

Coastal Carolina University

Keys to a Successful
JOB SEARCH



Career Services Center

Indigo House

www.coastal.edu/career

Overview

- How should I prepare for my job search?
- What are the top job search strategies?
- What is networking?
- What is the overall job search process?

The average job search
takes 6-9 months

Know Yourself

- Knowing your personal qualities is essential for finding a position that is a good fit
- Evaluate your strengths and weaknesses, skills, interests, values, career goals, etc

Know Your Targets

- Developing clear career objectives and goals will assist you in conducting a more effective job search
- Explore jobs you can pursue with your major
www.coastal.edu/career/majors/default.html
- Identify sectors and industries of interest
- Identify desired work tasks such as writing, managing, analyzing, etc

Know Your Targets, cont.

- Research job outlook and salaries
 - Occupational Outlook Handbook
 - Salary by Major www.payscale.com/best-colleges/degrees.asp
- Develop a list of potential employers
 - Use [Career Shift](#) to identify potential employers and find contact information

Market Yourself

Spend ample time preparing your application materials:

- Resume
- Cover Letter
- References
- Letters of Recommendation
- Interview Preparation
- Portfolio of your work

Job Search Strategies

- JobLink
- Electronic Job Posting Boards
 - Career Shift
- Networking
- Job Fairs
- Employer Recruiting Websites
- Classified Ads
- Internal Campaigning
- Professional Organizations



80% of job vacancies
are never posted

Networking

- Networking decreases the average job search to 4-6 months
- US Dept of Labor reports that 48% of jobs are filled by networking
- Most employers prefer to hire an applicant that had been referred to them

Developing a Network

- Get experience in the industry with internships
 - Over 50% of student internships lead to a full-time job offer
- Join Professional Associations
- Brainstorm a list of people you know in the industry you are targeting
 - Family members, friends, neighbors, faculty, former employers
- Conduct information interviews with executives in the field

Information Interviewing

- What type of entry-level positions exist in this field?
- What is the typical career path for someone in this organization?
- Can you tell me more about the background/history of this organization?
- What do you find most rewarding about your work? Least rewarding?
- What advice would you give to someone entering this field?

On average, 10% of job applications will result in an interview

Stay Focused

- Schedule time to search for a job
 - Develop realistic goals that need to be completed each week
- Be organized
 - Document all job search activities including contact names, phone and email addresses, important dates
- Follow up – be persistent
 - Allow 1-2 weeks
 - Ensure they have received your application materials and check where they are in the process

Career Services Resources

- Job Search Preparation
www.coastal.edu/career/jobprep.html
- Job Search Sites
www.coastal.edu/career/jobsearch.html
- Individual Counseling Appointments
- Resume Critiques
- Mock Interviewing
- Career Center Library

Career Services – Indigo House
Monday – Friday 8:00 am - 5:00 pm
(843)349-2341

Questions?

