

CREATING A JOB SEARCH CAMPAIGN

Career Services

UCD Graduate School of Management

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Introduction

“Being able to do the job well will not necessarily get you hired;

The person who gets hired is often the one who knows the most about how to get hired.”

~Richard N. Bolles

What Color is Your Parachute

Workshop Goals

- Understand the Job Search Campaign
- Benefits of Conducting a Targeted Search
- Building Blocks for your Campaign
- Start Building your Job Search Overview

Job Campaigns

- Three Phases
 - Preparation
 - Interviewing
 - Follow-Up
- Preparation (with an eye toward *Execution*)
 - Research
 - Develop Two-Minute Me
 - Resume/Cover Letters
 - **Plan Your Campaign: A Targeted Approach**

Your Job Strategy Overview

- Skills, Interests, Values
- Organizational Culture
- Target Areas
 - Geography, Function, Industry, Companies
- Incorporate findings from SWOT Analysis
- **Campaign Checklist/Methodology**
- Steps Currently in Progress*
- Next Steps to Accomplish/Future Goals*

* Complete after this Workshop

Conducting a Targeted Search

- Why? - Shotgun v. Rifle Approach
(Myth #1)
- **Career Leader** (Revisited) **Exercise**
- Geographic Preference
- Industries
- Companies
- Job Function
- **Target Exercise**

Campaign Building Blocks

- SWOT & GAP Analyses
- A Campaign Checklist
 - (See Sample & **Exercise**)
- In Progress List & Next Steps
- GOOAALL!!!! (SMART Revisited)
- Remember your Research

SWOT & GAP Analyses

- Whaa?
 - Strengths (internal)
 - Weaknesses (internal)
 - Opportunities (external)
 - Threats (external)
- Use a Gap Analysis to guide you to your goal; determine gaps between your strengths and the job requirements
- **Exercise**

Sample Campaign Checklist

- Set Monthly Job Search Goals; Revisit Targets as Needed
- Conduct Research Regularly – Build Knowledge Base
- Practice & Refine 2-Minute Me
- Revise Marketing Materials (Resume, Cover Letter, Proposals)
 - Consider taking on extra project work to help build resume
- Network
 - Attend GSM Company Information Sessions and Panel Events
 - Informational Interviews with GSM Alumni and 2nd Year Students
 - Join Relevant Professional Organizations
 - Participate in ASM and other GSM Clubs
 - Find a “1st Year Buddy” to Share in Job Search Experiences
 - Set up Regular Schedule to Follow Up with Key Contacts
- Meet with CS on Regular Basis – Practice Interview Skills
- Read Career Services Weekly Newsletter and eRecruiting Postings
- Explore Direct Contact Techniques
- Use the Internet Wisely for Postings and Trends Information
- Strive to Give Out as Much Information as I Obtain

What's Your Strategy?

Strategy = techniques for getting interviews

- Myth #2
- Ads (5-10%)
- Search Firms (5-10%)
- **Direct Contact (20%)**
- **Networking (60-70%)**
- The Hidden Job Market

Goals of Networking

- Myth #3
- Locate Job Vacancies Before Advertised
- Acquire Valuable Information & Advice
- Acquire Referrals to Other Contacts
- Be Remembered When Job Openings Arise

Direct Contacts

- Informational Interviewing
- Cold Calling
- Direct/Targeted Mail
- Direct E-Mail & Lexis/Nexis
- Professional Conferences/Meetings

Still Stuck?

- Are You Running a Good Campaign?
 - Remember, this is your **5th Class**
 - 6-10** “things” in the works @ all times
 - Clearly **set** & realistic job search **goals**
 - Assess** your **progress** & goals regularly
 - Keep** some kind of **records** to track activity
- The Black Hole
- The Importance of Resiliency

The Black Hole

- The Truth about Internet Posting Sites
- Don't Get Sucked In!!
- The Right Way to Use the Internet

Resiliency & the Job Search

- Resilience & the Cycle of Change
- Features of Resilience
- Which Comes First: Action or Motivation?
- What does this have to do with my Job Search?
- What's Keeping You from a Successful Search?

Next Steps

- **Finish Building Your Campaign Checklist**
 - Steps Currently in Progress (6-10 Items)
 - Next Steps to Accomplish/Future Goals
- **Come See Us to Help You with Your Unique Needs**

Parting Shots

"Measure the effectiveness of your job hunt by *listing the number of people you are currently in contact with on an ongoing basis.*"

"If you are ambivalent [about a job] ... you will probably *not* get it. Someone else will do what he or she needs to do to get it. ... Are you willing to go through a brick wall to get it?"