

Elements of a Savvy Job Search

Tapping into the “hidden” job market
Researching specific employers of interest to you and
using knowledge gained in your application process

Setting realistic goals and steps to get you there
Following up on potential leads

Create a professional online presence
Networking
Tailoring your cover letter/resume to each
position/opportunity



Enhance, Not Replace

The Intentional Search



Tapping Into the Hidden Job Market

A large percentage of job openings are never advertised (hidden job market).

So how do people get hired? They talk to people. Form relationships. Network.

Tapping into the “hidden” job market involves you looking for the employer rather than the employer looking for you.

“You will have fewer results fishing in the ocean with a minnow than fishing in a pond with a minnow.”

Sue Zurn, Career Services Director
Minnesota State Community and Technical College

Target by industry

Target by location

Target by whatever interests you

Post a “Power Resume”

Many people still think the resume you put online is not the same document that you created to print out and mail to prospective employers or hand to interviewers.

You do not need a different resume, you only need to alter the format of your resume to make it easy for you to post, copy and paste, or email it to employers.

A well-written, well-prepared resume will contain all of the necessary _____ to attract attention whether it is being scanned into a resume system, indexed and searched online, or read on paper by a real human.

Resume Versions to Prepare

A *polished*, designed with bulleted lists, italicized text, and other highlights, ready to print and mail or hand deliver.

A *basic*, a less-designed version without the fancy design highlights. Bulleted lists are fine, but that's about the limit.

Resume Versions to Prepare, Cont.

A **Text-Only** resume, a plain text file ready to copy and paste into online forms or post in online resume databases. AKA – “Text-Only” copy.

An **Email-Ready** resume, another plain text copy, but specifically formatted for the length-of-line restrictions in e-mail. This is also a Text-Only copy.

Setting Realistic Goals

Identify your long-term career aspiration and set a range of prioritized short-term job goals:

Goal A is your desired job, directly linked to your long-term goal

Goal B targets a related job within your desired industry or an entry level position with an industry consumer.

Goal C targets a position that showcases your core skills and performance desired for Goal A

List plans to fill in background gaps (certifications, additional classes, volunteering, internship).

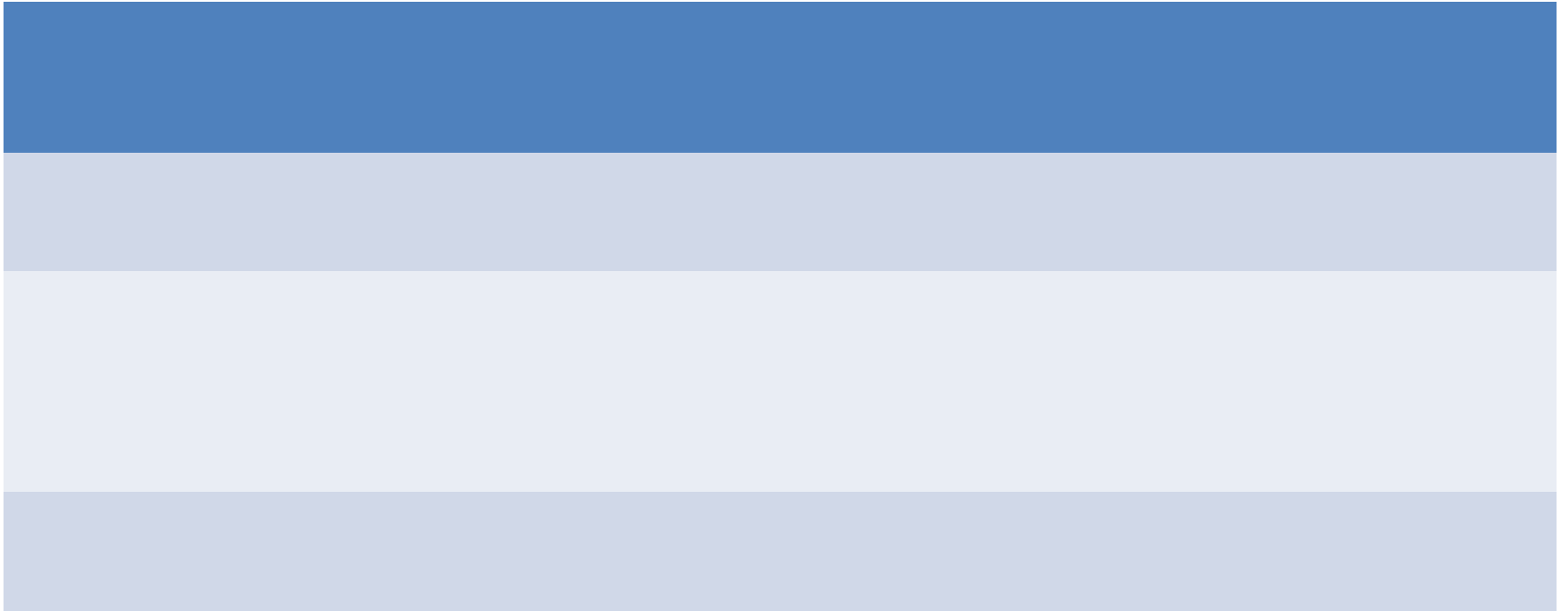
Examples of goal-setting:

Consumer product marketing	<ul style="list-style-type: none">• Under Armour	5 years
Entry level marketing role at a small communications firm	<ul style="list-style-type: none">• FM Conventions & Visitors Bureau• Flint Communications	2 years
Temporary work or Sales Position	<ul style="list-style-type: none">• Preference Personnel• Scheels All Sports	1 year

Graphic Design

Take a tech class or workshop series

Keep records!! Digital or paper – do whichever works for you.



Create a Savvy Online Image



Maintain Your Online Image

Searches for your own name to see how you are represented on the web.

Remove unfavorable information and images from the site where it's contained.

If you can't remove, try and find a way to have it removed.

Key Points for a Savvy Job Search

Enhances , but does not replace traditional job search methods

Intentional, targeted, and focused

Organized with follow-through and persistence

Involves building relationships

Leveraging online tools for best results