

# The Strategic Job Search: Keeping Your Eye on the Prize and an Open Mind

Presented by Career Design and Development  
2020



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# Overview- Charting Our Course

- **Have a plan: Keep Your Eye on the Prize**
  - Goal setting
  - Thinking creatively
- **Job Search with an Open Mind**
  - Job Searching Strategies that support your plan
  - Networking Strategies that support your plan



# Make a Plan

## Keep Your Eye on the Prize



### Your Destination

- What is your Ultimate Job Goal (UJG)?
- Be specific
  - Industry
  - Company
  - Location
  - Position type (full-time, part-time, contract)
  - Job title



# Good. Now Set Your Compass.

You know where you are going.



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# Pit-stops = Bridge Jobs

- Things are different now
- Although you know where you are going, it might take a little longer to get there
- Let's add pit-stops to support your route



# Power of Bridge Jobs

- Provide you with skills to reach your Ultimate Job Goal (UJG)
- Reaffirm or change your interest in pursuing your career goal
- Connect with cool, interesting people
- Ability to progress on two tracks by pursuing your UJG *through* a Bridge Job



# Think Creatively About Bridge Jobs

## Creating Bridge Job Ideas

- Remember to continue pursuing **Ultimate Job Goal (UJG)**
- Design 2-3 Bridge Job Ideas that will support your UJG if not possible now
- Bridge Jobs should
  - Allow you to support yourself financially
  - Align with your interests
  - Develop skills and experience that will make you a more valuable candidate when you eventually apply for your UJG
  - Grow your network





# Ultimate Job Goal: Full-time Social Media Specialist for Nike

Bridge Job Idea I: Sales Rep for any shoe company

- Benefits of Bridge Job Idea I
  - Contacts in the athletic apparel industry
  - Opportunity to engage with social media accounts of multiple retailers
- Money





# Ultimate Job Goal: Full-time Social Media Specialist for Nike

## Bridge Job Idea II: Wait Staff

- Benefits of Bridge Job Idea II
  - Opportunity to manage or create restaurant's social media account(s)- could ask your manager if you could be paid for this on commission basis
  - Ability to practice your elevator pitch and network with people who visit the restaurant
  - Money



# Ultimate Job Goal: Full-time Social Media Specialist for Nike

Bridge Job Idea III (2 parts): **Social Media Specialist** in a thriving industry (healthcare, banking, technology) *and* join a **local athletic organization**

- Benefits of Bridge Job Idea III
  - Direct experience in the exact role you are pursuing
  - Opportunity to network with reps in desired industry
  - Money



# Skills & Knowledge Gained From Bridge Jobs

- Social Media content development
- Creativity
- Industry-specific knowledge
- Negotiation
- Working with clients
- Public speaking
- Networking



# Getting It Done

Design a job-searching and networking strategy that will support your Ultimate Job Goal and Bridge Job Ideas.



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# Job Searching



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# Where to Look Online



- Employer websites
- Job boards
  - Handshake
  - Indeed.com
  - ZipRecruiter
  - Idealist.org
  - LinkedIn
  - Usajobs.gov
- Discipline/Major Specific Job Boards-  
accounting.com
- Industry Specific Job Boards-  
HigherEdJobs.com
- Virtual Job Fairs
- Association Websites- American Marketing Association



# Searching Pro Tips

- Your major and job title do not necessarily need to match
- Get creative with key words
- If you aren't sure what type of job you are interested in, do a "skills search" or an "interest search"
  - Google is helpful for this
  - "jobs for people who like animals"
  - "jobs for people who like writing"
- Create job agents



# Want to learn more about certain jobs?

- [O\\*Net](#)

- Bureau of Labor and Statistics
- Skills, tasks, education, salary, etc.
- Job title synonyms
- Similar jobs





# Want to learn more about certain jobs?

- LinkedIn
  - Career path
  - Entry level jobs
  - Expand your network



# Networking



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# Networking

## What is the Purpose?

- Create *mutually beneficial* relationships
- Gather list of contacts who may be able to help you in the future
- Go out of your way to regularly stay in touch and continue to grow this list

## Who Can I Connect to?

- Previous Professors
- Work supervisors
- Other Alumni
- Relatives & Neighbors
- People you meet in your field of interest
- People whose names are given to you by others



# Networking



- Networking and job searching can occur simultaneously
- Ways to network and social distance
  - Join professional organizations within your field and attend meetings
  - Sign up for webinars and follow up with speakers or other attendees
  - Create a LinkedIn profile to attract recruiters, search for jobs, connect with alumni
    - [Alumni Tab on Widener University's LinkedIn page](#)



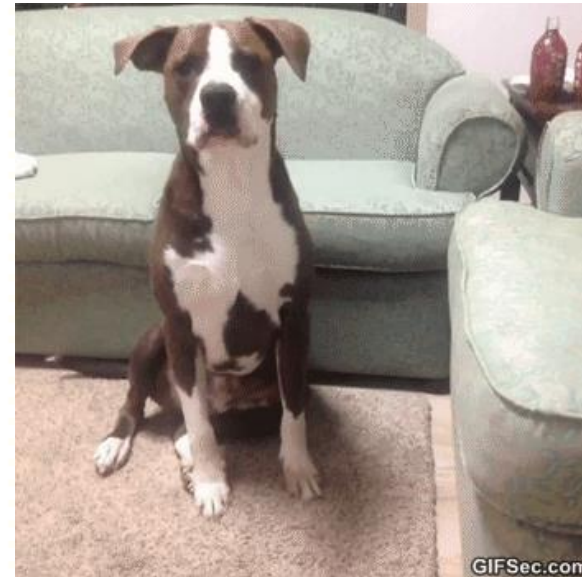
# Once you have found someone to connect with...

What should you ask them for?

How do you reach out to ask for something?

What do you say?

How do you establish a connection?



# The Ask



# Informational Interviewing

## Who?

- People working in the field that you desire to work in

## How?

- Get names from co-workers, LinkedIn, friends, professors, relatives etc.
- Ask for the opportunity to speak with them for 20-30 minutes, in person or on the phone
- Prepare a list of questions



# Sample Info Interview Questions

- How did you get started in this field?
- Why do you enjoy working here, and what makes this organization different than its competitors?
- What advice would you give to someone wanting to start a career in this industry/discipline?
- Do you have any advice on courses I should take to make myself more marketable?
- What graduate degree or special certifications should I pursue to differentiate myself in this field?
- Do you have any recommendations for my professional development and resume building?
- Do you have any ideas for first steps I should take to succeed in this field or organization?
- Do you know anyone else I can talk to as I plan for my future in this field?





# Reaching out & what to say online



# Networking Email/LinkedIn Request

- Share your major or job title
- How you found the person you are trying to connect with and why specifically you selected this person to reach out to
- Tell them something they need to know about you
- Why do you want to connect?
  - **Make the ask!**
  - Meeting on phone or in person, specify 20-30 mins.
- Thank them for their time



# LinkedIn Example

Hello Ann, I am a sociology major at Widener. In searching WU alumni on LinkedIn I saw your professional background aligns with my future goals. Could I chat with you on the phone for 15 minutes about your professional journey? I feel I could learn from your work in Delaware County. Thank you. Lauren




# Follow up: After Conversation

## Stay connected

1. Send a thank you note immediately after conversation
2. Send your resume  
(after a few weeks...)
1. Forward articles or information that was discussed during the informational interview
2. Forward articles or information that you believe your new connection would find interesting
3. Ask your new contact a question you cannot easily find the answer to




# Need More Help with Your Job Search?

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[ABOUT](#)

[DESIGN YOUR CAREER](#)

[DEVELOP PROFESSIONAL SKILLS](#)



[START CONNECTING](#)

[CO-OP PROGRAM](#)

[EVENTS](#)

[2020 GRADUATE HUB](#)

[GRADUATE STUDENT SUPPORT](#)

[ALUMNI SUPPORT](#)

[EMPLOYER ENGAGEMENT](#)

[Go Here to Find Resources to Support Your Job Search](#)

[Go Here for Some Self-Care](#)

[Handshake: Get Hired Remotely Blog](#)

[Handshake: Interviewing](#)

[Guide to Living Worry Free in 2020](#)

[Student Resources for Wellbeing](#)

[Free Course: Managing Stress in](#)

### Schedule a Virtual Appointment Today!

(610) 499-4176 | [careers@widener.edu](mailto:careers@widener.edu)  
Monday - Friday, 9 am - 5 pm  
Evening hours for graduate students & alumni (by appointment)

### Have a quick question?

Semester walk in hours are:  
Monday - Thursday 1pm-3pm  
[Click Here to Join Now](#)

Summer walk in hours are for Co-Op Students, please call to schedule an appointment

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# Stay in contact with CDD



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[@widenercareers](https://www.instagram.com/widenercareers)



[Widener Career Design &  
Development](https://www.facebook.com/WidenerCareerDesign&Development)



[Widener Career Design &  
Development](https://www.linkedin.com/company/WidenerCareerDesign&Development)



Attend Virtual Walk In  
Hours:

Monday to Thursday  
1:00 to 3:00 PM

[Via Zoom](#)

Or

Schedule an  
appointment today by  
emailing:

[Careers@widener.edu](mailto:Careers@widener.edu)

## Career Design and Development Fall 2020 Events



 **handshake**

Register for all events online through  
Handshake & Zoom



Career Design & Development is online and here for you!  
Please note all of our events will be held via Zoom.  
See details below to register. All times in EDT/EST.

### Interactive Skills Clinics

#### Resume Clinics

**Wednesday, October 14**

4:00 - 5:30 PM

[Click Here to Register](#)

**Thursday, November 5**

4:00 - 5:30 PM

[Click Here to Register](#)

#### Cover Letter Clinic

**Wednesday, November 18**

4:00 - 5:30 PM

[Click Here to Register](#)

### Career Fairs

#### Careers in Business Fair

**Wednesday, September 23**

1pm - 4pm

[Click Here to Register](#)

#### Physical Therapy Career Fair

**Friday, October 30**

3pm - 5pm

[Click Here to Register](#)

#### Engineering and Computer Science Career Fair

**Monday, November 9**

2pm - 4pm

[Click Here to Register](#)

### Workshops

#### Presenting Your Best Virtual Self

**Wednesday, September 2**

12:00 - 1:00 PM

[Click Here to Register](#)

#### Interviewing/Salary Negotiation Workshop

**Wednesday, September 9**

12:00 - 1:00 PM

[Click Here to Register](#)

#### LinkedIn Workshops

**Wednesday, October 21**

12:00 - 1:00 PM

[Click Here to Register](#)

**Thursday, November 12**

12:00 - 1:00 PM

[Click Here to Register](#)

### Mock Madness

Practice 30-minute interviews with  
employers all week long

**September 14 - September 18**

9:30am - 4:30pm

Visit [Handshake](#) for more information

# Wrap-up

- Things are a little crazy now, but that doesn't mean you can't look for a job
- **Keep Your Eye on the Prize**
  - Set an ultimate job goal
  - Think creatively
- **Keep an Open Mind**
  - Create Bridge Job Ideas
  - Search for opportunities that will allow you to accomplish your goals
  - Network



# Question & Answer

