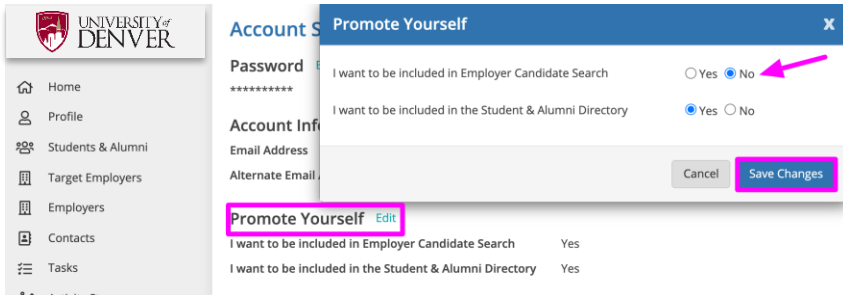


PROMOTING YOURSELF TO EMPLOYERS

The best employers are proactively searching for candidates. Employers in PCO can use the **Candidate Search** tool to find DU talent that matches their hiring criteria based on your PCO Profile and Primary Resume. Listed below is how you can best promote yourself to employers in three steps:

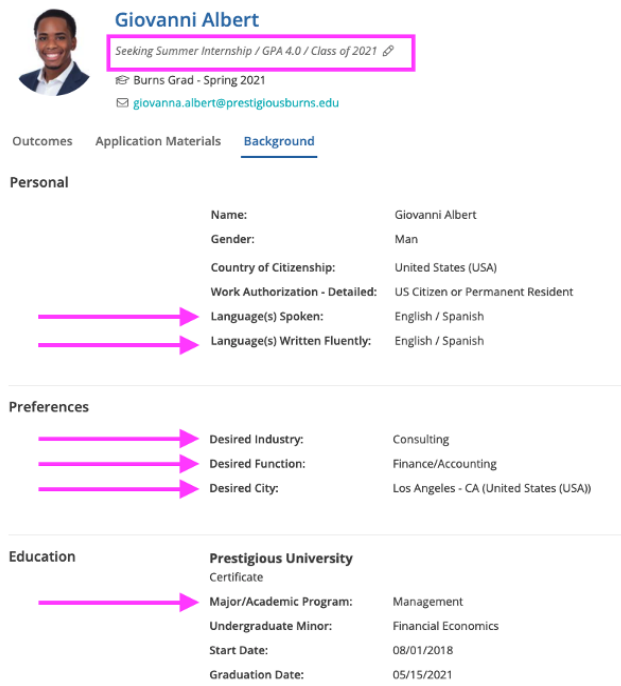
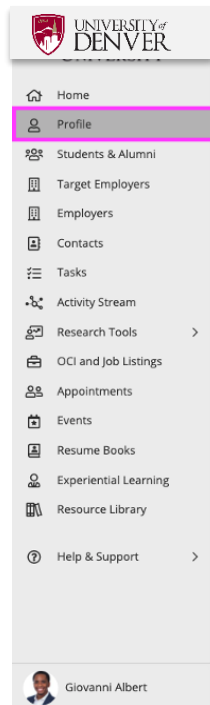


Step ONE: Opting In / Out of Candidate Search

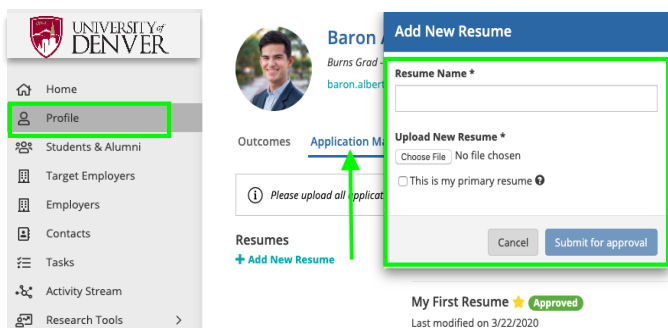
PCO gives you the flexibility to opt-in and to opt-out of the **Employer Candidate Search** at any time. You can do this within the **"Promote Yourself"** section of your PCO Account Settings, which can be found by clicking on your name at the bottom left sidebar.

Step TWO: Update your Profile

- Complete your **"Background"** tab to create opportunities. This information will be searchable by employers looking for candidates with skills that match their open opportunities. Employers can search by your career preferences (desired industry, function, city,) degree, major, work experience, spoken/written languages. Keep these preferences updated so that they match your current career goals.
- Update your Profile **"Headline"** by sharing your career goals.



Employers will also be able to identify talent by keyword searching through candidate resumes to find those that match their hiring criteria. If your profile and/or resume match what the employer is seeking in a candidate, they can proactively connect with you to discuss open job and internship opportunities.



Step THREE: Select a Primary Resume

Select one resume from the **"Application Materials"** tab of your profile as your "Primary" Resume to be featured in the Candidate Search module.

**Note - Keep this updated with your most recent resume to showcase your changing skill set to hiring employers.*

**Note - Once you have reported an accepted job in PCO, you will no longer appear in the Employer Candidate Search.*