

DESIGN YOUR PERSONAL JOB-SEARCH MARKETING PLAN

DEFINE YOUR JOB/CAREER GOALS

Employers want to know why you have chosen to search for jobs with their particular companies.

So, after you have created your professional self-portrait and researched the industries, companies, and jobs which appeal to you, begin your analysis of how and where this information matches with your personal discoveries.

You now can develop a focused job-search strategy that will appeal to both you and your prospective employer:

- ♦ How does a given job responsibility mesh with your experience, goals, interests, and talent?
- ♦ Does the corporate culture meet your personal values, desired lifestyle preferences, and preferred management style?
- ♦ What opportunities exist in your chosen geographic region?

Define both practical and fluid job and career goals because predictions beyond a few years out are difficult at best. Realize that many jobs will overlap with your goals, and no one position will meet all your expectations.

At first be flexible and open to a range of opportunities. Then, narrow your choices of companies to those that best fit your personal profile and to those that you can make the best case of your adding value to their organizations. Assess what possibilities exist both in light of market realities and of growth opportunities.

Test out your assumptions through networking, informational interviews, and on-site visits, if possible. Is the company and job what you imagined? Would you enjoy working with other employees? Base your information on facts, rather than fantasy and hope.

Do not eliminate this important phase of the job search process. You can save yourself and employers much heartache, recriminations, and cost by doing this market research.

IMPLEMENT YOUR MARKETING PLAN

Now, put together your action plan and timetable. Make each step specific, realistic, measurable, and achievable.

- ♦ What university or college services are available to help me?
- ♦ Who should be in my network?
- ♦ What method of communication should I use to contact individuals: phone, e-mail, fax, snail mail?
- ♦ What materials do I need to develop? How many resumes do I need? What information should I include? What kind of correspondence is important?
- ♦ What follow-up will be required to each conversation or letter? What system of organization should I use?

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- ♦ What are my target dates for networking and interviewing? Do I know the company norms in hiring as to timing and approach?
- ♦ What else do I need to learn to accomplish my goals?
- ♦ How can I manage my time and energy, so I can accomplish my job search goals?