

## Included in this tip sheet

- 1 **Job Search Process**
  - Get Focused
  - Get Organized
  - Get Hired
- 2 **Networking Tips**
  - Benefits
  - Building
  - Maintaining
  - Getting Started

---

Employers are talking:

***“We want to see that you have done your research...tailor your application to the specific job and specific employer”.***

---

## Get Focused

- Assess yourself: Career Cruising, [www.careercruising.com](http://www.careercruising.com), username: brocku, password: careers
- Identify your strengths, weaknesses, opportunities & threats (SWOT Analysis)
- Understand your interests, what you have enjoyed about previous jobs
- Understand your dislikes and how you address challenges/weaknesses

## Get Organized

Do Your Research - define: Who are the employers? Where are the jobs?

- Online - company websites, online job boards
- Print - employer directories
- People - your networks (i.e. friends, family, colleagues, professors, & networking events)

Develop a Network - talk to people you know (classmates, colleagues, professors, family, friends)

- Attend Career Fairs & Networking Events: Know who will be there, prepare questions to ask potential employers, dress for success, hand out business cards and ask others for theirs, follow up
- Conduct Information Interviews: Gather information from someone who is working in the job/company to which you are interested. This is an excellent way to gain a referral to another person or job
- Join an industry association

## Get Hired

Market Yourself (The 4 Ps of Marketing):

- Product - YOU
- Place - where is the product most useful or in demand (consider industries, positions/roles, specific companies)?
- Price - salary requirements/expectations
- Promotion - what sets you apart, what distinguishes you from others, and how will you communicate it?

### Networking Tips

#### Benefits of a Network

Networking is the key to landing meaningful employment after graduation. The hidden job market is where you find 80% of jobs - they are not publicly posted, and therefore the key to finding them is through your network. Having a good and well maintained network is a terrific way to gain information about different industries and job opportunities. It is a compliment to most people that you think they can assist you in some capacity. Your contacts may be able to provide you with useful information during your job search (or for any reason) like a referral to another contact, information about the industry that interests you, advice, etc.

#### Building Your Network

In order to build your network you must be sure to attend events and functions where you will have the opportunity to meet and connect with new people. Join professional associations; many are geared toward certain industries and would be an excellent networking opportunity for you to meet people within your industry of interest. Most associations also offer special student rates to join.

While in school, a good way to build a network is to get involved within your faculty through different volunteer opportunities within clubs and associations. Not only will you meet and work with other students, but you will also work with faculty and staff on campus, as well as people in industries you may be interested in.

Make real connections with people, do not just attend events and collect business cards. The goal is to create a network of people with whom you have a real connection and can build a meaningful relationship. It's not just about landing a job.

#### Maintaining Your Network

Keep your network organized, maintain a database or file so that you can keep track of each person you meet. It's a great idea to take notes on the back of someone's business card after you meet them so that you'll remember what you discussed with them.

Make sure you maintain contact with your network - if you see an article you think they'd be interested in, send it their way with a quick note. You don't want them to forget about you, but you also don't want them to be turned off by being overwhelmed with lengthy emails that aren't meaningful. You'll want to become known as a resource for them and be remembered as someone they can approach for suggestions, ideas, names of people, etc. You will do this by offering help to them, because it comes full circle and often builds a more meaningful relationship.

#### Getting Started

Make sure you know who you are, what direction you're headed in, what you want, what you have to offer others, and what your goals are so that when you find yourself in a network building opportunity you can communicate these things to the people around you.

Building a network starts with the people you already know; colleagues, classmates, employers, academic advisors, professors, etc. Getting to know the people in your network is important; you never know who they know. For example, if you're interested in working in a specific field and if the people in your network know this about you, they may be able to put you in contact with someone from that industry, so you could set up an Information Interview.

Another way to start building your network is to attend BCDO events like the **CA Recruitment Day, Networking Breakfast**, and the "How To Get A Job In..." series.