

Career Center Job Search Strategies

Here are a few tips to consider when preparing for your job search. With good preparation and forethought, your search can be an exciting and rewarding experience. Successful job searchers are:

Focused

- Identify your dream job and a wide net of related jobs
- Target companies and industries who are hiring

Prepared

- Stand out in your job search materials and interviews
- Demonstrate your potential contribution to the company's priorities and mission

Connected

- Network into companies and reach out to leads
- Show your capabilities

Steps for Setting Your Career Direction

1. Create your profile – take stock of your major/minor, skills, interests, needs.
2. Translate your profile to possible careers – tap into the Career Center and research online.
3. Learn from others – network with faculty, family, friends, and conduct informational interviews.
4. Take a reality check – explore careers through job shadows, internships, part-time work, and volunteering.
5. Identify your long-term career aspiration and set a range of prioritized short-term job goals:
 - **Goal A** is your desired job, directly linked to your long-term goal
 - **Goal B** targets a related job within your desired industry or an entry level position with an industry consumer.
 - **Goal C** targets a position that showcases your core skills and performance desired for Goal A
6. List plans to fill in background gaps (certifications, additional classes, volunteering, internship).

Sample Plan

Career Goal – Brand Management		
Short-term Goal A	Target Employers	Time Frame
Consumer product marketing	<ul style="list-style-type: none"> • Under Armour 	X Months
Short-term Goal B	Target Employers	Time Frame
Entry level marketing role at a small communications firm	<ul style="list-style-type: none"> • FM Conventions & Visitors Bureau • Flint Communications 	X Months
Short-term Goal C	Target Employers	Time Frame
Temporary work or Sales position	<ul style="list-style-type: none"> • Preference Personnel • Scheels All Sports 	X Months
Background Gap		Filling the Gap
Graphic design		Take a tech course
Market research		Obtain a temp job
Event planning		Volunteer for American Cancer Society

Once you have a plan in place, check all available sources for potential jobs including online postings from Concordia CareerLink and other employment links found on the Career Center webpage. Also develop a network of people to help you along the way and be sure to follow up on all leads. Persistence is key!