

SEARCH STRATEGIES

Jobs & Internships

The search strategies outlined below are some of the most common and useful strategies to implement during a job or internship search. Using multiple strategies will increase your chances of securing an interview.

Strategies	Getting Started	Tools/Resources	Tips
<p>Networking Tap into the hidden job market by gaining industry-specific information and employment leads through personal, academic, professional, and social contacts.</p>	<p>Approach</p> <ul style="list-style-type: none"> • Faculty and advisors within major • Alumni/classmates • Friends, neighbors, or relatives • Co-workers and employers • Internship supervisors <p>Develop an ongoing, give-and-take relationship with your connections.</p>	<ul style="list-style-type: none"> • Informational interviews • Employer Info sessions • Connect with professionals through social media • Attend career fairs and connect with recruiters • Intern/volunteer with organizations to create connections 	<p>Don't know anyone? Meet new people by joining clubs and associations, locate and join online social networking groups, and be open to meeting with others everyday. It is an ongoing process!</p>
<p>Targeted Search Identify what type of organizations are of interest and contact (via mail, email, or in person) the organizations to share your interest and inquire about potential openings, regardless of an advertised position.</p>	<p>Identify a target based on your values (i.e., specific location, industry, existing contact, organizations ranked within an industry, or diverse workforce).</p>	<ul style="list-style-type: none"> • Online/print directories • Chamber of Commerce • Newspaper • Vault.com: Employer Guides • Careers4Terps: Employer Database 	<p>Many positions are never advertised, so you must network or implement a targeted job search to locate them! This is a commonly used strategy and especially useful for small organizations.</p>
<p>On-Campus Recruiting Employers recruit on campus by advertising openings in Careers4Terps, attending campus fairs, and leading information sessions. Employers also conduct on-campus interviews for positions.</p>	<p>Visit the Center's Careers4Terps database and complete your profile. Review upcoming recruiting events by clicking "Events." Complete a quick interview search on the home page of Careers4Terps by clicking "Campus Interviews I Qualify For" to research upcoming interviews.</p>	<p>Careers4Terps</p> <ul style="list-style-type: none"> • Post your resume • RSVP for employer events • Apply for on-campus interviews • Schedule a "Search Agent" to receive positions matching your interests 	<p>Completely fill out your Careers4Terps profile and receive targeted emails of networking opportunities related to your career interest. UMD students/alumni have a competitive edge with employers who post on Careers4Terps.</p>
<p>Posted Positions Search and locate advertised openings and follow the instructions to apply for positions.</p>	<p>Develop a list of keywords or job functions that are of interest. A thorough list will assist you in filtering through 1,000's of advertised positions. Establish search alerts, sign up for email alerts, or follow RSS feeds based on your keywords whenever possible.</p>	<ul style="list-style-type: none"> • Aggregate job boards • Niche job boards • Newspaper • Employer's website • Professional associations 	<p>Utilize aggregate job boards (i.e., Indeed.com, Simplyhired.com) to search many websites at once. Niche job boards will yield field-specific opportunities.</p>
<p>Social Media Utilize any online socially based platform to connect with others, locate opportunities, research organizations, or create self-branding.</p>	<p>Decide on a social media avenue and thoroughly complete your profile. Post professional and academic achievements and connect with professors, co-workers, alumni, etc. Develop a plan for how often and for what purpose you will utilize social media.</p>	<ul style="list-style-type: none"> • LinkedIn • Twitter • Facebook • Blogging Platforms (Wordpress, Tumblr) • Google+ 	<p>Remember that social media is primarily for networking and researching. To get a position you will have to take a connection offline, so utilize information gained online as a conversation facilitator.</p>
<p>Employment Agencies Agencies work for employers to locate job seekers with specific skills to fill short term positions.</p>	<p>Identify your skill set and industry references. Also consider your geographical work preferences and contact an agency in that area.</p>	<p>Utilize the Center's free online career assessment tool to identify your skills. Locate an agency in your area using yellowpages.com.</p>	<p>The initial interview may include tests to assess your skills. Prepare for this interview as you would a traditional interview.</p>