

# 05

## Job & Internship Search Strategies

The job search process is a job itself. An effective job search will incorporate a variety of strategies.

Don't know where to start? Follow these easy tips to find opportunities or connect with professionals who might lead you to one.

### PREPARE YOURSELF BEFORE THE SEARCH

In order to find an opportunity that aligns with your personality, interests, and values it is important to explore the Career Development Process (Chap. 1 pg. 6). Follow these suggestions to help get you clarity on what positions might fit you:

- Reflect and write down your interests, skills, and passions.
- Take a Career Assessment like Focus 2, MBTI, or Strong Interest Inventory and from the results narrow down your top 5 occupations.
- Conduct an informational interview with a professional in an industry of interest (Chap. 3 pg. 10)

### USE THE INTERNET TO OPTIMIZE YOUR SEARCH

*Navigating the Internet: Quick Tips for an Effective Online Search*

#### Keyword Search

Putting “Math Jobs” into a search engine is not the best method to finding an opportunity that matches your skills or interests. When searching for an opportunity it is recommended to include your skill, location, and job function into the search bar. For example, “event planner internship Los Angeles” or “data analyst entry level job San Francisco”.

#### Use a variety of Job Posting Sites

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. Examples, Handshake, Indeed, LinkedIn, Google Jobs, or Idealist.
- Make sure to save the posts you like.
- Utilize Handshake’s “Saved Search” feature to get auto updates on new postings and opportunities, screenshot postings, or Copy/Paste positions into Word.

#### Make Your Resume Public

On Handshake, we recommend making your resume “public” so employers can view it. Other sites like LinkedIn or Indeed also allow you to post your resume to their site.

NOTE: Make sure to have a Career Center staff member review it before posting.

### NETWORK YOUR WAY TO YOUR NEXT OPPORTUNITY

80% of jobs are filled through networking so be sure to make it a key strategy in your job search toolkit. Here are a few things you can do to expand your network:

#### Attend Employer Recruiting Events

- Career Fairs
- Company Information Sessions
- On Campus Interviewing
- Networking Events

#### Connect with Alumni Professionals

- Create a LinkedIn or UCLA ONE account to connect with alumni or professionals
- Attend Inside Careers or JumpStart Workshops for professional panels

#### Get Involved

- Join a Professional Association
- Join an on-campus student club/organization
- Attend off-campus networking events or Meet-Ups

#### Seek Mentorship

- Conduct Informational Interviews
- Connect with Faculty
- Use your personal networks



### 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 “Events” section of Handshake.

- 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), internships/positions they are seeking to fill on their website or Handshake, 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. Check out InterviewStream—a free online resource 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.

### What to Bring

- Copies of resume in a folder or padfolio/portfolio.
- Allow adequate time, arrive as early 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.

### During the Event

- Map targeted employers using the map given to students upon entering. Some events use a career fair app. Download it in advance so that you are comfortable navigating its features.
- Be ready to introduce yourself (see “The 30 Second Elevator Pitch”).
- 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 from 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 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 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.

## PERFECT YOUR PITCH

An effective elevator pitch can be the difference between making a meaningful connection and a lost opportunity. Questions like, “What do you do for work?” and “What are you most interested in?” could very well lead to your next opportunity. A good elevator pitch should be brief, memorable, and interesting. Take time to practice using the guidelines below.

### *The 30 Second Elevator Pitch: How to Introduce Yourself in 30 Seconds*

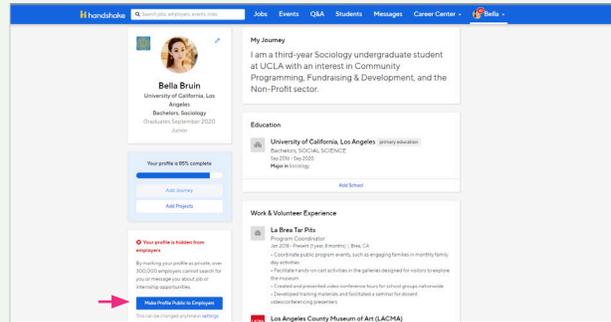
- 1. Introduce Yourself**—What do you want them to remember about you?
  - Your Name
  - Year in School
  - Major
  - Positions you are seeking or future career goals
- 2. Value Proposition**—Major achievements and transferable skills targeted to the person/company/industry. Incorporate your story so you are memorable.
  - Relevant skills and experiences
  - Why you are interested in this company
- 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.

Handshake should be your first point of access for career exploration and job/internship opportunities. Below are some tips on how Handshake can assist you with your search:

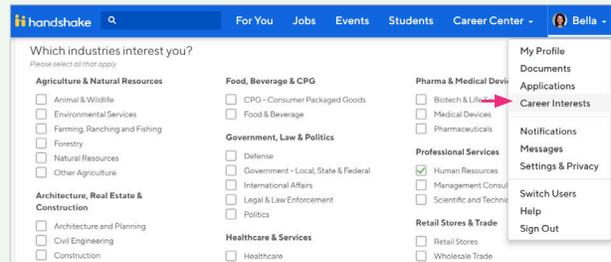
## UPDATE YOUR HANDSHAKE PROFILE

Employers view Handshake profiles to identify and reach out to potential interns and employees. **Making your profile public** and uploading your resume to your profile will increase your chances of attracting employers' attention. Fill out the sections of your profile including— Professional Photo, Get to Know Me (Professional Summary), Education, Work Experience, Organizations/ Extracurriculars, Courses, & Projects Skills.



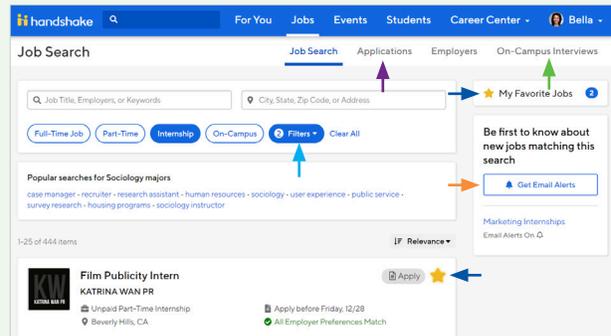
## UPDATE YOUR CAREER INTERESTS

Update the **Career Interests** section in your profile, and Handshake will suggest relevant job & internship opportunities tailored to you. To access this section, click your name in the upper right hand corner of the page, and select Career Interests. Areas that are addressed in Career Interests include: Job Type (Internship/Part-time/Full-time), Location, Job Roles/Functions, & Industry Interests.



## SEARCH FOR JOBS & INTERNSHIPS ON HANDSHAKE

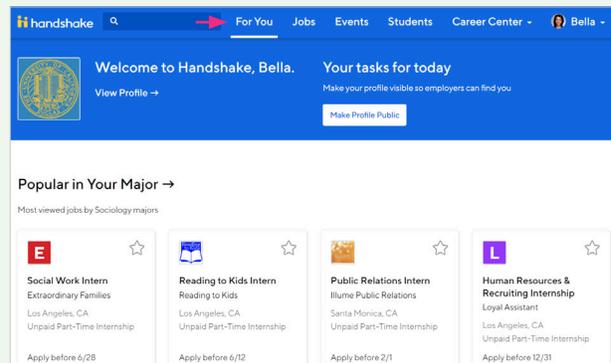
There are around 10,000 job & internship opportunities on Handshake at any given time. All the employers who post through Handshake are looking to hire Bruins! Go to the Jobs tab, and **Filter** your search by job type, industry, function, and work authorization. You can **Favorite** jobs that you want to come back to later, and you can create custom **Email Alerts** daily or weekly keeping you updated on current openings. Keep track of your **Applications** and their status, and keep an eye out for **On-Campus Interviews**.



## HANDSHAKE TAILORS ITS CONTENT...FOR YOU!

The more you utilize Handshake, the more it tailors its content to your interests and goals. Click the **For You** tab at the top of the page to see information such as: Jobs & internships popular in your major, Upcoming Career Center events, Trending student questions, & Popular internship reviews by your peers.

[ucla.joinhandshake.com](https://ucla.joinhandshake.com)





# Landing the Job or Internship You Want

A quick review of the following career search tips can help you land that dream job or internship opportunity.

## ■ Know WHERE to start

It's important to gain clarity around what positions will align with your interests, values or personality. If you're unclear about which positions fit you, we recommend scheduling a Career Counseling appointment, taking Career Assessments (like Focus 2), or exploring the "Discovery" page of your Handshake account.

## ■ Know WHEN to apply

Learn about when certain industries are hiring for internships or full-time entry level jobs. (see industry recruiting timeline below)

## ■ Know WHERE to find jobs & internships

Your first stop will be Handshake under the "Jobs" tab. We recommend that you use the "Saved Search" feature so you can be alerted

about new opportunities. Additional sites include: Indeed, LinkedIn & Idealist.

## ■ Know HOW to increase your chances

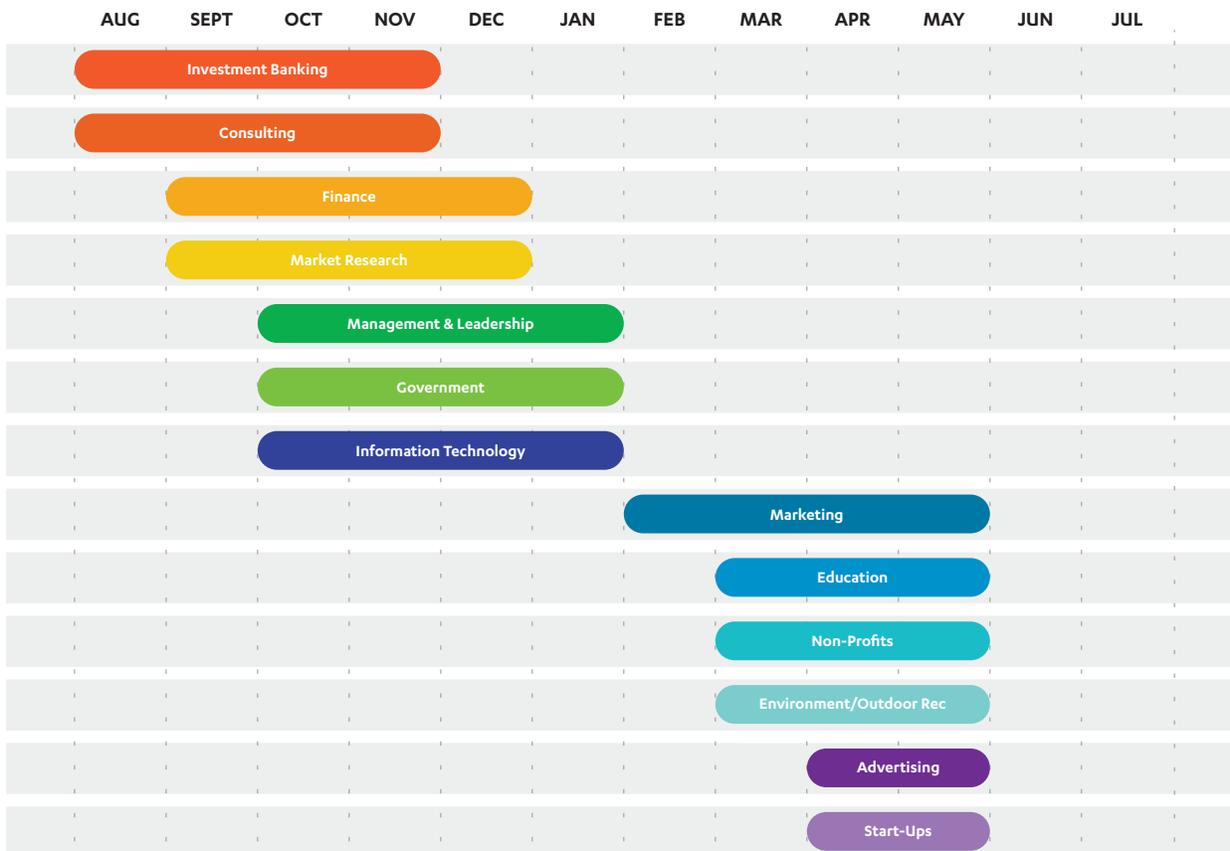
Create a strong online brand presence by creating a LinkedIn account and update other platforms by removing any questionable content. In addition, be sure to network with recruiters and other professionals so that you can get referrals.

## ■ Know WHY networking is important

Over 80% of positions are filled through networking. We recommend that you attend Career Center recruiting events like Career Fairs, Information Sessions, and On-Campus Interviews. In addition, be sure to create a LinkedIn or a UCLAOne Account.

## Industry Recruiting Timeline

Below is a snapshot of recruiting periods throughout the year by industry. Keep in mind that this list is not exhaustive. There are exceptions that vary by organization. Some organizations recruit throughout the year. Be sure to draft a list of top organizations you would like to work for to stay on top of their deadlines.



# Avoiding Fraudulent Employers & Scams

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



## DO

### Do your own research on employers.

Listed below are helpful sites you can use to verify companies

- Better Business Bureau
- [www.bbb.org/us/consumers](http://www.bbb.org/us/consumers)
- Hoovers [www.hoovers.com](http://www.hoovers.com)

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

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

### Do contact the Career Center if you notice a suspicious or potentially fraudulent listing.

Email: [help@career.ucla.edu](mailto:help@career.ucla.edu)

Phone: (310)206-1915

## DON'T

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

- Grammar/spelling errors
- Unrealistic Wages: i.e. \$80/hour
- Near instant response times

### Don't trust an employer if its hard to verify their info, including:

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

### 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