



JOB SEARCH STRATEGIES

Target and Prepare for your Search

Explore your career options – identify some target areas to get you started

- Consider what skills you wish to gain and what kind of workplace you are looking for
- Take some time exploring the opportunities available (advertised jobs) and those that interest you
- Determine what organizations/people you want to contact (unadvertised jobs)
- Tailor a résumé and cover letter for specific jobs and employers using keywords (research first)
- Research employers to learn more about their services, products, corporate culture, mission and values.
 - Also research what kinds of skills they are looking for.
 - Employers' Careers pages can provide helpful information about opportunities: types of positions; skills they look for and summer work and new grad opportunities.
- Develop a LinkedIn profile so that you can have a professional online presence.
 - Follow employers on social networking sites like Instagram and LinkedIn.

Contact Employers

Search for both advertised and unadvertised jobs

- Tap into the unadvertised job market by contacting employers to introduce yourself: email, video call, and phone are good ways to start.
- Consider informational interviews. It allows you to ask employers questions to get information and advice. (See our Tip Sheet on Networking for tips.)
- Reply to job ads with a résumé and cover letter or complete an online application
- You can follow up with employers by phone or email to show your continued interest in the position and to find out where they are in the hiring process

Stay on Track

Treat your search like a job – make a schedule with set hours and tasks.

- Set goals. i.e. # of employers to contact and/or résumés to send out each week.
- Stay organized – keep track of the people you speak with and when you need to follow-up with them.
- Are you spending enough time networking or are you only applying for advertised jobs?
- Take care of yourself – looking for work is a long-term commitment and maintaining your health and social network is important.

Finding Employers

- Online resources can help you find employers to contact directly:
 - Chamber of Commerce and Economic Development websites
 - Business directories for municipalities
 - Industry and professional association websites

The Advertised Job Market

Advertised jobs are most often on online job boards or on company websites. Advertised jobs are easier to find, but they tend to be more competitive and make up a smaller percentage of work opportunities. It's OK to look for advertised jobs – but don't ONLY look for these.

Here are some tips:

- In addition to the big job boards find company web pages, industry-specific job boards in your field, and job boards targeted to new grads.
- Tailor your résumé and cover letter.
 - Focus on your specific skills related to the job ad and your field.
- Set up job alerts with employers to be sent notifications of job postings.
- Be confident.
 - Job ads list the ideal candidate. If you can make a case about your skills, apply.
- Analyze the ad.
 - Does it sound too good to be true? Don't be afraid to ask questions before applying. (i.e. Is it salary or commission?)
- Follow employers on social networks: more employers are using LinkedIn to post jobs.
- Job aggregators such as Indeed, Eluta, Simply Hired and Wowjobs will search company websites and other job boards to find job postings. Some employers will also post jobs directly on these sites. Find strong keywords that get you good search results.

The Unadvertised Job Market

An unadvertised job is any opportunity that is not posted publicly. This is where you'll discover the majority of jobs. To locate unadvertised jobs, you will need to consider networking. Networking involves building a network of contacts for career information, advice and support. Spend most of your time in this kind of connecting activity since most jobs are found this way!

- Tell everyone! Let people know what kind of job you are looking for - contact friends, professors, classmates, former supervisors and colleagues, and relatives.
- Research career paths of Trent grads on the LinkedIn Trent Alumni page and reach out for advice.
- Join professional associations and attend conferences, meetings and events.
- Consider volunteering while looking for work to gain experience and build your network.

The Trent Student and Alumni Job Board

All job postings received by Careerspace are posted on the Student Job Board: trentu.ca/sep. On-campus positions including TWSP, TSWEP, and TIP funded positions are posted here. There are also off-campus jobs including summer, part-time, and full-time as well as volunteer and internship opportunities.