

Job Search Strategies

The job search process involves many strategies. Consider using a combination of strategies to maximize results. Take advantage of SDSU Career Services' free resources to support a successful job search. To help you select a productive approach review the following strategies.

Type	Strategies	Advantages	Challenges
<i>Published Ads</i>	<ul style="list-style-type: none"> ▪ Follow stated application guidelines ▪ Customize your application materials ▪ Submit quality materials ▪ Use listings as reference material to apply for future/related openings 	<ul style="list-style-type: none"> ▪ Direct access to job listings and requirements ▪ Targeting an open position ▪ An opportunity to individualize resume and cover letter to specific requirements 	<ul style="list-style-type: none"> ▪ Highly competitive due to large number of applicants ▪ May require substantial number of applications to get responses ▪ Small percentage of jobs are advertised ▪ Low placement rate
<i>Internet</i>	<ul style="list-style-type: none"> ▪ Ensure that postings are current ▪ Review websites constantly ▪ Adhere to submission guidelines ▪ Customize your resume ▪ Use links to research related jobs and organizations ▪ Verify website reputation before sharing information 	<ul style="list-style-type: none"> ▪ Economical and time efficient ▪ Easy access to many jobs/organizations ▪ An opportunity to research related jobs and customize approach to meet criteria ▪ Ability to search in distant locations 	<ul style="list-style-type: none"> ▪ Millions of applicants have “easy” access ▪ Some postings are not updated frequently ▪ Many companies don’t post online ▪ May be difficult to check status ▪ Concerns about information confidentiality
<i>SDSU On-Campus Interviewing</i>	<ul style="list-style-type: none"> ▪ Attend employer information sessions ▪ Have your resume reviewed by a career counselor ▪ Upload your resume(s) to Aztec Career Connection ▪ Login frequently to learn about new listings and schedule on-campus interviews ▪ Research the employer database to prepare for potential interviews 	<ul style="list-style-type: none"> ▪ No-cost/efficient way to contact employers ▪ Many companies hire exclusively college graduates for specific jobs ▪ Less competition/higher success rate than traditional methods ▪ Ability to research employers in depth through SDSU Career Services' free resources 	<ul style="list-style-type: none"> ▪ Not all industries recruit on campus ▪ Recruiting is active during academic calendar and slows down in summer ▪ Jobs may be available after graduation
<i>SDSU Career Fairs</i>	<ul style="list-style-type: none"> ▪ Research employers in advance and create a list to target your top choices at the fair ▪ View recent fair additions at (http://career.sdsu.edu) ▪ Attend a “Networking a Career Fair” workshop and pick up a flyer in Career Services ▪ Dress professionally and bring resumes ▪ Ask questions to learn more about your field ▪ Obtain business cards and stay in contact 	<ul style="list-style-type: none"> ▪ Access to many employers in a brief period of time and a single location ▪ Very personal approach to learn about companies, careers and requirements ▪ Opportunity to network with recruiters ▪ Many positions target students and recent graduates and may not require experience 	<ul style="list-style-type: none"> ▪ Many disciplines may not be represented ▪ Small companies and non-profit sector representation may be limited ▪ Hiring may not be immediate

Job Search Strategies (continued)

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Staffing Agencies	<ul style="list-style-type: none"> ▪ Research agencies to find about the services offered and their reputation ▪ Locate agencies that specialize in your field ▪ Be cautious if you are required to pay a fee ▪ Highlight relevant experience and transferable skills 	<ul style="list-style-type: none"> ▪ Service is normally free to job seekers ▪ Agencies conduct pre-screening before referral ▪ A temporary assignment may be the only way to obtain a permanent job with some firms ▪ An opportunity to survey employers and acquire experience through job assignments 	<ul style="list-style-type: none"> ▪ Assignments can be short-term ▪ The variety of jobs can be limited ▪ It can be difficult to obtain positions for recent graduates with limited experience ▪ May start at a lower salary than comparable permanent positions ▪ Agencies' primary commitment is with the paying recruiting firm, not the job seeker
Unsolicited Mail/Email	<ul style="list-style-type: none"> ▪ Research companies to learn about specific needs ▪ Customize your prospecting letter to address each company uniquely ▪ Obtain the name of the hiring manager and address this person ▪ Follow up by phone whenever possible 	<ul style="list-style-type: none"> ▪ Ability to target employers in a specific field ▪ May access unadvertised positions ▪ Employer may be impressed with a well tailored mailing 	<ul style="list-style-type: none"> ▪ Time consuming ▪ Requires significant research and high-degree of individualization ▪ Response rates are low
Direct Contact (Cold Calls/Visits)	<ul style="list-style-type: none"> ▪ Use business/phone directories to locate employers ▪ Learn about company before calling/visiting ▪ Develop meaningful questions to ask ▪ Have a resume/cover letter ready ▪ Schedule an informational interview ▪ Ask about future openings/contacts in absence of jobs ▪ Stay in touch once you have established a contact 	<ul style="list-style-type: none"> ▪ Personal contact with hiring authority ▪ Resume/Application can be submitted directly to hiring manager ▪ May become aware about unadvertised current and future vacancies ▪ Access to jobs that are never posted ▪ An opportunity to obtain new contacts 	<ul style="list-style-type: none"> ▪ Takes time to research companies and contact information ▪ It is difficult to access hiring managers ▪ Requires being assertive and willing to take risks ▪ Success rate is low (1 in 20 average)
Networking	<ul style="list-style-type: none"> ▪ Inform people that you are searching for a job ▪ Provide details about the desired job ▪ Ask contacts if they know someone who can help ▪ Update and distribute your resume ▪ Contact new leads and expand network ▪ Stay in touch with all contacts ▪ Join professional organizations/clubs ▪ Attend events/conferences and network ▪ Volunteer for boards and organizations 	<ul style="list-style-type: none"> ▪ Effective way to find jobs ▪ May learn tips about company and hiring trends from "inside" sources ▪ Ability to access the "hidden" job market and find jobs that will not be advertised ▪ Less competition than traditional search ▪ May be referred to a company that only hires through employee/contact referrals ▪ An opportunity to expand network 	<ul style="list-style-type: none"> ▪ Requires significant time and effort ▪ Willingness to talk to any potential contact ▪ May require talking to numerous contacts before obtaining results ▪ Requires tenacity to follow up ▪ Contacts need to be maintained over time