

# Job Search: The Basics

## How to search

Embarking on a job search can be intimidating but understanding your career goals and defining what you are looking for may make things a bit easier. As you begin your job search, try to identify:

- Geographic location
- Position that you are passionate about and interested in
- Position that aligns with your values and personality

*Most positions are filled without employer advertising.*

A successful job search requires a level of flexibility, but the more you narrow your search, the more likely you are to discover opportunities.

## When to start

It is important to understand the industry, what the employers' needs are, what you can contribute, and what the job outlook is for the industry. Plan considerable time to conduct your research, visit the Career Services Offices within Kent State Crawford College of Business & Entrepreneurship 9-12 months prior to graduation, then plan to start actively looking 6 - 9 months before you graduate.

## Market Research

Successful job searches include researching the market and industry. Use the following tips to understand your career field and identify opportunities:

- Nearly every profession has a professional organization, and they typically include information on current trends, salary surveys, job opportunities, and even directories of graduate or professional programs. To find a professional organization, perform a simple internet search or talk with a Kent State career advisor.
- Utilize trade publications & journals such as *The Wall Street Journal*, *MarketWatch*, *CNNMoney*, *Forbes Tech*, etc. to get a sense of what is happening in your industry.
- Utilize Handshake to assess positions employers are recruiting and what they are looking for.
- Join industry groups on LinkedIn to connect with people in the industry

## Where to look

Do not rely solely on the Internet to find job opportunities. Utilize a variety of resources as you search for employment opportunities:

- Utilize your network and talk to people. Ask questions, articulate your career goals and what you are looking for.
- Conduct informational interviews of people who are doing the job you are interested in.
- Attend Kent State & employer hosted career fairs, networking events, information sessions, and workshops.
- Utilize platforms like Handshake and LinkedIn to learn of opportunities.
- Get involved with Kent State student groups and associations to connect with employers.
- Join "*Kent State University – Crawford College of Business & Entrepreneurship – Career Services Office*" LinkedIn page to stay abreast of opportunities.
- 3<sup>rd</sup> party job boards like Glassdoor and Indeed are resources to identify opportunities



Ambassador Crawford  
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For more information:  
Career Services Office  
[buscareers@kent.edu](mailto:buscareers@kent.edu)

## Develop a Strategy

A job search requires planning and organizing, so developing a strategy will be helpful. A few tips to develop your job search strategy are:

- Identify and create a list of 5-10 companies you are interested in working for. Research these companies to learn as much as you can and utilize your network to connect with people within these companies to learn more.
- Identify an additional 5-10 companies you are interested in; these are your second tier to focus on. Conduct some basic research to understand their product/service and employment opportunities.
- Create a system to organize yourself. Keep track of things like what you researched, dates of applications, who you spoke/interacted with, if/when you interviewed, when you followed up, etc.
- Utilize the job description to tailor your resume and cover letter to each job you apply for.
- Regularly check various job boards, resources, and your connections to stay up-to-date on opportunities as they become available.

## Tips for Success

- 💡 Understand and be able to articulate your career goals. Identify what is most important to you (i.e.: location, salary, job requirements, etc.).
- 💡 Target opportunities that align with your interests and values, and ones that you have the skills and experiences to be successful at.
- 💡 Be creative – things like volunteer work, personal agencies, reaching out to faculty – can aid in identifying opportunities.
- 💡 Participate in career fairs and events EARLY and OFTEN.
- 💡 Engage your network; reach out to former employers, faculty, family, friends, peers, coworkers to inquire of opportunities.
- 💡 Be flexible and open to opportunities that are related to your career goal.
- 💡 Use your Kent State email or another professional email as you conduct your job search.
- 💡 Get and stay organized.
- 💡 Follow up on applications and inquiries.
- 💡 Visit Crawford College of Business & Entrepreneurship's Career Services Office for support and assistance.
- 💡 Craft and practice your elevator pitch – you never know when you will meet someone who may be able to assist you in your job search.
- 💡 Take an inventory of your social media presence, ensure profiles are up to date and posts are of a professional nature.
- 💡 Make sure your Handshake & LinkedIn profiles are complete and updated.

*Rejection is part of the process. Learn from it, let it strengthen you, and continue moving forward with your job search.*



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