

# TODAY'S JOB SEARCH

*What college students and their parents  
need to know.*



**MORE THAN A RESUMÉ**

# A JOB SEARCH IS A TARGETED MARKETING CAMPAIGN.

- Which employers should you target?
- What is your value to your target?
- What distinguishes you from all the candidates?



## EMPLOYERS DON'T CARE WHERE YOU RECEIVED YOUR DEGREE. ACCORDING TO GALLUP RESEARCH:

- Only 9% of businesses said university choice was 'very important' when it comes to selecting future employees.
- 4 out of 5 said 'applied skills' were of the utmost importance.
- 84% said they looked for 'knowledge in the field'.



EMPLOYERS ONLY CARE ABOUT WHAT *THEY* WANT. YOUR JOB SEARCH MATERIALS NEED TO DEMONSTRATE THE VALUE YOU OFFER.



## WHAT DO EMPLOYERS WANT?

- Diversity
- Adaptability
- Technical proficiency



PROFICIENCY IN MICROSOFT AND OTHER SOFTWARE SUCH AS PHOTOSHOP ARE NOT SKILLS ANYMORE.



RESUMES—REGARDLESS OF FORMAT—ARE PART OF THE NUTS AND BOLTS OF A JOB SEARCH. SO IS A 100% COMPLETE LINKEDIN PROFILE, AND A CONSISTENT SOCIAL MEDIA IMAGE.



The average time spent on a resumé is 30 seconds

RESUMES AND COVER LETTERS ARE READ ON  
A COMPUTER SCREEN. THIS CHANGES HOW  
RESUMES ARE FORMATTED.

The top third is the most valuable resumé real estate.





DEVELOPING PROFESSIONAL RELATIONSHIPS  
TRUMPS APPLYING FOR JOBS ONLINE AND  
WAITING FOR THE BLACK BOX  
TO RESPOND.



AND SPEAKING OF THE BLACK BOX, RESUMES ARE WRITTEN WITH KEYWORDS AND PHRASES. ATS SEARCHES FOR NOUNS AND RESUMÉ READERS FOR POWER WORDS.



EMPLOYERS CONDUCT BEHAVIORAL INTERVIEWS. LEARN HOW TO TELL YOUR STORY THROUGH MEMORABLE VIGNETTES HIGHLIGHTING YOUR BEHAVIOR AND SKILLS. PREPARE FOR SKYPE, VIDEO & PHONE INTERVIEW.



# TODAY'S JOB SEARCH IS TARGETED AND PROACTIVE.

- Know your personal brand and how to communicate it across all media and in interviews.
- Be findable.
- Be relevant.
- Know where you fit.

