

# Job Search Strategies

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## Planning Your Research Career Journey

# Agenda

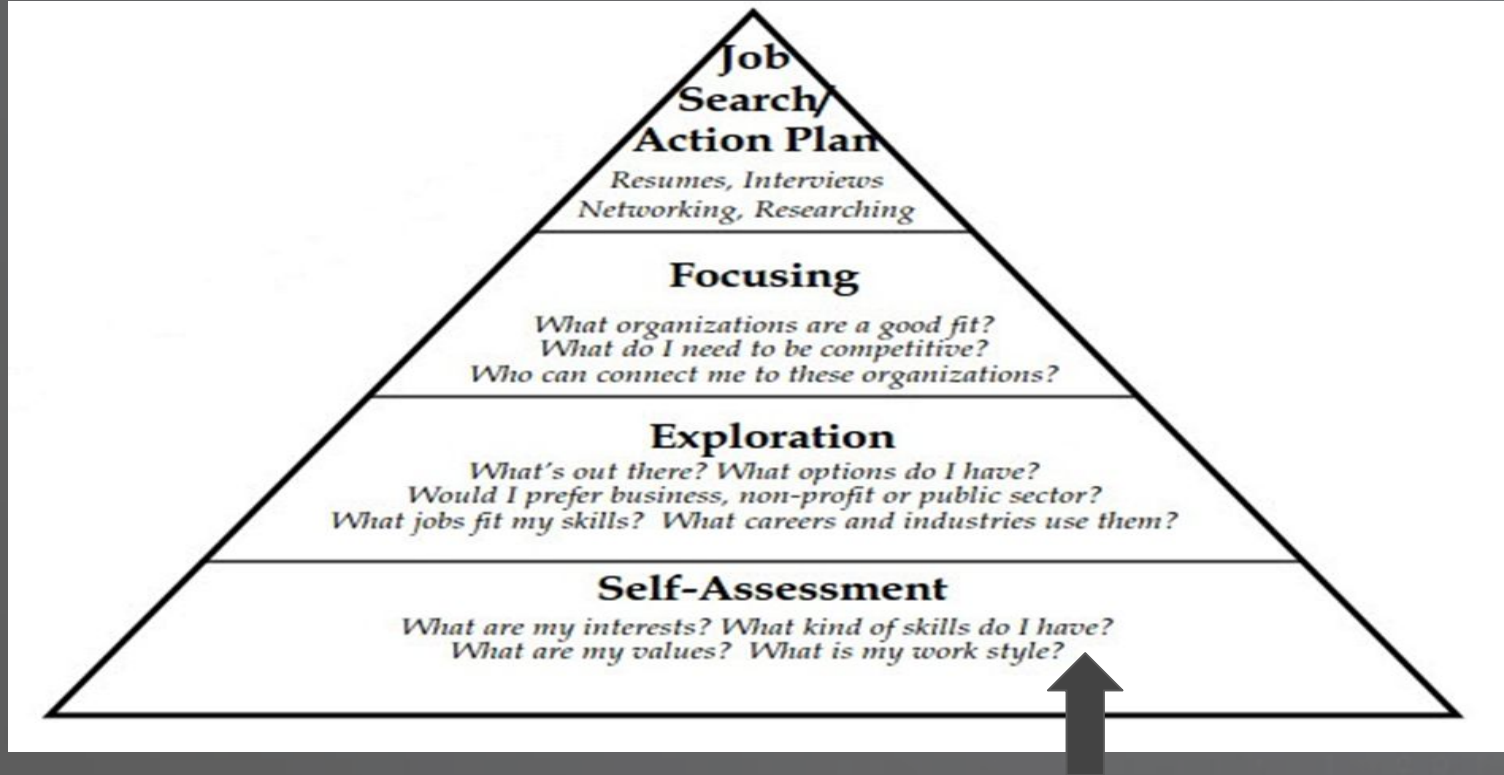
- Career planning as an ongoing process
- Things to consider during your job search
- Developing your job search methods, including communication and networking skills
- The job market and hiring process
- Assess your job search
- Searching for jobs
- Convert Keywords into Job Titles
- Applications and organization

# Quote for the day!

*"Choose a job you love, and you will never have to work a day in your life."*

**Confucius**

# The Career Development Process



Most people think it starts at the top but it really starts here!

# Job Search Strategy: Things to consider

Understand self and personal factors

Understand viable occupations and organizations

Be thoughtful, undertake research on both self and workforce

Don't leap before you look

Assess Your Situation

Don't worry about media & uncertainty

*In a recent survey, 91% of employed adults said they look for jobs at least a few times a year—so for many people, job searching is a regular activity.' Like any activity, you'll get better with practice.*

# How do you currently search for jobs?

## **Online**

Handshake  
Company websites

## **In Person**

Career fairs  
Informative sessions  
Walk-in to location

## **Networking**

LinkedIn  
Alumni  
Online Portfolio  
Blogs (UI/UX,etc...)

# Typical Career Search Questions Researchers Ask?

How do I get a job in \_\_\_\_\_?

Can you get me a job in \_\_\_\_\_?

What career paths fit my research expertise?

How do I write a CV?

Who's hiring?

# Better Questions To Ask?

What do I enjoy doing?

What am I good at doing?

What are various career paths really like?

What career paths and organizations are the best fit for my skills and interests?

Do I even know my own skills and interests?

Where would I be most happy at work?

What do you need for \$?



# Why are these questions better?

Researchers are often set on matching domain expertise to a career and ignore other important career choice factors

Researchers lack exposure to fields beyond their own discipline and the academic research environment

Career thinking for researchers is difficult:

- Lack of established pathways
- Fear/anger about years of research work 'for nothing'
- Fear/lack of knowledge about different environments

Steep learning curve, but luckily researchers are very good at learning and research!

# 10 Job Searching Strategies That Work

Be selective with your search.

Maintain a strong digital presence.

Customize your application.

Learn a new skill.

Network regularly.

Visit company websites.

Use a headhunter.

Join a professional organization.

Leverage your current relationships.

Bypass human resources.

# What 'search parameters' exist for you?

Do you have a target market?

Are there sufficient job opportunities in your target market?

How about a geographical preference?

Have you considered working environment, workplace atmosphere, and organizational culture?

What kind of people do you enjoy working with?

Which of these parameters is non-negotiable (if any)?

What resources do you need to be able to answer these questions?

# Four Critical Elements of an Effective Job and Internship Search

- Self-Assessment
  - Defining your skills
  - Putting your skills to work
- Goal Setting
  - Must have a goal to be effective
  - Effective Resume Preparation
- Your advertisement
  - What you have to sell "YOU"
- Interviewing/Negotiating Techniques
  - Mastering the interview
  - Answering interview questions

# Strategy to Consider

- Identify opportunities that align with your goals and interests
- Convince employers that they need to interview you to determine if you meet their needs and have the potential to succeed
- Prepare to present “Product YOU”

# Step 1

1. Make a Plan to Achieve Your Job Search Goals
  - a. *Establish and follow a plan to meet your objectives.*
  - b. *Set a time table for achieving each goal and stick to it as closely as possible*
  - c. *Make yourself accountable*
  - d. *Keep accurate records*

# Step 2

1. Gather Information About Your Targeted an Internship/Job Through Networking and Research
  - a. *Determine your employment needs and desires.*
  - b. *Investigate job functions, industries and geographical locations of jobs where you have an initial interest.*
  - c. *Review Future trends*

# Step 3

1. Secure Referrals and Introductions Through Your Network
  - a. *Utilize networking contacts from alumni and friends*
  - b. *Choose your references with care*
  - c. *"Thank you" is a powerful statement.*
  - d. *Unfortunately, it is seldom heard.*



# Convert Keywords into Job Titles

- **Keyword: Recycling**
  - Related terms: Environmental, green, sustainability
  - Job Titles: Environmental Education, Lobbyist, Naturalist
- **Keyword: Management**
  - Related terms: Leadership
  - Job Titles: Brand Manager, Manager-in-training
- **Keyword: Social media**
  - Related term: Communications
  - Job Titles: Digital Account Executive, Communication Specialist
- **Keyword: Promotion**
  - Related terms: Event planning
  - Job Titles: Fundraiser, Brand Ambassador
- **Keyword: Design**
  - Related terms: Engineer, project management, UI/UX
  - Job Titles: Project Engineer, Staff Environmental Engineer, Front-end dev
- **Keywords: Budget, Financial analysis**
  - Related terms: Credit analysis, Financial operations
  - Job Titles: Financial Operation Specialist, Credit Analyst, Data analyst

# Recruitment and selection process in a flowchart



# Job Search Tips for: Your Detailed Guide

- **Skills in High Demand**

- **Technical Skills:** Programming languages like Python and Java, Artificial Intelligence, cloud computing expertise, and data analysis skills remained highly sought-after.
- **Soft Skills:** Communication, collaboration, creativity, and critical thinking became increasingly important as workplaces adapted to new dynamics.
- **Adaptability and Learning Agility:** With technology and trends evolving rapidly, the ability to learn new skills and adapt to change has become crucial.

- **Changes in Work Trends**

- **Remote Work:** While not the absolute norm, remote work options became more ingrained in company cultures, offering flexibility and attracting a wider talent pool.
- **Workplace Culture:** Focus on employee well-being, mental health awareness, and diversity and inclusion initiatives shaped corporate values.
- **Job Expectations:** Work-life balance, career growth opportunities, and meaningful work with purpose became top priorities for job seekers.

- **Networking**

- **Build Your Network:** It's not just what you know, it's who you know. Leverage platforms like LinkedIn to connect with professionals in your target field. Participate in industry events, attend workshops, and join online communities.

# Q&A Session





# THANK YOU