



How to Conduct a Job Search

Opportunities are out there – learn how to prepare for and find your ideal job! Having a clear plan and strategy for your job search will increase the success of your efforts and help to minimize stress. There are a variety of ways to finding employment; job search techniques will continue to evolve over time. Always keep in mind your overall career and life goals; this will help to guide your plan. The job search process can be viewed in five simple steps:

KNOW YOURSELF – develop confidence in yourself and recognize your value

- When you choose a job related to who you are, you are more likely to find your work personally meaningful, and will likely be more successful in what you do.
- Identify and understand your strengths, abilities, experience, interests and personality traits.

DEFINE YOUR STRATEGY – determine goals and formulate an outreach plan

- Decide general geographic area for job search and narrow industry/occupational choice
- Identify employers of interest and potential contacts; determine job titles/types to pursue
- Conduct research on [LinkedIn.com](https://www.linkedin.com); follow Clark College and connect with Alumni
- Establish a plan of action and resources to use for your job search campaign (e.g. [Penguin Jobs](https://penguinjobs.com), www.indeed.com)

PREPARE – create your marketing materials and plan for your job search efforts

- Create a [self-introduction or “elevator pitch” for networking](#)
- Learn how to write a [resume](#) & [cover letter](#)
- Upload resume to [Penguin Jobs](https://penguinjobs.com) to be viewed by employers
- Begin preparing responses to possible [interview questions](#)
- Prepare your professional outfit for an interview or networking event – attend the Clark College Career Clothing Closet event in Fall & Spring Quarter!
- Conduct an [Informational Interview](#) to research careers and companies
- Update your profile on LinkedIn – include education, relevant courses & projects, examples of work
- Attend a Student Success Workshop on professional development. Offerings include: Interview Skills, Resume Building, or Networking

TAKE ACTION – implement plan and execute strategies

- Tailor/target resume and “pitch” for specific contacts and opportunities
- Refine interview responses for specific companies; study businesses within your chosen industry, occupation, and regional area
- Attend Career Fairs and networking events
- Track your progress and contacts with a job search log

INTERVIEW EFFECTIVELY – communicate and emphasize your value to maximize your opportunities

- Complete a practice interview (request appointment at Career Services or request access to [StandOut](#), a free online practice interview tool for students)!
- Research employers before interview & prepare questions to ask at the end of interview
- Review & update your social media presence – what will employers be able to view about you online? Will this positively enhance or negatively impact your employability?
- Follow-up with appropriate thank-you letters immediately following interviews (e.g. card, email)

