Job Search Strategies

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Today’s Agenda

- Job search mind set
- Being productive during times of COVID-19
- How to stand out to an employer
- Job search strategies
- Career Center resources that can help

Next steps
Unprecedented Circumstances

- Patient, but not complacent
- Remain informed
- Build connections
- Stay positive
- Self-care

What people think it looks like

What it really looks like
Focus on what is in your control.

Be realistic that finding a job takes time in the best of circumstances.

Set weekly GOALS and celebrate successes.

Remember that job searching is a life skill—practice and master it now!
Most employers are still figuring out a plan
Focus is on current business continuity, then can progress to future plans and hires
Some industries are experiencing rapid hiring growth
Internships seem to be mostly holding steady, though some are moving to online
Industries Hiring

- Healthcare
- Manufacturing
- Biotech
- Delivery Services
- Supply Chain
- IT
- Software (learning and collaborative platforms)
- Government
How to Spend Your Time

- Refining goals
  - Career Assessment
  - Graduate school?
  - Entrepreneurship?
  - Service?
- Polishing marketing documents and profiles
  - Resume & Cover Letters
  - LinkedIn
  - Online portfolio
  - Elevator Pitch
- How can you contribute?
Skill building - earn an online certification
- Coursera.org
- Udacity.com
- Udemy.com
- edX.org (online courses from top institutions)
- Codecademy.com
- Specific programs – design, marketing, social media, Microsoft
How to Spend Your Time

- Expand & nurture your network
  - LinkedIn
  - Informational Interviews
  - Check-in and reconnect
- Build (Virtual) Interview Skills
  - Big Interview
How to Spend Your Time

- Freelance projects
  - Fiverr.com
  - Upwork.com
- Micro-internships
  - ParkerDewey.com/career-launchers
- Tutoring
- Work-from-home-jobs
  - Flexjobs.com
  - WeWorkRemotely.com
  - Remote.com/remote-jobs
  - Skipthedrive.com
  - Justremote.com
1. Know what you want
2. Prepare to impress
3. Find and apply for positions
Know What You Want

STEP ONE
What are you looking for?

- Typical job titles
- Sector (private, nonprofit, government)
- Industries
- Types of organizations (e.g. start-ups, large corporations, think tanks)
- Work settings
- Specific mission or corporate values
Still figuring it out?

- Career Decision Making Appointment
- Career Center Events
- Major Sheets
- Vault/ONet/BLS/Google
- LinkedIn
- Informational interviews
Prepare to Impress
STEP TWO
What do employers want?

- Communication – Written
- Communication – Verbal
- Leadership
- Teamwork - Collaboration

- Problem Solving
- Analytical
- Technical
- Critical Thinking

- Broad Knowledge – Liberal Arts
- Global Issues
- Innovation – Creativity
- Experience in field

NACE Career Readiness Competencies
Skills Building Now!

- Flexibility and adaptability
- Ability to self-regulate and manage time
- Familiarity with various online learning or videoconferencing software platforms

We still don’t know the impact this will have on the future of work, and more of it may be conducted online.
Career Center Resources

- Resume and cover letter reviews
- Workshops
- Practice interviews
- Career Center events (virtual)
- LinkedIn
- And many more........
Find Positions and Apply

STEP THREE
Job Search 101

- Create a schedule
- Target a certain number of jobs or conversations per week
- Track your progress and follow-up
- Don’t be an “invisible applicant”
- Search effectively
- **Always tailor your resume and cover letter**
# Stay Organized

## SAMPLE JOB SEARCH RECORD

<table>
<thead>
<tr>
<th>Organization</th>
<th>Position</th>
<th>Contact Person</th>
<th>Phone</th>
<th>Email</th>
<th>Type of Contact &amp; Date</th>
<th>Action Needed</th>
<th>Important Links</th>
<th>Date Applied</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC Corp.</td>
<td></td>
<td>Joe McFake</td>
<td>##</td>
<td>??</td>
<td>Left Voice mail 11/5</td>
<td>Apply via UMBCworks</td>
<td></td>
<td>11/29</td>
</tr>
<tr>
<td>XYZ Tech, Inc.</td>
<td></td>
<td>Jane Cho</td>
<td>??</td>
<td>@</td>
<td>Sent Email 10/21</td>
<td>Apply online</td>
<td></td>
<td>11/1</td>
</tr>
<tr>
<td>XYZ Tech, Inc.</td>
<td></td>
<td>Jane Cho</td>
<td>??</td>
<td>@</td>
<td>Met at UMBC info 12/3</td>
<td>Connect on LinkedIn</td>
<td></td>
<td>11/3</td>
</tr>
<tr>
<td>A News Co.</td>
<td></td>
<td>Sue Smit</td>
<td>##</td>
<td>@</td>
<td>Met at Career</td>
<td>Apply on website and follow-up in 2 weeks</td>
<td></td>
<td>10/5</td>
</tr>
<tr>
<td>A News Co.</td>
<td></td>
<td>Sue Smit</td>
<td>##</td>
<td>@</td>
<td>Applied on website 10/25</td>
<td>Follow-up in 2 weeks</td>
<td></td>
<td>10/7</td>
</tr>
</tbody>
</table>
Search Strategies

- Diversify your search
  - UMBCworks
  - Aggregate sites: Indeed, GlassDoor, ZipRecruiter, LinkedIn
  - USAJobs.gov
  - Targeted employer websites
  - Industry specific and specialized sites
    - Professional Associations
- Use your network to access the “hidden” market
UMBCworks

- All UMBC students and alumni have an account
- Full-time/part-time/on-campus jobs
- Internship, co-ops, and research
- TIP: use search filters and set up alerts

NOTE: You MUST have an approved resume!
Federal jobs and internships
Pathways Program for students, recent grads
Use the Resume Builder! (*Federal resumes are different*)
The Federal jobs process takes time. Security Clearances too!

https://www.usajobs.gov/
https://careers.umbc.edu/students/find/job/federal/
Identify Companies

- Google
- Washington Post, Baltimore Business Journal
- Baltimore Book of Lists
- LinkedIn alumni search

Approach Directly
Just because they haven’t posted positions doesn’t mean they aren’t hiring.
Talk to People!

- The “hidden job market”
  - According to the US Bureau of Labor Statistics, 70% of jobs are found through networking.

- Tap your current network
- LinkedIn
- Get referrals
- Seek informational interviews
What Is Networking?

IT IS THE PROCESS OF...

• Making personal and professional connections and **building relationships** over time

• Gathering information about potential employers

• Uncovering job openings

• Getting personal referrals to other people who might provide information or job leads
Attend Career Events

- The Career Center will be hosting virtual events [https://careers2.umbc.edu/calendar/](https://careers2.umbc.edu/calendar/)

- Local chapters of professional organizations
Evaluating Offers

- It is not just the salary...it’s the whole package!
- Know what is important ahead of time
  - Location
  - Schedule/hours
  - Environment
  - Growth opportunities
  - Ongoing training
- Always attempt to negotiate
  - “Evaluating Job Offers” workshop on website
Next Steps

1. Update your current resume and upload it to UMBCworks
2. Schedule a Career Center appointment
3. Attend virtual employer events
4. Practice virtual interviews
Upload Your Resume

- Click “Documents” from the homepage
- Click “Add New”
- Upload and submit

Remember, you must meet with a staff member to get the resume approved!
Schedule an Appointment

- UMBCworks homepage
- Click “Schedule Appointment” on homepage
Get Connected – Stay Connected

facebook.com/UMBCcareers

twitter.com/UMBCcareers

Follow us!

Follow us in MyUMBC

Events Tab for Workshops & Information Sessions

www.instagram.com/umbccareers/

Read the Jobs-Internships and Events & Opportunities emails each week
Questions?