

## LAUNCHING A STRATEGIC, PROACTIVE JOB SEARCH CAMPAIGN

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| Activity | **What you need to do** |
| Announce your entry into the job market to your advocates | * Create a list of people in and out your career space that you feel would be good networking contacts. They should know you in a professional capacity. * Create a base email template that you will customize for each person. * Send a personal email to each person with a link to your LinkedIn profile and your resume attached. |
| Ensure your LinkedIn profile is current and complete. Be active on LinkedIn as a contributing member. | * Visit your LinkedIn site daily and be an active LinkedIn member. Post an update. Check in with your groups; find new contacts; post discussions; and review commentary from your groups. * Use LinkedIn to search for job openings and research companies by visiting the Jobs tab. * Follow your favorite companies to keep a pulse on their business, industry trends, and job openings. [LinkedIn help – Following Companies](https://help.linkedin.com/app/answers/detail/a_id/3539/~/start-or-stop-following-a-company) * Post a “discussion” in groups and request a networking contact at a targeted company, be as specific as possible for the type of contact you seek (i.e., Title of Hiring Manager at a specific company or you can simply list a request for a person at a particular company/location). |
| Set up a job lead alert system that provides you a daily update of new job leads and shows you any potential networking connections you may have with the companies posting an opening. | * Visit [www.simplyhired.com](http://www.simplyhired.com) and set up a free account. Use the advance settings to create your customized job agents. Allow SimplyHired access to your LinkedIn profile so that potential networking contacts for job opportunities will display. * Apply to new job postings as quickly as possible. Be sure to customize your resume and cover letter for each position. |
| Create a target list of your top 10-20 companies and identify job prospects within those organizations. | * Create your list of targeted companies. * Identify if there are any current openings at any of your targeted companies (Google, Company Website, Glassdoor). * Research LinkedIn to see if you have any networking contacts at any of your targeted companies. |
| Promote your candidacy with functional or industry specific job search services. | * Sign up as a candidate on functional or industry specific job boards. Post your resume on these job boards. |
| Promote your candidacy with targeted recruiters. | * Use Google to identify recruiters that specialize in your function and/or industry. Visit each recruiter’s website and follow directions to submit your resume as a prospective candidate. Recruiters are most interested in candidates that match current jobs they are filling. If current jobs are listed, submit your resume to relevant openings in addition to your general candidate application. |
| Promote your candidacy temporary/contract agencies | * Investigate the possibility of partnering with a temporary/contract employment agency to expand possibilities. This is an effective strategy for all career levels. |