



THE FRIDAY JUMPSTART SERIES FOR SENIORS

**Job Search Timeline &
10 Critical Tips for Critical Times**

CAREER TIMELINE

- Anticipate a 3-6 month job search
- 120 day rule – work back 120 days from the date that you want to start working.
 - i.e. July 1 start date, March 1 job campaign launch
- Remember – it's a marathon (26.2 miles), not a 100 yard dash



1. DEFINE YOUR NICHE

- Identify the kind of work you are seeking and/or the industry of interest
- Identify tangible skills and experiences of value to the employer
- Hone/refine your message to employers about your credentials.



2. DEVELOP TWO RESUMES

- Targeted resume focuses on your primary career interest (includes objective, related courses, relevant experience section)
- Generic resume serves any and all additional situations that might arise
- Keep it concise – 1 page resume for each
- Create a compelling and visually appealing marketing piece



3. DIVERSIFY – CONDUCT A BROAD-BASED CAMPAIGN THAT REACTS TO OPPORTUNITIES AND INITIATES CONTACTS

- Imperative to tap multiple resources – must look beyond Monster and Craigslist
- Register with suffolk.experience.com (password: Madrid) and visit Sucareers on Facebook
- Pursue advertised positions posted in trade associations and targeted web sites
- Initiate inquiries through networking, professional associations, and direct mail
- Tap employment agencies, One-Stop Career Centers (mass.gov/careercenters), job search groups



4. MEET PEOPLE

- Networking remains the #1 source for finding a job
- Seek out all your affiliations – family, friends, faculty/staff of the university, employers, fellow workers, affinity groups, etc.
- Make the ask – ask contacts if they know someone in your field that you can meet
- Depart each meeting a smarter and savvier job seeker – a referral, a new resource, a job lead, valued advice
- Followup with your contact and referral
- Join LinkedIn



5. UTILIZE THE PROFESSIONAL/TRADE ASSOCIATION IN YOUR FIELD

- Professional associations – represent the industry and professional development needs of working professionals and young aspirants. A major nexus/hub to connect.
- Association features/assets include
 - On-line job postings
 - Networking opportunities through workshops, conferences, and social gatherings
 - Current info on industry trends
 - Contact info on association leaders, members
- Resource – “*Resources & Professional by Career Field*”



6. ATTEND JOB FAIRS

- Job fairs offer unique opportunities to meet directly with multiple employers over a concentrated period of time
- Employers are pre-screening for “prospects”— candidates to interview in depth at their office
- Job fairs come in all shapes and sizes (i.e., industry specific, general)— assess which ones make the most sense for you
- Follow-up with employers that expressed interest
- Job Fair Strategies Workshop (2/25, 12-1 pm)
- Suffolk FT Job Fair (3/9, 4-6 pm)



7. TAP SUFFOLK'S **ON-LINE DIRECTORY**

- One of the best sources for networking is through Suffolk's **On-Line Directory**. The Directory is a list of Suffolk alumni professionals who you can approach for the purposes of career advice, industry information, and possible referrals and job leads
- For access go to <http://www.alumniconnections.com/olc/pub/SUF/>



8. INITIATE CONTACT WITH EMPLOYERS

- Target employers/industries of interest and send prospecting/interest letter and resume directly to hiring manager in your functional area
- Identify your “Top 20” to approach
- Resources:
 - Careersearch.net
 - Reference desk of the Sawyer Library
 - The “Book of Lists” -- top 25 employers in specific industries in the Boston area – available at Career Services



9. CONSIDER SHORT-TERM ALTERNATIVES

- Part-time positions, freelancing, temping, and internships in your field. Helps build and enhance your portfolio
- Aids in building your skill set, enhancing your experience, and making you more competitive for permanent positions
- Builds your network of contacts in the field for referrals, advice, and job leads
- Keeps you in the arena and leads to the next opportunity



10. BE PROACTIVE, PERSISTENT, POSITIVE, AND PERSUASIVE

- Stay focused, determined and committed
- Be proactive
- Follow-up with the prospective employer approximately 1 week after sending cover letter and resume
- Prepare your “30 second infomercial” in case you leave a message or talk directly with the employer
- Continue efforts to follow-up

