



Job Search Strategies

STAGE 1: SELF-REFLECTION

Self-reflection will assist you in making an informed decision and target your job search to relevant industries & companies.

QUESTIONS TO GUIDE YOUR SELF-REFLECTION

- What are your interests?
- How can you add value? What are you seeking?
- What are your career interests, values and goals?
- What position type, geographic target, industries or career fields, job titles or functions interest you?
- What relevant education, extra-curricular activities and work experience will you need?
- What are the relevant personality types, skills or abilities?
- What are your career objectives?
- How can you align your goals, interests and values with the right company's culture, values and goals, key achievements and strengths?
- What are your areas of improvement?

STAGE 2: EXPLORE YOUR OPTIONS

Research methods:

- Online including company website, online newspaper, blogs, social media
- Newspapers, magazines
- Employer associations
- Networking (e.g. career chats)

What to research:

- Possible industries, roles and companies
- Career paths
- Culture and working environment
- Trends and recent events
- Geographical areas

Example: Targeted company research

- Company history, leadership and ownership
- Locations
- Industry or sector
- Number of employees (Office/Australia/Worldwide)
- Customers/products/services
- How do they conduct their business
- Leading competitors
- What are the benefits & drawbacks of working for this type of company
- Trends/recent developments in company/industry

STAGE 3: NETWORKING

Make contact

- Approach people who will likely want to talk to you.
Timing is key.
- Be confident, introduce yourself

- Help others: seek out a guest standing on side-lines and introduce yourself; invite others into your group's conversation. They may return the favour
- Show interest and give your full attention
- Leave on a 'high note'. Politely excuse yourself from the conversation before it begins to die down

Reflect and follow through

- Make notes (who did you meet, what did you talk about, any follow-ups needed. Best done as soon as you leave the party)
- Assess how you did: strengths and areas for improvement
- Follow ups: e.g. if you agreed to call someone or send something then be sure to do it
- Keep in touch with who you met and build new relationships

Top tips

- Be professional (do not swear, insult people or get drunk)
- Treat everyone with respect
- Don't be pushy, wait your turn
- Have fun, smile
- People love to talk about themselves, their job & what they are doing at the moment so ask about that
- Avoid confrontation and arguments
- Watch your tone and body language
- Stick to the positive
- Remember your new contacts' names & collect business cards
- Start a spreadsheet to track your professional contacts which includes their names, contact details, their relationship to you, position & company, interactions you've had & any skills/likes/hobbies/conversation topics

STAGE 4: PREPARE JOB SEARCH KIT

- Write your draft resume and cover letter – tailor to specific jobs
- Create business cards
- Appropriate, professional voicemail and email address
- Practice your handshake
- Create a portfolio (e.g. awards, qualifications & reference letters)
- Contact your potential referees
- Seek help (e.g. friends, family, Career Service)
- Create a weekly schedule and plan of action (tip: add reminders to your phone and email calendars)
- Create a communication strategy
- Prioritise job search methods
- Update your LinkedIn account & ensure all social media accounts are set to private or are work appropriate

STAGE 5: EXPERIENCEE AND TAKING ACTION

- Apply for jobs
- Develop your skills e.g. participate in the community, join a group or team, or volunteer
- Attend networking events, socialise with key professional and social contacts
- Follow up where required
- What are the key events you could attend?
- Who can you contact from your network?

STAGE 6: REFLECTION AND REPEAT

Job searching is an ongoing cyclical process.

- What were successful and unsuccessful methods?
- What transferable skills did you develop?
- What would you do differently? Any areas for improvement?
- Achievements (small and large)?

JOB SEARCH TIPS

- Always carry (clean) business cards, a nice pen & mini notebook
- Always look your best, you never know who you'll run into
- Pre-plan possible questions or conversation starters
- Do your research
- Utilize job alerts
- Go directly to the source
- Fact-checking is a must, do your homework & use trusted sources Safety first, *watch out for scam job listings*, beware of the "Too good to be true". Follow the rules, ensure it is legal
- Ask for help and advice from trusted sources
- Privacy and protection - *Do not give out personal information, protect your identity*
- Avoid unprofessional, lewd, slanderous or obscene interactions or communication (especially online)
- Keep track of your job searches, research and applications – a note pad is perfect
- Target jobs you are qualified for or interest you

JOB SEARCH METHODS

- Advertisements in newspaper or online search engine
- Careers Fairs
- Campus recruitment
- Centrelink and National Vacancy Database
- Noticeboards (e.g. shop windows, counters, community boards, radio, online)
- Approach employer directly or approached by employer
- University (e.g. PACE)
- Networking
- Professional and industry associations
- Social media

- Careers fairs or events
- Internal promotion or referral
- Community agencies
- State employment services offices
- Employment agencies (beware of hidden costs)
- Self-employment
- Business newspapers – trends, who is hiring and who is firing
- Referred by a personal/work contact or networks (such as family, friends, teachers, mentors or formal colleagues)

CONVERSATION STARTERS - "ELEVATOR TALK"

| Possible topics | Topics to avoid |
|---|--|
| Hot new business book or trend | Politics |
| Economy | Economy (depends on what is happening) |
| Recent news or newspaper article | Negatively about other people |
| Employers | Religion |
| Hobbies | Buying your products/services (don't be too pushy) |
| Family | Sex |
| Networking event/organisation that brought you together | Complaints about life/career/employer |
| Business skills | Leaving your company |
| Helping each other | Drugs and drinking in excess |
| Travel | Criminal activity |

CONVERSATION STARTERS

- Hi, I'm <your name> from <company/uni>...
- What business/industry are you in?
- What have you been up to since I last saw you?
- What brings you to this conference/event?
- What do/are you enjoy/ing most about this event?
- Who are you looking to connect with today?
- How did you get you start in the <____> industry/job/company?
- What advice would you give someone just starting out?
- What do you like most about working for your employer?
- What projects are you working on right now?
- What do you find the most challenging about your industry/role these days?
- How is <current event> impacting your industry/business right now?
- I'd love to hear one of your client success stories – how did you make a difference in the client's life or business?

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