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 [link to 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?