

# Conducting a Job Search

Conducting a successful job search entails several important steps and requires diverse resources. This guide outlines planning components and various resources you can use to make your search successful.

## Three important points

- ✚ Use a variety of the techniques outlined in this guide. Don't just "apply online" because it is easy; it is **not** the most effective method for "landing" a job
- ✚ Most positions are found through **networking**
- ✚ Most employers are checking candidate's LinkedIn profiles and many conduct social media searches on candidates to learn more about them

## Before you begin

Develop a comprehensive plan for finding employment. Without knowing the types of positions or even the kinds of organizations which interest you, looking for a job can be overwhelming and very difficult. There is no "one size fits all" job search; you need to focus your efforts on the methods that will work for you and your career area. A career counselor can help you to develop a plan and strategies that will work for your situation.

## Job Search Strategy #1

### Participate in recruiting events

**Attend job fairs and events:** A great way to meet employers and talk about opportunities is to attend job fairs where you can distribute your resume, make professional contacts, gain interviewing skills and confidence, and explore the marketplace.

- Career Opportunities Fair (on campus in October)
- Government Job Fair (October)
- Minnesota Private Colleges Job and Internship Fair (February)
- Education Job Fair (April)
- MPCCC Virtual Job Fair (October)

There are additional job fairs that occur around the Twin Cities as well.

**Participate in on-campus interviews:** A variety of employers interview students on campus during the academic year. To participate, students are required to:

- Have your resume reviewed in the Career Development Office and upload it to KatieCareer
- Practice interviewing with a career counselor and/or Interview Stream – <https://stkate.interviewstream.com/Account/Login>, and view a couple interviewing tips videos
- Complete application forms/materials as requested by an employer and sign an on-campus interviewing agreement

Employer campus-visits will be advertised in various ways, including notices being sent to students directly.

Career Development counselors can also help you be effective in introducing yourself to employers and interacting with recruiters. Ask for guidance and coaching well-before the event you'll be attending.

## **Job Search Strategy #2**

### **Apply for advertised openings**

#### **Job Posting Websites:**

- KatieCareer - <https://stkate.joinhandshake.com/login>
- Indeed - Look for jobs and employers by key words. [www.indeed.com](http://www.indeed.com)
- Idealist - Jobs, internships and volunteer opportunities with nonprofit organizations. [www.idealists.org](http://www.idealists.org)
- Minnesota Council of Nonprofits - [www.mncn.org/index.htm](http://www.mncn.org/index.htm)
- EdPost (teaching postings) - [www.stcloudstate.edu/joblistings/edpost/](http://www.stcloudstate.edu/joblistings/edpost/)
- Environmental Jobs – [www.environmentalcareer.com](http://www.environmentalcareer.com)

Additional sites can be found on the Career Development website [www.stkate.edu/careers](http://www.stkate.edu/careers)

**Employer Websites:** Almost every organization has a website, and most post positions on their sites and will provide information about how to apply for openings at their organization.

## **Job Search Strategy #3**

### **Target employers of interest**

Another approach to finding jobs is to create a list of employers for which you would like to work and contact them. For example, if you're interested in working in Event Planning and you don't see many openings being advertised, **create a list of employers to research**. Then **contact these employers directly** to see whether they have current or future openings.

To help you create an employer list, refer to:

## Directories

Directories are great resources that list organizations by type and location and are often available online. They can be national, regional, local, and/or industry specific. Career Development Office has a several directories on our website and hard copies of others, including:

- Minnesota Nonprofit Directory
- United Way: Directory of Community Services
- Minneapolis/St Paul Business Journal: Book of Lists
- Twin Cities Business Monthly Business Information Guide: The Big Book of Rankings, Rosters & Resources

## Trade or Specialty Publications

*Example:* Interested in marketing or catering with a company that hosts upscale and formal events?

1. Look in magazines like Minnesota Monthly and find the ads for caterers, event planners, and communications agencies that are advertised in the magazine.
2. Then go to each organization's website and see if they have job postings or contact them directly to determine whether they have available positions.

**The more active a search is, the more successful it will be**

Job boards/Websites —> Campus Interviews/Career Fairs —> Cold Calling/ Networking  
(less active/more passive <-----> more active/less passive)



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