Alumni Job Search Intensive – Job Search Resources

Transcript

Slide 1: Welcome. This webinar provides information on resources that you should be using for your job search.

Slide 2: It’s important to make sure you are using all available resources for your job search. Many people just apply to posted positions and wait to be contacted. A job search should be a proactive process, involving many varied resources, some of which are shown here, and which we’ll discuss in more detail. First of course, the importance of networking can’t be overemphasized. Everyone you know, or knew at some point, should be considered a potential contact. Social networking has become a very important resource; some recruiters source all their candidates from LinkedIn and other social media, so you need to be conversant with the top sites and know what they offer for job seekers. Don’t forget recruiters as well; third party or headhunters, contract and consulting agencies, even temporary agencies for your industry can be a source of opportunities. Online job listing sites can be a resource, just not your only one. Career or job fairs are a good opportunity to connect and network with companies. Company websites often list available positions, and you can do other research that may lead you to connections within the company to pursue for potential opportunities. Don’t forget newspapers – not just the want ads but the business section to learn more about companies who may be moving into the area or expanding, and trade magazines. Professional associations often list jobs just for their members, and also allow you to connect with other members for networking, that can lead to opportunities.

Slide 3: You may think career fairs are just for new graduates (here at RIT), or that there will be too much competition (at local fairs). But you have to do everything when job searching, and fairs are another resource. It’s how you approach them that will make the difference to your success.

In addition to RIT Career Fairs, take advantage of other appropriate career and job fair options. Most communities hold job fairs regularly that are open to the public; this is a good way to expand your network, get information on companies, and talk with recruiters about openings relevant to your skills and experience. The Rochester colleges hold a consortium fair each year which is open to students and alumni from member colleges.

Professional associations often offer career or job fairs for their members, which is another good reason for joining industry associations. In Rochester, for example, Digital Rochester (an association for people interested in computing and technology), regularly holds networking and job fair events for their members.

Companies sometimes hold job fairs at their location, generally open to the public. You can find out about these through Job Zone, advertisements in business publications, and by following companies in whom you’re interested, on LinkedIn and Facebook.

Organizations, associations, and companies will also sometimes hold virtual career fairs, in which you’ll go to a specified website and submit resumes to participating companies. And for those who qualify,
AARP (American Association of Retired Persons) holds job fairs for their membership, in different locations across the country.

You may find other career and job fairs in your community - keep your eyes opened! See our mini-webinar on preparing for career fair success for more information.

See our mini-webinar on career fair preparation for more information on using career fairs in your job search.

Slide 4: It’s a good idea to work with at least one professional recruiter, even though this is more of a passive resource. Many companies use a recruiter to source their jobs, so connecting with a recruiter will give you access to these opportunities. There are recruiters for each industry and/or field, so once you decide on your targeted area, you can find a recruiter. You can find them using online directories, through LinkedIn - by doing an advanced people search using the keyword box, and also by looking at online job listing sites, as many of the jobs are posted by recruiters. For example, if you’re looking for computer jobs, you can go to Dice.com and view the jobs posted by recruiters. If you see jobs you’re interested in, you can contact the recruiter and begin the relationship. Remember that recruiters work for the companies, not the individual job seekers – these are the people who pay them. So they are only interested in you when you match one of the jobs they’re hiring for. Some recruiters also will ask you to revise your resume to their specific format. You have to be persistent when working with a recruiter but they can be a good resource; just don’t rely on them exclusively in your search.

Slide 5: We mentioned this in the job search strategy webinar, but again, as part of a proactive search it’s helpful to determine your targeted companies by conducting in-depth research on the industry and field in which you’re interested. You’re trying to determine your fit within the industry, so such knowledge is essential. When you have your targeted companies, research on their environment, products and services, at the least, is critical before applying and prior to interviews. These resources will be helpful in gaining this knowledge.

Slide 6: The job posting process has truly changed in the past few years. Companies are discovering that it’s easier to post positions, and that they’re better able to target qualified candidates, on social networking sites like LinkedIn, and through their company Facebook and Twitter pages. Indeed, some companies post their job openings solely on social networking sites. Additionally, recruiters are able to connect with potential employees through their social networking connections in a kind of referral process, which takes away an element of the unknown about a candidate.

On the candidate side, your ability to promote yourself and network online demonstrates that your technical abilities are current. Social networking sites also give you the ability to differentiate yourself in a variety of ways, highlighting your skills and accomplishments to prospective employers beyond a traditional resume. We all know that networking is the number one way to find a job. Social networking sites allow you to develop connections with companies, contacts and recruiters, all of which you can then use in your search for the perfect job.

I recommend you become conversant with at least LinkedIn, Twitter, and Facebook in your job search.

Slide 7: We’re not going to go over setting up a profile in LinkedIn here, but if you’re new to LinkedIn, you’ll want to set up a strong profile first. We can help you with that, and review your profile if you have one set up.
In terms of finding actual jobs using LinkedIn, there are several things you should do. There’s a Jobs tab that allows you to search for posted positions directly, by keyword, location, and job function. There’s also a Job Seeker Premium feature that offers additional features for the job seeker, for a monthly fee. Make sure all your contacts know you’re looking for a job, and join and participate in Groups, as we’ve just discussed. Members of groups share job leads, articles of interest, and tips to assist each other. For example, employers frequently post active job openings on our RIT Career Services group. Many companies have their own LinkedIn pages, where you can find jobs, get information about the company, and see what employees you may be connected with (either directly or through your contacts’ connections). You can also check and see if any RIT alumni work at companies in which you’re interested – reach out and make a connection with them! Search on People using industry key words, and see where people with your skills are working – this may give you additional companies to research.

As we mentioned earlier, more recruiters and hiring managers are using LinkedIn exclusively to find candidates these days, so make sure you’re attractive to recruiters, by using all the relevant key words for the job you want. Please see our webinar on developing an effective LinkedIn profile for assistance with this.

In terms of finding actual jobs using LinkedIn, there are several things you should do. There’s a Jobs tab that allows you to search for posted positions directly, by keyword, location, and job function. There’s also a Job Seeker Premium feature that offers additional features for the job seeker, for a monthly fee. Make sure all your contacts know you’re looking for a job, and join and participate in Groups, as we’ve just discussed. Members of groups share job leads, articles of interest, and tips to assist each other. For example, employers frequently post active job openings on our RIT Career Services group. Many companies have their own LinkedIn pages, where you can find jobs, get information about the company, and see what employees you may be connected with (either directly or through your contacts’ connections). You can also check and see if any RIT alumni work at companies in which you’re interested – reach out and make a connection with them! Search on People using industry key words, and see where people with your skills are working – this may give you additional companies to research.

As we mentioned earlier, more recruiters and hiring managers are using LinkedIn exclusively to find candidates these days, so make sure you’re attractive to recruiters, by using all the relevant key words for the job you want.

Slide 8: On a company’s LinkedIn page, search the New Hires section, to see if there are any who are connected to you, that you can reach out to.

Here’s something you may not have thought of – find start up companies who may have a need for your skills; this is a chance for you to get in on the ground floor of an exciting opportunity.

Do reach out directly to hiring managers and let them know how exactly you can help them solve their problems, why you’re the best candidate.

Slide 9: You may be unfamiliar with Twitter, or know it as a medium for letting people know what you’re doing at any particular moment. It can also be a powerful tool in your job search, by helping you further expand your network, and even through specific job tools.

Twitter can help a job search in several ways, which we’ll discuss in detail.
First, it allows you to help build your credibility with people and companies in your industry and interest areas.

Through Twitter, you can also expand your network of professional contacts.

Finally, you are able to find actual job postings on Twitter, through a variety of ways.

Slide 10: We discussed your Twitter profile in the LinkedIn profile webinar, but here it is again, briefly. Twitter offers a good opportunity to expand your brand and connect with a whole new constituency. Brand Yourself on Twitter provides tools that help you manage your online reputation and promote yourself across the social web. When you create your Twitter profile, remember you’ll be using this media for professional purposes. Use your real name for your username, so recruiters can find you. Keep your professional picture. Your bio needs to be targeted, as you only have 160 characters available. Use specific key words for your industry, that will show up in a search. And take advantage of the tools available on Twitter to create a custom, professional background, on which you can showcase your other online information, including websites, LinkedIn profile, blogs, and articles you’ve written. Once you’ve set up your Twitter page and profile, you’ll want to gain followers (who can hopefully lead you to jobs). The way to do this is to actively Tweet (submit comments) – add content to the Twitter network. Here are some ways to do this. Your goal is to be seen as an active and knowledgeable participant, eager to be involved in your industry, and to make connections with like-minded people.

Slide 11: There are two main ways to use Twitter in your job search.

First, you can use Twitter as a networking tool, and find opportunities indirectly through your connections, followers and those that you follow. These opportunities will result from your networking efforts.

Second, you can find opportunities directly through Twitter in these ways. Outreaching to people who work at your targeted companies can lead to information on job openings. Following companies can get you information on jobs in real time, and sometimes before they’re released to the world at large. Savvy job seekers will stay on top of these opportunities by actively following their companies of interest. Putting @Microjobs in the search area on Twitter brings up Tweets from companies and contacts with actual job postings, and often links directly to the postings or companies. @TweetMyJobs (again search in Twitter) is a place for people to talk about job openings as well as their jobs successes, sharing information and leads. If you go to the website Http://TweetMyJobs.com, you’ll find job postings, and can set up search agents to send alerts to your Twitter account when jobs matching your search criteria are posted to the site.

Slide 12: We talked about your Facebook profile as well in our LinkedIn profile webinar. As with other social networking sites, it’s helpful to develop an organized strategy that focuses on a few key elements for using Facebook as a job search resource. First of all, since Facebook is generally known as a social networking site, it’s going to be necessary to make your profile professional and also again to monitor your Facebook page regularly to ensure that all the information on your page stays professional. Make sure you have a professional photo, and keep your social pictures off your page. You’ll want to include things that showcase your expertise including your resume - Facebook does have an application that lets you put your LinkedIn profile or your resume on Facebook, and they have a bunch of applications. So you just visit the applications section and do a keyword search on resumes. You can also post any other
things you’ve done on the Internet, like blogs or articles that you’ve written, professional associations that you belong to, and anything else that again represents your professional brand.

Facebook also allows you to organize your connections by category. So you can make lists that are things like for family, friends, professional contacts, business. This lets you easily share relevant information and updates with the most appropriate contacts. But again, it’s necessary to check your privacy settings and monitor your page freely to make sure that other people are not posting inappropriate things on your page, including links to pictures and things.

In addition to making friend with individual contacts, Facebook lets you become a fan of pages -- of companies through their Facebook pages. So doing this again lets you get information and updates on your targeted company, to see job postings, and even community event that are sponsored by the company that you may be able to attend. This is a good way to stay up to date on companies that interest you.

Slide 13: Here are some specific suggestions for using Facebook in your job search. Facebook does have a marketplace. So you can advertise numerous goods and services, you can buy a car on Facebook or look for housing. But some companies actually post job opportunities there. And sometimes they even let you send a message and your resume to the hiring manager. So you might want to check that out.

You can also search for and join groups in your professional field of interest and you can become fans of the groups' pages. So once you’re a member of the group, you can connect and network with other members, you can share industry information, job opportunities, referrals and tips for a job search. As with any other networking group, the more the members get to know you, the more willing they will be to send jobs your way when they hear about them and to make recommendations on your behalf to their own contacts. Use your personal contacts and friends, let them know that you’re looking for a job and you would appreciate any job contacts and referrals they can make with you. You can use the classmate and coworker searches to connect with former classmates and people with whom you used to work. So you can find somebody that you know who now works at a company that you’re interested in, and then they can help you get a foot in the door. Facebook allows you to add numerous applications to your profiles, and this link is a really good one for assisting with your job search and networking activities.

Slide 14: Also relatively new is something called Branch Out. This is an application that lets you create more of that professional presence on Facebook and lets you better leverage the Facebook contacts to get connections to jobs. So Branch Out is Facebook’s answer to LinkedIn. But it’s still relatively new and kind of hasn’t been used a lot yet. But it lets you search for jobs by company, position, location, industry and area of expertise. It also displays what inside connections that you might have in companies that you’re interested in, and recruiters can also use this application to search for candidates. So when you register for Branch Out, it shows up on your Facebook page. And after you complete your profile, then you can start searching for jobs and see your inside contacts. You can get endorsements from contacts that get you noticed by recruiters, and lets you see extended contact possibilities.

Slide 15: You may have heard 70+% of all jobs are found through networking; many of these opportunities are not even posted anywhere. Companies would rather hire based on someone’s personal recommendation, so the larger your network is, the better your chances of getting on the right
people’s radar so that when there are openings, they think of you. So it is essential to develop and maintain your network of contacts, with a goal of finding contacts within your targeted companies, to get at those hidden jobs. More importantly, you’ll want to connect with the key decision makers for your targeted job within those companies, not just the HR person. Once you determine your targeted companies – from your self-assessment and company research, you can set about finding those key contacts. There are many resources for finding key people. The RIT alumni network, through the Tiger locator, allows you to search an extensive database of RIT alumni, by a number of criteria including company, and then to reach out for networking purposes. We also have a database of alumni and employers in our Job Zone system, called the Professional Network, for networking. Professional associations are a wealth of connection opportunities, and don’t forget any community or volunteer organizations of which you’re a part. You never know when you will connect with someone who can give you a lead into one of your targeted companies. LinkedIn is also great for networking, especially with other RIT alumni. There’s a feature that shows you where RIT alumni are, even by company, so you can find alumni to connect and network with in your targeted companies. Once connected, you can hopefully make your way through the company to the hiring manager.

Slide 16: We’ll talk in greater detail about networking next week, but here are some general tips to keep in mind. If you’re inexperienced or uncomfortable with the idea of networking, here are some tips that may help. Create an organized strategy, with clear goals and expectations, and a specific plan and action items or tasks. Once you do this these just become part of your overall job search strategy that you have to accomplish. Set clear and appropriate goals and expectations for each networking activity. For example, if you’re going to a networking event, say that you will stay for an hour, and meet at least 3 new people, with the hope of connecting with someone who works at the XYZ company, or knows someone who does. In building your network, don’t forget to reconnect with people you may have lost touch with; old friends, all your family, former colleagues, even former classmates – here is where RIT alumni can be helpful. Use every opportunity to grow your network; go to events you normally wouldn’t attend, and really stretch yourself. Network virtually, as well as in person; be creative about connecting and meeting. Overall, remember that your networking should be strategic and purposeful with a clear goal in mind, that you should focus on developing relationships, instead of just asking for help, that you should always think about how you can help your networking contacts too, and that when in a job search, you should always have a networking mindset. This means that no matter your situation, ask yourself if this can be an opportunity to develop or grow your network.

Slide 17: We have a lot of resources, and dedicated advisors that can help you achieve job search success, so don’t hesitate to use us! Our website and Job Zone job listing system have jobs, company contact information, and resources for company research, along with guides for every aspect of your job search. The advisor for your career field has expertise with the resources and strategies that work best for your field and industry, and can work one on one with you, in person, by phone or through email. All our networking events and career fields are open to alumni, if you’re in the area. And of course you always have access to our experienced alumni advisors in the Professional Network. Don’t hesitate to contact us and let us know how we can help.

Slide 18: As an RIT alum, you have continued access to Wallace library resources. There are a multitude of online databases which will be especially useful as you target and research companies for your search. These databases provide in depth information that you can access with your RIT alumni account.
Slide 19: When in a job search, think outside the box and don’t be afraid to explore alternatives to a regular full-time job in a company. Volunteering gives you a chance to expand both your skills and network. These days there are many alternatives to full-time work, including short term consulting, contracting, or project work. Here are a few places that offer those opportunities.

Flexjobs
Guru
Elance
Odesk

Job sharing may be an alternative at some companies, and you may want to explore starting your own business with your expertise. There may be more opportunities at non profit organizations or government agencies.

Solve a problem – approach a company with a solution – research & talk with people (alumni) – prove your abilities

If you’re older, the AARP has a lot of job searching resources, specifically for the over 50 population. And do some investigating within your desired industry or field; there may be opportunities specific to that area that will allow you to at least get your foot in the door.

Slide 20: That concludes this webinar. Let me know if you have any questions, and please view the other webinars for this week for more information on conducting a proactive job search.