

JOB SEARCH STRATEGIES

KEEP GOING!

When you feel like giving up, consider the following:

Try a strategy you haven't used before.

Re-assess your network. Call people you haven't spoken to in 3-4 weeks.

Attend a workshop or seminar to improve your presentation/communication skills

Reassess your marketing strategies and redo your materials.

Analyse your competition and the methods others are using to get jobs.



JOB SEARCH WEBSITES:

www.careers24.com

www.careerjunction.co.za

www.indeed.co.za

www.pnet.co.za

www.jobvine.co.za

www.simplyhired.com

Change the World

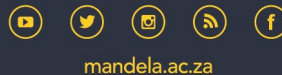
NELSON MANDELA
UNIVERSITY

Enquiries

**Student Counselling, Career and Development
Centre
Nelson Mandela University**

<http://counselling.mandela.ac.za>

counselling@mandela.ac.za



JOB SEARCH STRATEGIES

PREPARE WELL FOR THE JOB SEARCH

The first step is thorough preparation. This entails paying attention to the following:

Time

You should be developing your transferable skills, building up your portfolio and drafting your initial CV in first year. Most experts recommend that you start your active search at least 3-6 months before you are ready to start working

Materials

A well- prepared CV and an appropriate cover letter is essential for a successful job search. Both will need to be customised for the particular position. You will also need to ensure that your portfolio is up to date.

Lists of Employers and contacts

Compile a list of employers to contact. These can be obtained from sources such as directories of professional organisations, networking and trade journals.

Money

Job searches require a financial investment. There are CV's to be printed, phone calls to make, letters to send, transport costs and interview clothes.

Develop a plan of attack.

The greater the number of contacts and interviews, the greater the chance of job offers. It pays to use multiple approaches.



VARIOUS JOB-SEARCH STRATEGIES YOU CAN UTILISE

Print media

Newspapers (classified advertisements and business sections) and periodicals e.g. trade journals

Electronic media

Radio, TV

The Internet

Post your CV on the Internet.

Create your own website as a means of marketing yourself

Register on job websites to get notifications

The tertiary institution where you are a student.

The Nelson Mandela University Graduate and Student Placement office liaises on an ongoing basis with employers who may wish to recruit students as employees.

Improve your Employability Skills by attending comprehensive workshops offered by Student Counselling, Career and Development Centre on your campus.

Contact lecturers and other staff members who may have knowledge of possible employment opportunities in your field.

Log onto the Nelson Mandela University Employability website: for possible vacancies.

www.mandela.ac.za/employability

Employment Agencies/ Human Resources Consultancies

Consultancies are employed by companies to recruit and screen prospective employees. You will need to submit your CV and undergo an interview with a consultant.

Networking

Networking simply means identifying people and organizations that you think may be useful to you in your job search, and then contacting them.

You may use an informal approach or expand your network by means of Information Interviewing which is a more formal way of going about this process. Information interviewing involves visiting workplaces relevant to your field and gathering information about career opportunities. Some examples of questions could ask at information interviews may include:

How did you enter this field?

What opportunities are there in this area now, and how could I take advantage of those opportunities?

What do you enjoy about your work?

Keys to making networking a successful and rewarding activity:

Start with people you know well and who like you, then spread the 'net' outwards from them.

Get in touch with people who may not necessarily find you a position, but who know other relevant people who could help you. Make it your primary goal to develop good relationships. Make some time to keep in touch with people in your network.

Always remember that networking is a two-way process and that you will be called upon to help others at some stage.

Keep good records of all your contacts.

Follow up all referrals to potential employers, companies or other contacts.

Obtaining practical experience in your field

Internships, volunteering and bridging positions can provide you with an opportunity to learn about the company and the market.

This is a one of the best ways to establish personal contacts in your field and to expand your network.

Marketing yourself when no specific position has been advertised.

There are 3 possible ways of doing so:

Direct Mailing

Targeted letters with a customized and addressed cover letter and CV. If you do not know the name of the employer, post your letter to the human resources division. It is important that in the letter you focus on your interest in the company and how your skills and qualifications meet the specified requirements.

Paying personal visits to companies

Visiting companies in order to market yourself face-to face.

Remember to take you CV and portfolio along with you. For casual and part –time jobs it may be appropriate to just visit the employer without making an appointment. For full-time positions, experiential training/internships, it is preferable to contact the Human Resources Department in order to make an appointment for an interview.

Telemarketing

This is a useful way of conducting long distance searches. Try to talk to the departmental head, or human resources manager and tell them about yourself, your training, skills and unique qualities and interest in working for the particular company. Offer to send a copy of your CV