

Job Search Tips

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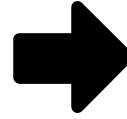
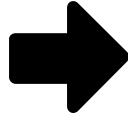
Plan



Network



Update



Plan

- What is your target?
- Why is finding a job important to you?
- What are types of companies you'd like to work for?
- What is appropriate and what is attainable for your lifestyle and education level?
- Not sure what your job target is? Research! Consider: company culture, roles, location, and industry outlook.



Network

Network with EVERYONE

- The best kind of networking is informal; it happens at the doctor's office, basketball games, social events, etc. Always be willing to ask others about their careers, someone might have a great connection for you in the future.
- Establish yourself at your current job as trustworthy and positive by performing well and having a good attitude. If you focus on building relationships with people, opportunities will open up.

Make contact

- Talk with current employees as well as recruiters within an organization.
- If possible, reach out to employers in-person. It makes your resume more memorable than those who submit online. Help the hiring manager put a face to your name!
- Schedule informational interviews with real professionals in the industry.

Informational Interviews

- DON'T: "I need a job. Do you know of anything?" - This is a very hard sell!
- DO: Ask for information, ask them to share their story, ask for advice to help your job search.
- People who enjoy their jobs usually love to talk about what made them successful. Talk to as many people as you can to get a good idea of what "a day in the life" might look like.
- Informational interviews can lead to internships, jobs, and great connections, however, the main purpose is to gather as much information as you can.

Not all opportunities can be found online:

- Reach out to recruiters and ask people within your network about openings.
- Do you have contacts at the company that you could network with? Do any alumni work for the company? Many opportunities are found through word-of-mouth and acquaintances.
- Use LinkedIn to make connections with current employees, alumni, and recruiters.



Update your Career Portfolio and Keep it Updated!

Customize your resume to match each position you apply to

- You are trying to show you're a great fit for the job opening - know your target!
- Emphasize your strengths in the areas that are important for the specific job role.
- Use the specific job description and making sure your application materials line up with the content in the description.
- Make it easy for the hiring manager to make a connection between you and the job position.

Keywords & Referrals

- Study the job description, and mirror key words in that description onto your resume. This step is critical if the company is using an online ATS (Applicant Tracking System), a software program that scans for key words.
- Using key words allows the hiring manager to see that there is a connection between your skill set and the position/company you are applying for.
- Referrals increase the likelihood that a recruiter will see your resume. If you don't have a personal connection, use social media, family, or friends to find out who does.
- Don't be embarrassed to ask someone to make an introduction for you. If you are uncomfortable asking for favors, include a way for them to say no, such as "If you're not comfortable connecting me, I completely understand."

Show Your Personality

- Create your personal brand. Who are you? What VALUE do you bring to a job? Think: personal skills and strengths. Your personal brand should be reflected in your branding statement at the top of your resume and your LinkedIn Headline, as well as show in an interview.
- Develop your career story: A successful career story showcases what you've done, how it's been impactful, and how it can benefit a future employer.
- Remember that interviewers are people too – they would appreciate getting to see who you are, in addition to the points on your resume.
- Show some personality in a cover letter. Show "WHY YOU?" "WHY THEM!"

Update your LinkedIn Profile

- Keep your current skill set updated, as well as your summary and job experience. This is just as important as keeping your resume updated!
- Connect with professionals you know, and peruse your feed for interesting articles to share.
- Your LinkedIn profile should mirror your other career portfolio items.

Preferred vs Required

- If you meet a lot of the qualifications and are confident in your ability to learn the rest, apply for that job! Before you apply, confirm that your resume demonstrates your success in learning new skills.
- Don't underestimate the value you can bring into a role. For many jobs, hiring managers are looking for people who will be quickly adaptable to do the work. Usually, the tasks you need to complete on a regular basis are learned or mastered on the job.

Mock Interviews & Preparation

- Mock interviews can also be helpful for you to practice your communication both verbal and non verbal. It can also calm your nerves about an upcoming opportunity.
- Schedule a mock interview with a Career Coach to prepare yourself for any interview coming up. This will help you identify your strengths and weaknesses as an interviewee, as well as help you prepare questions to ask your interviewer on the day of your actual interview.
- If it will be a video interview consider practicing with STAND OUT (available through Handshake) to record and review your interview.

Thank-You Notes/Emails

- Send out thank you notes or email, once you finish an interview for a new position. Remember, speed and quality matter! This shows that you are grateful for the opportunity to interview and may make the hiring managers think of you as a thoughtful and promising candidate.