

Quick TIPS on your JOB SEARCH

1. FOCUS AND TARGET LIST

You must have focus when conducting your job search. This is the hardest and one of the most necessary parts. You should know your market so you can have a specific group of companies and organizations to go after. The next step is to create your target list of companies in that area regardless of whether you already have contacts there. You can create this list by using the phone book, industry directories, chambers of commerce, LinkedIn, the Newhouse Network, and other resources.

2. RESEARCH

Learn as much about the companies on your target list as you can. Visit their web site, clients' web sites, social media outlets, and read trade magazines. This information will give you things to talk about so you're **not just calling up or contacting people to "see if there's anything."** This is an important step; it gives you reason to engage people in the industry.

3. NETWORKING

The key is to have as many people as possible know you and what you're looking for. They aren't looking for jobs for you but that they are aware of you and will have you "top of mind" when they hear of opportunities. Some things to avoid when networking:

- Limiting your number of contacts. Volume is the key here. You often have to make your own contacts. Expand your contact base past Newhouse alumni and people you already know. How do you do that? Use your target list! Call the company/agency and ask to speak to someone on a particular account of interest. Ask that person for five minutes of input into your approach. **Don't just ask if there are any jobs.** Be honest, say you're frustrated and would like some feedback from someone in the industry. You'll most likely get it and someone else will now know you.
- Not seizing the opportunity. Ask for more contacts! If certain contacts been helpful (or not), ask if there's anyone else they suggest you talk with or if the person was recently hired, if there was someone who was particularly helpful to him/her.
- Giving up if people aren't responding to your emails or calls. If this happens, it's time to evaluate what you're asking. Potential networking contacts may be reading you as simply asking if there are any openings. You can ask their opinion on taking an internship or an alternative job while you wait for a break, for example. They know you're looking for work - that's not a mystery. You need to make sure you are asking for specific information (not simply for "advice") and for something people can easily give. **It is important to stay in touch and follow-up with contacts who have taken the time to talk to you.**
- Letting your contacts control your job search. Go after places that interest you and make your own contacts!

4. SUPPLEMENTS

- Online postings like CareerBuilder, Craigslist, and industry job posting boards can be helpful, especially if you see a job at one of your target companies. Use contacts to get more info on the position and direct materials to people you know, not just HR. But remember: Only about 20% of your time job hunting should be spent on passive job hunting methods like applying to jobs online.
- Join local club in your field of interest or similar ACTIVE professional organization, You'll get invites to meetings, events and sometimes a membership directory.
- Get in touch with your local Syracuse University Alumni Club. They often have events focused on networking. Look for the nearest alumni club at www.syr.edu/alumni/whereyoulive/clubs.
- Read your trade magazines and local business section/weeklies to learn who's getting what accounts, and so on. Approach those companies you know are growing.
- Headhunters tend to focus on people with a bit more experience but if you find one who works with entry level people, submit a resume and check in weekly. The problem with headhunters is that people can falsely assume they are looking for a job for them. They aren't. Put little stock/reliance on them.
- Temp agencies specializing in your field of interest. Don't just go to anyone; call a bigger agency's HR department and ask if it uses a temp service. If it does, contact that temp service and get on its roster to get in.