GUIDE TO:
JOB SEARCHING

UNH Career Development Center
103 Bartels Student Activity Center
careerdevelopmentcenter@newhaven.edu
www.unhcareercenter.com
# Table of Contents

**Preparation** ................................................................................................................................. 3

  - Resume and Cover Letter ............................................................................................................. 3
  - Your online presence .................................................................................................................... 3

**Successful Job Search Methods** ................................................................................................. 3

  - Networking ................................................................................................................................. 3-4
  - LinkedIn .................................................................................................................................. 5-6
  - Targeting Organizations ............................................................................................................ 7-8
  - Recruiters/Staffing Agencies ..................................................................................................... 8-9
  - Job Advertisements ..................................................................................................................... 10

**The Application Process** ............................................................................................................. 10

**Following up** ............................................................................................................................. 11

**Helpful Resources** ....................................................................................................................... 11
Before you Start – Get Prepared!

Your Resume and Cover Letter
Before you start your job search, you need to be sure that your resume is ready. The Career Development Center will review your resume to ensure it meets industry standards. Keep in mind that you will want to customize your resume and cover letter for each position. Employers throw away resumes that do indicate an interest in the company or specific qualifications for the position.

Your Online Presence
Employers are increasingly reviewing LinkedIn profiles, along with other social media such as Facebook, prior to bringing in a candidate for an interview. Your LinkedIn profile should be professional for networking purposes; your Facebook page should be cleaned up to reflect the same. Remove inappropriate pictures and make sure you have pictures/posts that display academic and professional accomplishments. Think of it this way...if you wouldn’t want your mother or father seeing your Facebook page, it’s probably a good idea to make some adjustments.

Learn more about using LinkedIn as part of a successful job search on Page 5.

Successful Job Search Methods

Conducting a job search is hard. It is hard to get started, hard to keep going, and has about the overall appeal of a root canal. But, there is hope. The reason most people hate job searching is because they are doing it wrong. Follow the advice below to incorporate the Four Aspects of a Successful Job Search and take control of the process.

To conduct a comprehensive, results-oriented job search you must use all 4 tactics AT THE SAME TIME!

The Four Aspects of a Successful Job Search

1. Networking
The old saying goes, “It’s not what you know, but who you know.” This is absolutely true.

Networking is a successful tactic because hiring is a hard, time consuming, and costly exercise for employers. It is hard to determine the truth about someone’s background, skills, experience, and potential in just a few interviews. Employers want to be assured that the person they hire is a quality person and employee. The way they can be more certain is to get a referrals from someone they trust.

The process of networking is tapping into a pool of people you already know, and very importantly, people you can get to know. The more people you talk to and connect with, the better chance you will have of finding a good career position.
**Who is in my network?**

Basically... anyone and everyone!

Think of your potential network as a spider-web, with you in the center. The inner-most circle of the web contains the people closest to you, such as parents, friends, teachers, co-workers, bosses, and the friendly, available, and the well-connected Career Development Center (hint, hint).

The next circle contains the people who are one degree removed from you – your parent’s friends, your friend’s parents, your teacher’s friends, co-worker’s contacts, etc.

As the circles widen, you are moving two, three, four degrees away from you and towards more people you know... and more importantly towards people who now know you.

**What do I say to someone when networking?**

Networking is not about asking people for jobs... it is about asking people for advice, counsel, and information about companies and jobs. Most people are not in a position to hire you, but they can tell you about ways to apply, tips for success, and especially about who to speak with who does have hiring authority.

Start with your close contacts and ask for advice – Do you know anyone who works in XYZ? Can you tell me anything about this company or that company?

For each person you speak with you should ask for advice and information about their job or company, let them know you are looking, pass along your resume, and then ask for another name of a person to contact. Then, contact the next person and do the same.

The more people you do this with, the more information, tips, advice, and contacts you will have. At some point, you will meet and talk to someone who can get you an interview.

**Can I use the web to help me network?**

Absolutely! Online networking is a new method that is becoming widespread in job searches. Sites such as LinkedIn, Facebook, and Twitter are vehicles that connect you to others so they are perfect for job searches.

You can use status updates, friends and networks, and your profile page to help you get the word out about the types of careers you are seeking. The important thing to remember when networking online is to maintain a professional image and online presence. This means cleansing your pages of potentially incriminating information, photographs, language, etc.

Be sure to only write and place online what you would be okay with a future boss or co-worker seeing on there. Be assured, employers are routinely using these social networking sites to find new employees, and to find out about new employees.
LinkedIn and Networking

LinkedIn is a powerful tool for professional networking, as it is the largest online professional network in the world. LinkedIn has over 225 million users around the world, and all of them are there for business and networking purposes. LinkedIn is also the fastest growing online source for recruitment activities for full time jobs and internships. You HAVE to be on LinkedIn.

There are two parts to LinkedIn – having a profile and networking. Each is important, but one is useless with the other. Follow these tips below to create your professional LinkedIn profile - and then have it reviewed by the Career Development Center. Once you have a strong profile, you can start networking.

**Tips for a strong LinkedIn profile:**

1. **Include Important Info**: Create a detailed profile, including employment (current and past), education, and industry. Review your resume and copy/paste the relevant information into your profile. If you are currently unemployed list your current position as "Open to opportunities."
2. **Add a Photo**: You can add a photo (a headshot is recommended) to your LinkedIn profile. Note that it must be a small photo - no larger than 80x80 pixels. Pick a professional photo of you in business attire.
3. **Professional Summary**: The Professional Summary section of your profile is a good way to highlight your experience. Select an industry, because recruiters often use that field to search.
4. **Headline**: Be sure to write a captivating Headline – it is the only customizable piece of information that shows up in LinkedIn search results!
5. **Keywords and Skills**: Include all the keywords and skills from your resume in your profile. That will make it easier for your profile to be found in search results.
6. **Contact Settings**: Your contact settings let your connections (and recruiters) know what you're available for. Options include: career opportunities, consulting offers, new ventures, job inquiries, reference requests.
7. **Public Profile URL**: Don't forget to make your profile public - that's how the world can find it. Also, customizing your URL will give you a link that's easy to share.
8. **Create a Signature**: Create a LinkedIn signature to use in your email. That's another way to increase the visibility of your profile.
9. **Update Your Profile**: Don't forget to update your profile when you change positions or companies. Your profile should be current and up-to-date.
10. **Get Recommendations**: To a potential employer, a LinkedIn recommendation is a reference in advance.
Grow Your Network... and the USE IT!!

Now that you have a strong Profile, it is time to start making connections. Use the options under the Network tab in the top banner to find and add connections. You can search by your email contacts, by employer, by schools, and more. Start with people you actually know. Then you can grow your network by connecting with other members. The more connections you have, the more opportunities you have, but don’t randomly connect with people you don’t know. All that does is annoy them - you won’t gain anything by attempting to connect with someone who never heard of you.

Other strong methods to using LinkedIn effectively:

1. **Join and Participate in Groups**: Groups are made up of people with likeminded interests and/or professions. Join in the conversations and grow your visibility and credibility.

2. **Follow Companies**: By following companies you will learn a lot about the organization, which will help with the job search... and the interview.

3. **Job Search**: Search open positions that are posted on LinkedIn.

4. **Post Updates/Share Information**: Post professional (key word here!) updates and share industry related information.

5. **Personalize Invitations**: When asking to connect, personalize the invitation. It shows initiative and adds the personal touch – this is all about relationship building.

What can UNH do to help me with my Networking?

For starters, the Career Development Center staff can help connect you with people in your desired job field, and with our own personal contacts well. The University of New Haven maintains a network of alumni that can be tapped into to help with your job search. Contact the Career Development Center to learn how to use this network. Your professors, coaches, and other college administrators live and work here – they know other people who can be a lead for you to talk to.

Join the UNH Career Connect LinkedIn group to network with alumni, students, and employers

www.unhcareercenter.com/linkedin

2. **Targeting Organizations**

The idea is simple – find companies, not job postings. Since job postings are consistently ranked as the least effective way to find jobs, your goal is to find the source of jobs... companies/organizations.

**Why does a Targeted Job Search Work?**

Companies are constantly looking for new talent for their organizations; they just aren’t always posting jobs on websites. One way to become aware of openings and opportunities is to locate potential employers and directly contact them with your resume.
Employers are looking for smart, motivated, ambitious people to work with them; the best way to show you are this type of person is through your job search.

Look at it this way... say you owned a company and two people applied for a job.

**Candidate #1 says:**

“I’ve research your company online and based on your mission statement, your goals, and the way you position yourself in the market I feel my background and qualifications would be a great fit. I am interested in discussing with you how I can help you achieve your organizational goals.”

**Candidate #2 says:**

“I noticed your ad on Monster.com and thought I would apply.”

Who would you be interested in interviewing?

**How do I find Companies/Organizations?**
The idea is to find companies – all you need to apply to a company/organization is to know they exist.

One great resource is a local area **Chamber of Commerce** - any city or town of any size will have a local Chamber of Commerce. This organization exists to promote that particular town as a great place to live, work, visit, and do business. A Chamber of Commerce is made up of member organizations – local businesses that pay an annual fee to be a part of the Chamber.

The website of the Chamber of Commerce will list all of their Members – voilà, a list of companies that exist in your preferred geographic location.

Check out the Resource section at the end of this guide for more great sites to conduct company research.

**What do I do to apply?**

Search the company/organization website for:

1. job postings
2. contact names
3. information about the company

Contact the company/organization by:

1. phone
2. email
3. networking to find someone there

**What do I say?**

Be concise and powerful:

“Hello Mr. or Mrs. Doe. My name is Job Seeker and after conducting significant research on your company/organization I feel my background would be a great fit for your team. I am interested in (sales, marketing, finance, mental health, laboratory, etc.) and would like to meet with you to further discuss any opportunities you may have.”
The worst thing that will happen to you is the person will hang up. The best thing that will happen is they will speak with you and offer you a chance to send in your resume and/or interview. You have to make things happen in your job search, and this is a proven method.

3. Recruiters/Staffing Agencies

Recruiters, staffing agencies, headhunters, executive search consultants, job placement specialists. These are all names for individuals that can help you find a job - while you are focusing on the other aspects of a successful job search. How you use them, and which one is right for you, depends on your industry, your experience level, and your finances.

Recruiters:

A recruiter works for an employment agency to connect people seeking work with employers seeking qualified employees. This term is used both generally (anyone whose profession it is to find people jobs is technically a recruiter) and specifically (recruiters tend to focus on full time, experienced professional level positions). These individuals spend their daily work lives networking with companies, staying on top of the job market, and developing relationships with hiring managers.

Staffing Agencies:

Staffing Agencies are for-profit organizations that help individual job seekers find temporary and temporary-to-permanent job opportunities. These agencies tend to focus on lower level office positions, clerical positions, accounting/finance positions, light industrial positions, as well as entry-to-mid level management, customer service, and similar type positions.

The way these agencies work is that they operate two simultaneous functions – finding job seekers to fill their candidate database and connecting with companies/organizations to develop potential employment relationships.

To a staffing agency, their inventory is people looking for jobs. A staffing agency recruits job seekers to become a part of the agency’s database. They will solicit your resume, interview you, and discuss your career options and goals. In many cases, they will give you a battery of skill and interest assessments, as well as evaluate your computer skills in basic office technologies. Once they have done this, they will attempt to connect you with available temporary and temp-to-perm positions.

For a job seeker, a Staffing Agency can be very beneficial to a job search, as long as you understand the process and work within its parameters.
The lifeblood of a temporary staffing agency is temporary jobs. Temp jobs are positions that exist for a few hours, one day, a few days, a week, a month, or even longer. An employer will hire a temp to handle vacation time of permanent staff, to augment staff for a new project, or to bring on potential new employees in a working interview capacity. Either way, the job seeker is technically an employee of the staffing agency – your paycheck comes from the staffing agency, who in turn bills the employer for your service. So, the more hours, days, weeks, and months you work temporary, the more the agency earns.

That said, this can be very good for a job seeker that is unsure of their career path or wants to earn some cash on temp jobs while conducting their more rigorous job search. Job seekers that are unsure of a potential career path will be able to work in a number of different roles for a number of different employers in a variety of industries, thus providing some direct experience that can help figure out a career path. When working with a staffing agency, be open to accepting different assignments as you may make a strong connection with an employer that decides to take you on permanently.

4. Online Job Advertisements

By online job advertisements, we are referring to job ads that are posted on Monster.com, CareerBuilder, Indeed.com and the like. While a part of the job search, it has been routinely proven that job ads are the least effective way to find work.

The reason is simple – advertised jobs make up only 15% of available jobs; yet they have the most competition since they are widely advertised. So, by limiting your job search to online advertisements, you are competing with a higher number of job seekers for a smaller amount of jobs. Your time is much better spent networking, contacting organizations, and working with recruiters/staffing agencies.
The Application Process

Online

Each organization may have a slightly different approach to the application process. You will find that most require an online application of some sort with areas to upload a resume, cover letter and possibly references. Many companies utilize an online system for their own tracking purposes and to ensure that everyone has equal access to opportunities. Be sure to complete all sections of the application accurately and honestly. Once you submit your application, the system will typically generate an auto-
response saying that your application has been received and that you will be contacted if your qualifications meet the needs of the company. Some organizations have ways you can see the status of your application as it goes through the review process, so be sure to keep all of your username and password information handy!

E-mail

You may face instances where an employer asks you to e-mail a resume and cover letter to a specific person. Be sure to attach your cover letter and resume (in that order) as one document and say something similar to this in the e-mail message:

Dear Ms. Doe,

Attached is my resume and cover letter for the _______ position.
I look forward to speaking with you about this great opportunity.

Sincerely,
Job Seeker

Mail

Yes, some companies still do accept or even prefer your resume and cover letter by mail! When mailing your documents, use an 8 ½ x 11 envelope so you do not have to fold everything (this makes it very cumbersome if the employer needs to make copies of your documents with folds). Utilize resume paper instead of white copy paper and attach your documents together with a staple or paper clip.

Following Up

It is essential that you keep track of the organizations you applied to and when so you can follow up with organizations as appropriate. Use a method that works for you to track...it could be an Excel spreadsheet, a notebook or an online tool like JibberJobber.

Once a reasonable time has passed since your application submission (usually 10-14 days), you can contact the company by e-mail or phone to inquire about the status of your application. It is not recommended that you contact the organization if their advertisement says “no phone calls please.”
Helpful Resources

Here is a good list of resources for locating jobs – remember, most positions are found by contacting people and organizations so be sure to make that a big part of your search.

**Charger Career Link**: UNH’s online job/internship database is constantly updated with job postings. Be sure to check here regularly, create a Job Search Agent, and post your resume for employers to review.
http://unhcareercenter.com/

**UNH Library Digital Databases**: The UNH Library has a large selection of digital databases that you can access for free. A few in particular are great resources for locating companies and organizations across the country: Reference USA and Hoover’s Business Directory.
http://www.newhaven.edu/library/Databases/

**LinkedIn**: LinkedIn is the world’s largest online professional network, a Facebook for working professionals. People on LinkedIn come together to network, promote their organization, recruit new talent, and highlight their skills and experiences. Start by creating a strong profile and then begin connecting with employers, researching companies, reviewing job postings, and joining groups related to your industry of interest.
www.linkedin.com

**Company Research Resource**: Check out this page on the UNH Career Development Center’s website for a plethora of company research methods.
http://www.newhaven.edu/cdc/197602/