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?
- 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 a Comet Profile (https://comet.is) (e.g. 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

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: EXPERIENCE 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 and Comet (https://comet.is)
- 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"

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