Alumni Job Search Intensive – Marketing Plan

Transcript

Slide 1: Welcome! This mini-webinar has information to help you develop a marketing plan for your job search.

Slide 2: This job search tool is called a marketing plan. This is comparable to a business plan for a company; it’s a plan for selling a product, which in this case is you. A marketing plan addresses the key points of marketing yourself, product and placement, and is your strategy to get from thought to action. It combines your qualities, skills, and competencies with some targeted industries and companies from your research.

Slide 3: Your marketing plan is an action-oriented document that helps you organize and manage your job search. When preparing your marketing plan it’s helpful to follow these steps. First, do an assessment of your skills, abilities, and strengths. Then determine your career goals. Do research into your targeted industry and companies. Then define your target market and job function. Create a list of your targeted companies (10-25). Once you have determined your career goals and researched the industry, you can develop your list of companies that match your goals. Document and evaluate your results.

Slide 4: Your marketing plan offers your unique selling proposition – what’s in it for the employer, what can you do for them, what are they buying, what challenges can you provide a solution for. It’s your clear value proposition. Here are the components of a marketing plan. It’s not a resume, though it has some of the same elements, but a strategic document. In addition to these components, you also should have a clear idea of compensation – based on research, your bottom line, desired compensation, market average for area, job type and your level of skills, abilities, experience and knowledge.

Slide 5: Use your marketing plan in several ways. First, to help promote your brand and connect you with the right people in your industry, and targeted companies. As part of your strategic networking plan, you will determine who, what, where, when, and how will you connect strategically, both face to face and online. In networking, you can use your marketing plan when you meet with contacts for informational interviews. For example, in meeting with a past co-worker you can ask for additional job titles for what you want, and any potential contacts. Think about your network – your Neighbors/friends/family/social contacts – are there any people they know in your targeted companies? In talking with employees in targeted companies such as alumni, ask them to review your summary of qualifications; does your background fit company? When meeting with a potential Hiring manager – is your background of value to the organization? Be strategic in what you share; you may share all but your targeted companies with a hiring manager, for example.

Slide 6: That’s it for this mini-webinar. If you have questions or would like assistance developing a marketing plan, let me know.