

FIVE FACTS TO IMPROVE YOUR CHANCES LANDING A JOB



As you begin your senior year and start your job search, you will hear many points of view about looking for a job. Well-intentioned family and friends often are not the best sources of career information. Here are five facts you should know to improve your chances landing your first professional job after college.

Fact #1: Resumés are not passé.

A resumé is the first requirement a potential employer requests. A strong resumé - one that reflects who you are capturing your unique skills, qualities and experiences, is critical.

Fact #2: You need a job search strategy.

Looking at job boards and classified ads is just one job search strategy. An effective job search strategy includes job boards, company web sites, networking and more. If your job search strategy is one dimensional it's likely you will feel that job hunting is nothing more than closed doors and a maze of databases. Jobs posted on a job board average 1,000 applicants, and sometimes more. A more targeted approach will improve your success in securing interviews.

Fact #3: Networking is not standing with a tin cup in your hand.

You are part of the most networked generation sharing your stories with friends via Facebook, Flickr, and YouTube. With every status update you are marketing yourself to your audience. So why aren't you doing this to get job interviews? Networking is marketing, its communicating, building and maintaining relationships, listening more than talking and it's about being helpful to others. You do this instinctively with friends. Translate these skills to your search.

Fact #4: Starting out looking for the dream job is limiting your search.

Instead, you should be looking for the right opportunity to help you realize your passion. What's the difference? A dream job sets up an unrealistic expectation as you start your career that you will find the perfect place, doing exactly what you want to do for exactly the amount of money you want to make. Finding the right opportunity helps you gain experience to develop your skills, strengths and even your passion so that you can develop a career that is meaningful to you.

Fact #5: Start your job search early.

Waiting until late in your final semester of your senior year puts you at a disadvantage. Your resumé and cover letter completed. Your references lined up. A your job search strategy thought out. All by the end of your first semester. Beginning in January you are ready to start implementing your plan to secure job interviews during your spring break and have your job offer in hand by graduation.