



## JOB SEARCH STRATEGIES

### PREPARATION FOR THE JOB SEARCH

#### Self-Assessment

The first step in the job search process is self-assessment. Think about your interests, skills, personality, and work-related values, meaning what you want out of your career at this stage. Are you looking for a position that has flexible hours? Allows you to use creativity? Has a great deal of responsibility? Has the potential for high salary? Has extensive (or limited) travel? There are many ways to think about these questions, including journaling, speaking with a counselor, and taking more formal standardized assessments. Schedule an appointment with the Career Center to learn more.

#### Research

Once you've thought about your career needs, you need to research your options. To determine the best fit for you, it is important to understand the specifics of the industries you are considering and how these fields may differ from others. Research will also provide you with critical information needed to write targeted application materials and to prepare for job interviews. Some aspects to consider include:

- Education/skill requirements—What level of education does this industry typically require? Is additional graduate level work necessary for this industry? What specific skills do you need to have to be successful in this industry?
- Day-to-day job operations—What does a typical day look like for an employee in this industry? How do the roles of the various members of an organization differ within the industry?
- Industry trends and industry predictions—What is the future of this industry? Is it currently expanding? What are the common trends facing this industry?
- Personality traits/experiences valued by the field—Are there particular traits exhibited by people in this field that are necessary to be successful? Are there shared experiences that many of the people in this field have (i.e., leadership experience, teamwork experience, customer service backgrounds, or any other specific type of experience)?
- Salary information—What salary range can you anticipate to be offered, given your education and experience level?
- Hiring cycles—What is the hiring cycle of the industry in which you are interested? Different industries often recruit at different times of the year and for different lengths of time. How far in advance do they recruit, and when are typical deadlines?
- Industry recruiting practices—Do companies in this industry come to campus to recruit Yeshiva students? Is “word of mouth” the best way to obtain a position within this industry? Many fields have unique recruiting practices so it is important to note these before beginning your search.

**There are multiple methods and resources you can use to conduct this type of research, including:**

- Online—There are several websites devoted to industry research. *The Vault's Career Insider* online library, which can be accessed **free of charge** through the Career Center's website ([www.yu.edu/career-center](http://www.yu.edu/career-center)), is a great place to start. Review the Department of Labor's website at [www.bls.gov/oco](http://www.bls.gov/oco) and websites of specific organizations. Also, check out Glassdoor.com for employee reviews, ratings and salary reports for many companies and industries. Also try creating a keyword news alert at <http://alerts.google.com> to get the latest news on targeted organizations and fields.

- **Print**—Visit the Career Center as well as any library and/or bookstore to find relevant books and periodicals. Read publications related to your field of interest, including magazines, newspapers, trade journals, and others.
- **Professional Associations**—Associations offer excellent opportunities to explore different industries and to network with professionals who are active in their fields. Most associations offer substantially reduced membership rates for students. By joining, you gain access to website resources, job listings, periodicals and newsletters, and invitations to local and national conferences and networking events. You can find listings of professional associations online.
- **Informational Interviewing**—Speaking with alumni and other contacts is one of the best ways to learn about an industry and organization. Be sure to do preliminary research before speaking with industry professionals. Use informational interviews to learn the culture of an industry or organization, what a typical day is like, and general career paths within the field. Remember to be professional and courteous, and do NOT ask for a job directly. See the Career Center fact sheet, “Networking and Informational Interviewing” for more information.

### Application Materials

After researching your options and determining the best fit for your career needs, the next step is to perfect your application materials, which include your resume and cover letter. For tips on how to get started, see the Career Center fact sheets, “How to Write a Resume” and “How to Write a Cover Letter.” Have these documents reviewed by a career counselor before you submit them for an opportunity. Stop by during walk-in hours or schedule a longer appointment if needed.

### JOB SEARCH TECHNIQUES

There are multiple ways to discover opportunities. You should never rely on one single job search strategy. Instead, diversify your approach by utilizing several of the following techniques to increase your chances of finding a position:

- **Networking**—The most common (and successful) way in which students secure jobs is through networking, so make as many contacts as you can. Join [www.Linkedin.com](http://www.Linkedin.com) for online networking, attend alumni events and panels, participate in professional association meetings and conferences, speak with friends, family and shul members, and leverage all of your existing contacts. See the Career Center fact sheet on “Networking” and “Social Media” for tips.
- **YU CareerLink**—Go to the Career Center web site ([www.yu.edu/career-center](http://www.yu.edu/career-center)) to login to YU CareerLink—the Career Center’s online job posting system. Here you will find full-time and part-time job listings and internships.
  - \*\***Resume Books:** Through YU CareerLink, you can submit your resume to a collection based on semester and industry (e.g., “Spring 2010 Finance Internship”) that the Career Center may then send to employers seeking interns and/or full-time employees. Log in to your YU CareerLink account and upload your resume in the “Documents” tab and then click the “Opt-in Resume Book” tab. Your resume **MUST** be approved by the Career Center in order to enter it into a Resume Book.
- **On-Campus Recruiting (OCR)** —Select companies who have annual cycles for bulk hiring will visit Yeshiva to interview students for internships and full-time positions. Read the Career Center’s weekly emails and check our website and YU CareerLink for details on how to apply for these opportunities.
- **Online Job Postings**—Search for select job postings on our weekly email, general job boards, niche job search sites targeted at specific industries, and professional association websites. Visit [www.yu.edu/career-center](http://www.yu.edu/career-center) for links to numerous employment sites, and try searching [www.rileyguide.com](http://www.rileyguide.com) for listings categorized by industry.
- **Company Websites**—Apply directly to organizations of interest. Most companies have a “careers” or “hire us” section of their site where they describe the application process in detail.
- **Career Center Weekly Email**—Check the weekly newsletter from the Career Center for select job and internship postings.

- Career Fairs—On-campus and off-campus career fairs and networking receptions are held throughout the academic year designed for students to learn about a wide variety of organizations and positions.
- Employment Agencies—Also called staffing firms, employer-paid agencies are contracted by companies to find candidates to fill job vacancies. Fees are paid by the employer either once the agency has filled the position (“contingent” agreements) or up front (“retained” agreements). Students should **never** have to pay an agency for placement services. Try to use a firm recommended by others, and use caution, as some contingent firms may try to persuade you to take a job you do not want so that they can earn commission.
- Targeted Mailing/Prospecting Search—If you are interested in an organization but don’t see a specific position posted, you can target the company directly by writing a cover letter focusing on how your experiences match the company’s interests. Direct your mailing to a hiring manager for your department of choice.

## **FOLLOWING UP**

Once you have applied, be sure to follow up within one or two weeks to ensure that your application was received. Re-affirm your interest in the position and ask about next steps in the process. Always be courteous and formal in your interactions with employers. If possible, try to reach a hiring manager or recruiter. Do NOT follow up multiple times and harass an employer. If you are unsure about when or how to contact an employer, ask a career counselor at the Career Center.