religious organization (some religious organizations also sponsor job search groups) | neighbors, including current and past | participants in trade shows, seminars, or workshops you've attended | contacts in political groups | members in professional associations | relatives | people in service or fraternal organizations and groups | service providers: E.g., travel agents, stockbrokers, and realtors

Use "1" for a super connector: a person who has decision-making power over the hiring process within their company or works somewhere you want to work.

Name	Priority Level (1-3)	Contact Info	Status	Action Items	Additional Notes
Jane Doe	1	Phone Number: (XXX) XXX-XXXX Email Address: XXXXX@gmail.com	01/15/2019-Met for coffee to discuss job openings; She will introduce me to Susan in HR	Send thank-you note	Jane will make referral for me for Marketing Manager Role. 4-stage hiring process. Benefits: Work from home available/401(K) matching up to 4%.



# QUESTIONS TO ASK ANYONE IN YOUR NETWORK

Learn about the person's career and ask for advice regarding your job search by asking:

- Could you tell me about your career path?
- Can you think of any qualities I should highlight in my application materials?
- Is there anything you wish you had known earlier in your career?

You may also ask for specific introductions to people who could hire you, introductions to others for informational interviews, or for a referral

# QUESTIONS TO ASK PEOPLE IN YOUR FIELD

Gain insights into industry opportunities and trends from people in the field by asking:

- If I were to have an interview at your company, what advice would you give me?
- What kind of professional development opportunities exist at your company?
- Are you a member of any professional associations that you would recommend I join?
- What skills will be needed in the field over the next few years?

# NURTURING PROFESSIONAL RELATIONSHIPS

You're more likely to find a job through a second, third, fourth or fifth connection

- Share your professional story and job search introduction with new contacts
- Reciprocate a person's generosity and follow up on their leads
- Track all of your communication in your Networking Tracker document





# GETTING MEETINGS WITH IMPORTANT PEOPLE

- Check a company's website or social sites to identify someone in a key position
- Find out if you know someone who knows the person you have identified
- Ask for an introduction
- If you don't have any shared connections, send a friendly message to request an informational or exploratory interview in-person



# EXPANDING YOUR NETWORK

- Contact people whom you know of but haven't had the opportunity to work with
- Ask your university if they could introduce you to alumni, recruiters, or others working in the industry or company that interests you
- Attend public events and workshops hosted or attended by your target employers
- Volunteer and join professional associations and Meetup groups
- Use the



# FINDING JOBS ON COMPANY WEBSITES

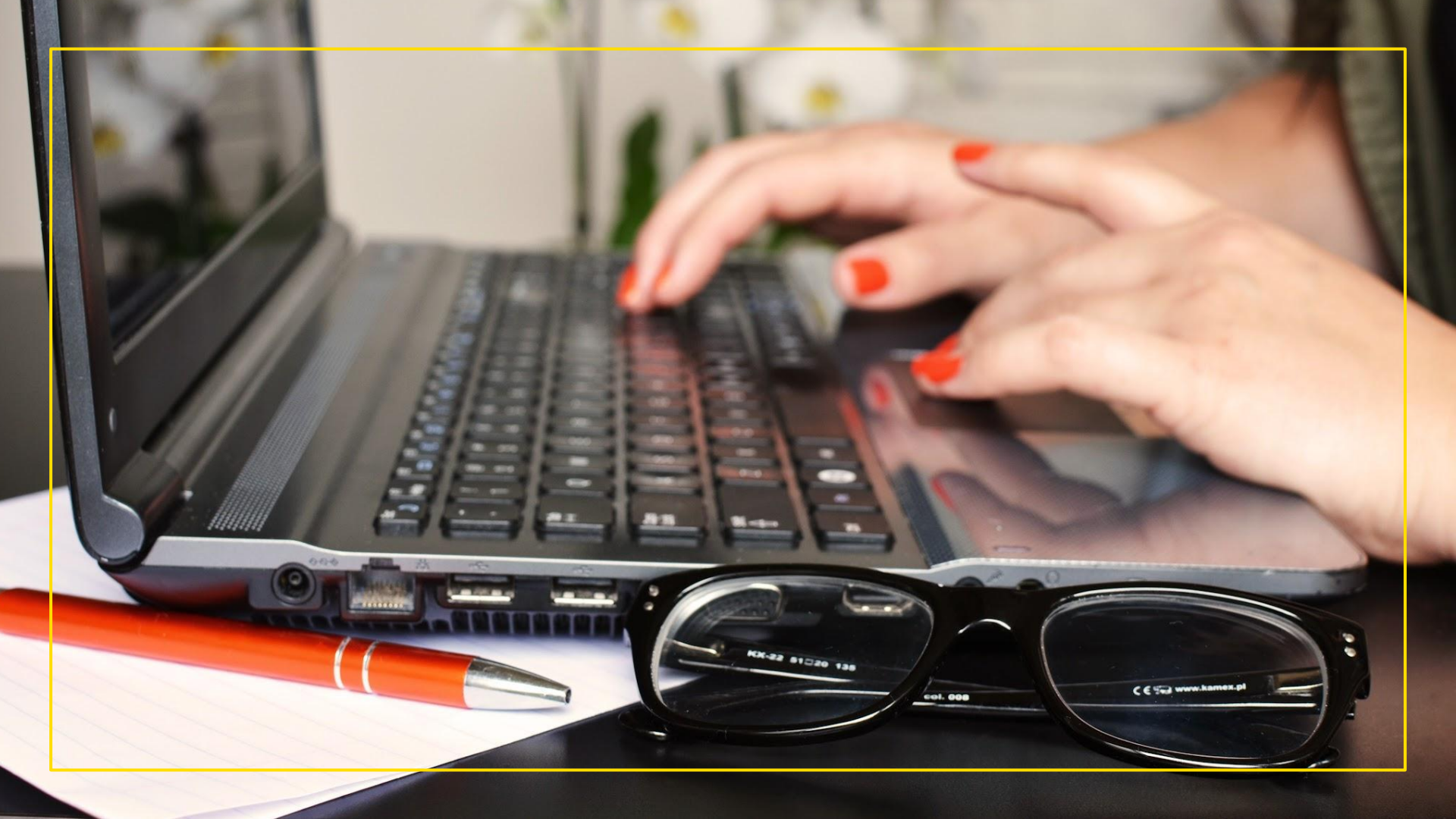
- Regularly check your top companies' career sites for job openings
- Utilize your Top Companies Tracker document
- Sign up for company emails, follow and engage with them on social media, and read their blog posts

# OPEN THE TOP COMPANIES TRACKER

## TOP COMPANIES TRACKER

When you discover companies you'd like to work for, add them to this document along with essential details about the company and your engagement.

Company Name	Rank	Website/Career Site	Engagement	Key Benefits	Employer Embraces	Company Culture	Other
REI	1	<a href="http://www.rei.com">www.rei.com</a> <a href="https://rei.jobs/careers/SearchJobs">https://rei.jobs/careers/SearchJobs</a>	Signed up for emails & blog, following on LinkedIn, FB & Instagram, created a profile on career site, attended REI Career Fair on 7/28	Tuition reimbursement, programs that support good health and work/life balance, employee discounts on apparel and adventure trips	Conservation efforts, sustainable practices, veteran-friendly. Co. Values: Authenticity, Quality, Service, Respect, Integrity, and Balance	Ranked as Best Company to Work for by Fortune, PEOPLE Magazine, Glassdoor, & Great Place to Work. Sense of community, employee ownership, team-oriented, collaboration, fun atmosphere	Largest consumer cooperative in the U.S.



# OPEN THE JOB BOARDS & JOB SEARCH ENGINES

## JOB BOARDS & JOB SEARCH ENGINES

Reference the categories and descriptions to discover which job boards and job search engines may include relevant job openings for you

Job Search Sites	Category	Description	Website
Brewing Work	Beer & Beverage	A niche (global) job board for the brewing industry.	<a href="http://BrewingWork.com">BrewingWork.com</a>
Bev Force	Beer & Beverage	A site owned by a staffing firm that lists jobs with companies like Red Bull or Monster Energy.	<a href="http://BevForce.com">BevForce.com</a>
Brew Bound	Beer & Beverage	Craft beer industry jobs.	<a href="https://www.brewbound.com/jobs">https://www.brewbound.com/jobs</a>
Craft Beverage Jobs	Beer & Beverage	#1 Job Board For The Craft Drinks Industry.	<a href="http://CraftBeverageJobs.com">CraftBeverageJobs.com</a>
Care.com	Caregiving	Care providers create profiles and are hired by families.	<a href="http://www.care.com">www.care.com</a>
Charter School	Education	Charter School job openings across the USA.	<a href="http://www.charterschooljobs.com/jobs.aspx">http://www.charterschooljobs.com/jobs.aspx</a>
HigherEdJobs	Education	Faculty and administrative positions at colleges and universities, with over 50,000 job postings..	<a href="https://www.higheredjobs.com/">https://www.higheredjobs.com/</a>
Engineer Jobs	Engineering	The leading job board in the field of engineering, with over 300,000 job postings.	<a href="https://www.engineerjobs.com/">https://www.engineerjobs.com/</a>
Financial Jobs Web	Finance	Financial Jobs in Accounting, Banking, Finance, Insurance and Investments Finance Careers and Employment.	<a href="https://www.financialjobsweb.com/">https://www.financialjobsweb.com/</a>
BankTalentHQ	Finance	The premier talent management site for financial industry careers, brought to you by an alliance of state banking associations working together.	<a href="http://careers.banktalenthq.com/jobs">http://careers.banktalenthq.com/jobs</a>



# UTILIZING JOB BOARDS & JOB SEARCH ENGINES

Job boards list job openings posted by employers and job search engines aggregate job openings from employer sites and job boards

1. Open Job Boards and Search Engines Document
2. Identify appropriate job boards and job search engines
3. Upload your resume to the sites you identified
4. Search for jobs



# **LIMITATIONS OF JOB BOARDS & JOB SEARCH ENGINES**

Job boards and job search engines have some risks and limitations

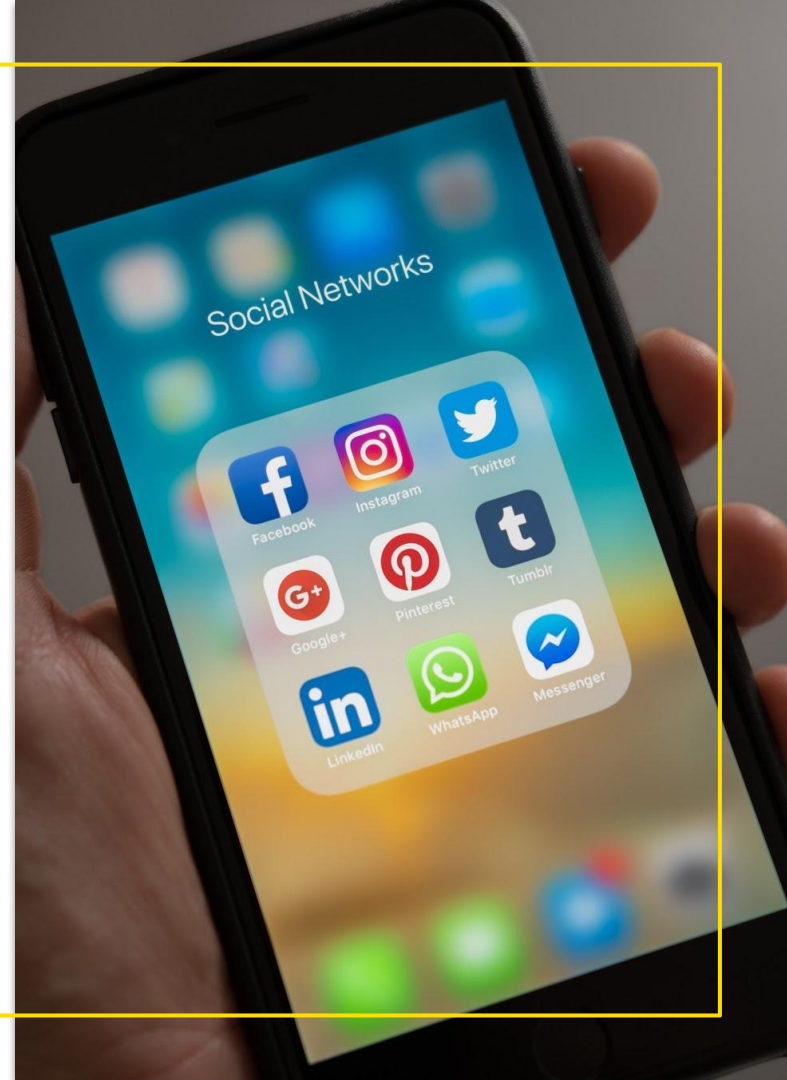
- Some of the jobs provided may not exist
- The sites do not include all job openings
- Competition for jobs listed is high
- Spammers may find your resume and target you or sell your data

# USING CAUTION ON EMPLOYMENT SITES

- Do not include your company name or mark it as confidential
- Do not include any of your contact information associated with your employer
- Leave off your exact address and other sensitive information
- Check the privacy policies of job sites to ensure they only allow verified employers to view resumes
- Utilize job board or job employment site confidential features

# OTHER METHODS TO FIND JOBS

- LinkedIn Job Search
- Turn on Open Candidates signal on LinkedIn
- Visit industry-specific job fairs and on-campus recruiting events





# **BENEFITS OF WORKING WITH RECRUITERS**

Some of the potential benefits of working with a recruiter include:

- Gaining insights into a company's culture, job expectations, and employees
- Learning about job opportunities you didn't know about
- Receiving help negotiating a strong compensation package
- Obtaining job search and job application advice
- Getting honest feedback that will help you find and land jobs

# WORKING WITH RECRUITERS TO FIND A JOB

- Find a recruiter through a company website search, a Google search, or social media
- Connect with them on one online platform
- Introduce yourself and mention something you share in common
- Communicate your professional goals
- Engage with the recruiter on the platform where you're connected
- Be patient and keep the conversation going
- Politely decline jobs that don't interest you and stop working with difficult recruiters

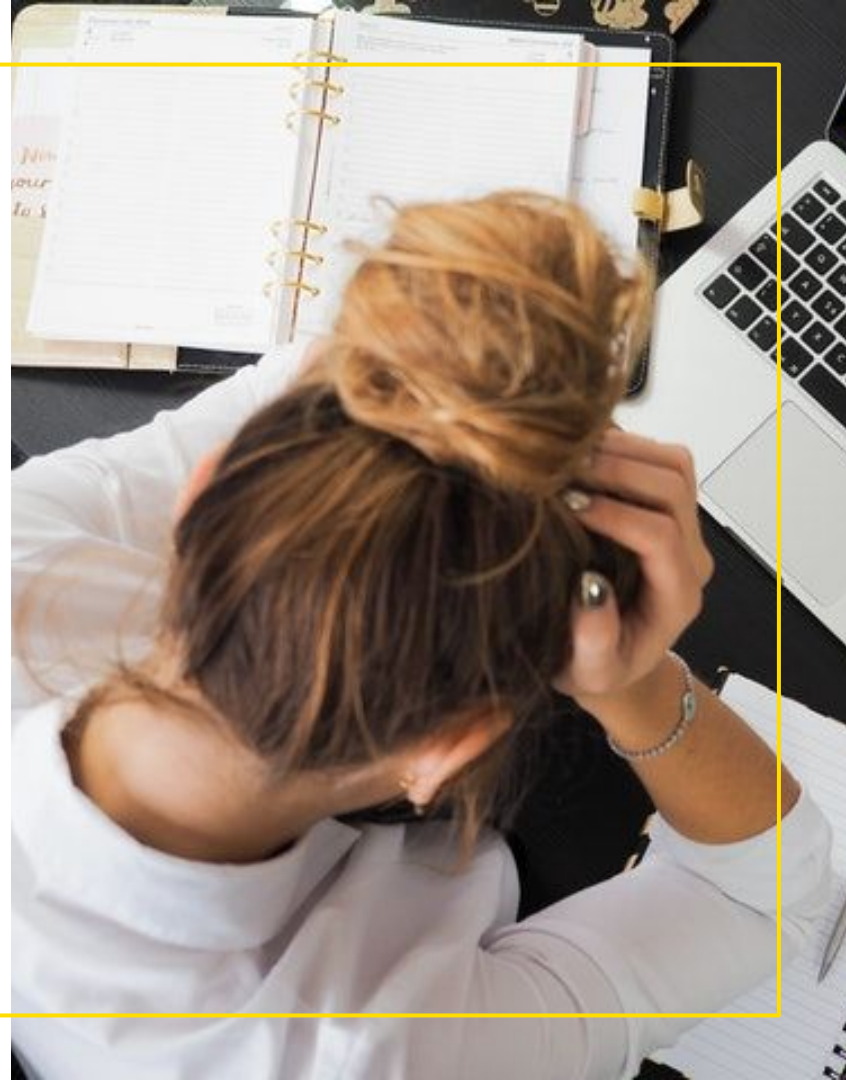




# DECEITFUL PRACTICES

Be cautious when:

- Job titles and answers are vague
- The hiring manager tells you inconsistent information
- You are asked to prepare information that could be viewed as consulting advice



# AVOIDING SCAMMERS

Here are some warning signs to watch out for:

- Job postings that sound too good to be true or seem strange
- Job application fees
- Requests to have interviews immediately online
- Unreasonable requests such as banking details
- Files that someone asks you to download on your computer

# REPORTING JOB SEARCH SCAMS

Here's where you can report scams:

- Job Boards
- Better Business Bureau (U.S.)
- Federal Trade Commission (U.S.)
- Econsumer.gov



*Find out what you like doing best and  
get someone to pay you for doing it*

*- Katherine Whitehorn, Journalist*