

# 4 JOB SEARCH STRATEGIES & CORRESPONDENCE

The job search process is a job itself. An effective job search will incorporate a variety of strategies. Look over the list below for tips on how to best navigate each approach.

## CHECKLIST FOR AN EFFECTIVE JOB SEARCH

- Use a Job Search Tracking Sheet to keep track of important information including resume submissions, interviews, networking contacts, and follow-up notes. Download this Excel file at [career.ucla.edu/CareerGuide](http://career.ucla.edu/CareerGuide) in the Supplemental Materials section.
- Determine how much time you will spend on your job search each week, block off your schedule and be sure to follow through.
- Complete the On-Campus Recruitment (OCR) Orientation to gain access to on-campus interviews with top companies.

## SEARCHING ONLINE

- Utilize the UCLA Career Center's online resources including BruinView™ and On-Campus Recruitment.
- Use various general and industry-specific Job Search Websites to search and apply for open positions.
  - > Use search agents or job alerts in order for websites to automatically send you new job postings.
- Conduct a targeted search.
  - > Utilize BruinView's™ "Saved Search" feature to get auto updates on new postings and opportunities.
  - > Utilizing various Company & Industry Research Resources, identify the types of organizations you would like to work for, develop a targeted list, and research companies.
  - > Look directly on the employers' sites for open job and internship postings.
- Social Media
  - > Actively use LinkedIn, [UCLAone.com](http://UCLAone.com) and social media to effectively brand and market yourself.
  - > See our Social Media Do's and Don'ts in the Job Search on this page.
  - > View LinkedIn for Students tutorials to ensure you are leveraging LinkedIn to its full capacity!

## TAKE IT OFFLINE

- Attend Career Fairs. See the current schedule at [career.ucla.edu/FTE](http://career.ucla.edu/FTE) then log on to BruinView™ to register. Review the How to Prepare for a Career Fair on page 13.

- Information Sessions: Attend company presentations to learn more about companies of interest, their opportunities for students and to make individual connections with company representatives. Check BruinView™ > Info Sessions for the current schedule.
- Join professional associations and student organizations:
  - > Professional associations are groups of people who currently work in a given profession. They often host conferences, workshops, and networking events and are a great way to learn more about a career and meet people who may be able to help guide you. There is often a discounted membership rate for students.
  - > Find a list of professional associations at [www.directoryofassociations.com](http://www.directoryofassociations.com).
  - > Search for UCLA student organizations at [www.studentgroups.ucla.edu](http://www.studentgroups.ucla.edu). Filter by category to find groups relevant to your career interests.
- Volunteer to gain experience and expand your network.
- Leverage your network: Identify, list and prioritize your current contacts using the My Personal Network Worksheet. Download this PDF file at [career.ucla.edu/CareerGuide](http://career.ucla.edu/CareerGuide) in the Supplemental Materials section.
- Utilize LinkedIn to discover your hidden network.
- Reach out to contacts to schedule informational interviews (see page 10).

## SOCIAL MEDIA IN THE JOB SEARCH: DO'S AND DON'TS

### DO:

- Take inventory of your current social media use. Revisit platforms that may be inactive and be sure to keep all profiles up-to-date and delete anything that is questionable.
- Be consistent. Make sure all of your social media accounts show the same job and education history.
- Use social media to expand your network and to show interest in the field you are entering by sharing articles and actively participating in discussions.
- Create or enhance your existing LinkedIn account. Not sure where to begin? Check out <https://university.linkedin.com/linkedin-for-students> for resources to help students learn how to utilize LinkedIn effectively.
- Join and participate in LinkedIn groups related to your career interests. Initiate and participate in discussions. Be sure to check your spelling, grammar and use professional courtesy when doing so.
- Follow companies in your industry in order to learn more and show your interest.

- Use your social media account to connect with people who can refer you to the jobs that you desire. Connect with recruiters you met at career fairs, hiring managers you have interviewed with in the past, or peers who work in similar positions.
- Express your interest in a new position and ask for their help. If you have an interview lined up, get insightful information about the company from an insider.

#### DON'T:

- Post anything you will regret later. There is a chance it may be seen by prospective employers, a colleague or colleagues, a former boss, etc. Think twice before posting questionable photos, potentially offensive comments, or criticisms against current or former employers.
- Use poor grammar or spelling in your profile or when sending a message to contacts. Also, avoid sending generic messages; always customize your message for each person and position.
- Be passive. It is called social media for a reason. Show your passion and interests by engaging with other users, professional groups, or brands.
- Wear inappropriate clothing in profile photos. You don't have to wear a three-piece suit in your photos, however, a business casual outfit is recommended.
- Assume your information is private. Check your privacy settings for all social media platforms. With new updates and constant changes to privacy policies, double-check to see what is visible on your public profile.
- Spend too much time on social media. As you take control of your online persona, go out and live it!

## HOW TO PREPARE FOR A CAREER FAIR

### Reasons to Attend

- Access recruiters from national and international companies at a convenient campus location.
- Increase your chances of receiving an interview by making a personal connection instead of relying solely on your resume.
- Explore different fields, industries, company cultures, and career opportunities.
- Gain valuable employment information and job search advice from seasoned professionals.
- Find out about available positions and submit your resume in person to company recruiters.
- Expand your network of contacts.

### Before the Event

- Look up the list of participating employers in advance to strategize which companies you would like to meet. The

list of participating employers can be found in the "Info Sessions, Fairs & Workshops" section of BruinView™.

- Research companies to create a targeted list of companies you are interested in approaching. Use the Career Fair Action Plan to keep track of your research so you can have an informed and relevant conversation at the Fair.
  - > What should you research?
    - Company website | Company mission and basic information | Products | Competitors Current news topics related to them (i.e. Google News) | What internships/positions they are seeking to fill on their website or BruinView™ | Application instructions in case you have questions | Check **Glassdoor.com** to read company review information from employees
- Prepare your 30-second Elevator Pitch! Practice with your roommate, parents, and friends or prepare your pitch with a career counselor during an appointment (see worksheet on page 14). Check out InterviewStream—a free online resource we offer, to practice your pitch.
- Dress appropriately. "Business Casual" or "Business Professional" depending upon the culture of the industries/companies you are interested in. When in doubt, dress in professional attire. Visit our website for specific examples: [career.ucla.edu/DressForSuccess](http://career.ucla.edu/DressForSuccess).

### What to Bring

- Copies of resume in a folder or padfolio/portfolio.
- Allow adequate time, come as early as possible.
- A list of employers by preferred companies and plan to visit and approach as many as possible.
- Your completed "Career Fair Action Plan"—a prioritized list of companies you plan to visit, including relevant research, questions for them and space to take notes. Access the Career Fair Action Plan at [career.ucla.edu/CareerGuide](http://career.ucla.edu/CareerGuide).

### During the Event

- Map targeted employers using the map given to students upon entering. Some events use a career fair app. Be sure to download it in advance so that you are comfortable navigating its features.
- Be ready to introduce yourself (see Elevator Pitch Worksheet on page 14).
- Be flexible and wait your turn to talk to employers or speakers. It is not unusual to have long lines for certain employers.
- Respect their materials and ask before taking anything off their table.
- Be courteous, friendly, and polite.
- Look up the job posting(s) of companies you are interested in speaking with. All career fair recruiters are required to post a job in order to participate.

- Between speaking with representatives, take breaks to take notes with a fresh mind.
- Visit the candidate area hosted by the Career Center Table if you have any questions, need tips, or advice.
- What are employers looking for?  
Enthusiasm | Motivation | Teamwork | Initiative  
Commitment | Leadership | Communication  
Knowledge of field or organization | Problem-solving ability
- At the end of the conversation:
  - > Ask what the next step will be.
  - > Leave them with a copy of your resume, and ask them how they prefer to be contacted.
  - > Ask them for their business card so that you can follow-up.
  - > THANK them for their time and for the information they provided you.
- Before leaving make the necessary notes on your action plan for follow up.

### After the Event

- Within 24 hours, follow-up with the recruiters you met via email or LinkedIn connection request. Send a customized message reminding them of who you are, what you discussed, and reinforcing that you are interested in an opportunity with their company.
- If they gave you any instructions on how to apply for their position, or directed you to any resources, let them know that you have followed through on their advice and are looking forward to the next step.
- Ask them when you should expect to hear from them regarding next steps in the process.
- Check BruinView™ to see which companies are scheduled for Information Sessions. Attend as many as you are interested in, even for companies you already met at the fair—you are more likely to make an impact and be remembered if they meet you multiple times!

## ELEVATOR PITCH WORKSHEET

### How to Introduce Yourself in 30 Seconds

- Smile + Handshake + Enthusiasm

**Step 1)** Introduction / Headline—What do you want them to remember about you?

- > Your Name
- > Year in School
- > Major
- > Positions you are seeking or future career goals

**Step 2)** Value Proposition—Major achievements and transferable skills targeted to the person/company/industry. Incorporate your story so you are memorable.

- > Relevant skills and experiences
- > Why you are interested in this company

**Step 3)** The Ask—What do you want from this interaction?

- > Build upon your existing knowledge of the company and position
- > Demonstrate your curiosity and sincere interest in their opportunities
- > Establish a connection with the person
- > Here are some sample questions to get you started:
  - I am very interested in your \_\_ position because \_\_. Can you tell me what you look for in a successful candidate?
  - I noticed on your company website that \_\_. Can you tell me more about that and how it might impact the work of the person in this position?
  - What training opportunities are available for new employees?
  - What challenges and opportunities are associated with the position?
  - What is the typical career path for people who start in this position?
  - How do you see the jobs in this field changing over the next five years? What can I do to prepare myself for such changes?
  - What are the backgrounds of other employees in your company or department?
  - How would you describe the company culture?
- > Make sure you respond to their answers with relevant information about yourself and/or ask follow-up questions that demonstrate that you are listening and engaged in the conversation.



# EMAIL CORRESPONDENCE WITH EMPLOYERS

Drafting and sending professional emails is a vital component of the job search process. Whether you are sending a thank you email, applying for a job, or following-up on your application, it is important you remain professional by using formal and grammatically correct language. Below you will find some templates you can use when corresponding with employers. In addition, you can utilize drop-in counseling to consult with a counselor regarding written correspondence.

## THANK YOU EMAIL TEMPLATE

When you meet a recruiter or employer at a networking event like a career fair or information session, it is important that you follow up with them. By following up with the employer you are showing your interest and commitment to the position, and it also helps you stand out from other candidates.

### Tips:

- Keep it short and concise
- Highlight something you talked about in your conversation/interaction
- Express again your interest in their company
- Attach your resume

## APPLYING TO A JOB EMAIL TEMPLATE

Some positions will require that you email an employer your resume and cover letter to a direct contact, so it is important that your email makes a good first impression.

### Tips:

- Indicate which position you are interested in
- Give some general background information (name, school, major, etc.)
- Briefly highlight some skills that make you qualified for the job
- Attach your resume and cover letter

Dear [Employer Name],

My name is [insert name] and I am interested in the [role name] at [company name] which was listed on your website. I am currently a [class standing] studying [insert major] at University of California, Los Angeles (UCLA). Due to my extensive experience working in team settings and [list a skill], along with UCLA's rigorous curriculum I believe I am a strong candidate for this position. I have attached my resume and cover letter for your review, so please let me know if you have any questions. I look forward to speaking with you further about my qualifications.

Sincerely,

[Insert Name]

## FOLLOW-UP EMAIL TEMPLATE

It is appropriate to follow-up with an employer if you have already completed their application or sent in your resume/cover letter. The follow-up email is a great way to show that you are still interested in the position and to find out where you are in the application process. It is suggested to follow up between 5-10 business days from the submission of your application. Lastly, it is recommended to send no more than two follow-up emails. *The Career Center staff are available for further consultation if you need specific advisement.*

### Tips:

- Indicate which position you applied for and when
- Indicate your interest in the position
- Use a positive tone when writing your email (avoid showing frustration)
- Include your contact information
- Include your resume and cover letter again

Dear \_\_\_\_\_,

I hope this email finds you well. I have applied for the \_\_\_\_\_ position through BruinView™ on (include exact date), and would like to inquire about the status of my application. I am very excited about the possibility of working for (include company's name), because (include a reason based on your knowledge of the company and your understanding of the position, highlighting the connection between your skills and the responsibilities you would have in that position).

For your convenience I have attached a copy of my resume and cover letter, previously submitted with the application. If you need additional information regarding my professional experiences or qualifications, please don't hesitate to contact me. I appreciate your time and consideration and look forward hearing from you soon.

Sincerely,

Full Name

# AVOIDING FRAUDULENT EMPLOYERS & SCAMS

## Protect Yourself From Fraudulent Employers

While BruinView positions have been screened, the Career Center cannot guarantee the accuracy of information listed by the employer.

**DON'T**

### Don't trust listings with incorrect or illegitimate information:

- Grammar/Spelling Errors
- Unrealistic Wages: i.e. \$80/hour
- Near Instant Response Times



**DO**

### Do your own research on employers. Listed below are helpful sites you can use to verify companies:

#### Better Business Bureau:

(<http://www.bbb.org/us/consumers/>)

#### Hoovers:

(<http://www.hoovers.com>)



**DON'T**

### Don't trust an employer if it's hard to verify their information, including:

- Phone Number
- Company Name
- Business Address
- Company Email
- Company Website



**DO**

### Do take time to familiarize yourself with common employment scams:

#### Common Job Scams:

[www.thebalance.com/common-job-scams-and-how-to-avoid-them-2062172](http://www.thebalance.com/common-job-scams-and-how-to-avoid-them-2062172)



**DON'T**

### Don't provide private info over the phone or email, such as:

- Social Security Number (SSN)
- Bank Account Info
- Address
- Credit Card Numbers
- MyUCLA Login Credentials



Please contact the Career Center if you notice a suspicious and potentially fraudulent listing.