

Newhouse Career Development Center Job Hunt Timeline

Date Due

STEP ONE: FOCUS – “The Foundation”

It’s not about your major, it’s about the skills you wish to use on the job and your strengths. **Use the “CDC Skills Focusing Worksheet” to identify specific experiences you’ve had that demonstrate those skills.** Focusing help narrows down opportunities. If you don’t narrow down using our interests, you will use passive methods such as online job sites to narrow for you. **DO NOT FORFEIT CONTROL OF YOUR JOB SEARCH.**

STEP TWO: CREATE A TARGET LIST – “The Walls”

Using your focus sheet, move to the target list and target types of places that need those skills and geographic markets that are of interest to you. Create a target list of 20 to 30 specific companies that meet these criteria. **THIS IS CRITICAL** to provide direction and purpose for your search. Do not rely on other sources to give direction. It’s YOUR search.

STEP THREE: RESEARCH – “The Roof”

Using the Internet, trade magazines and other resources **LEARN about the companies on your target list and familiarize yourself with the industry.** This step will be ongoing as new companies are added to your list (some will come off it, too!). Understanding the industry and what’s going on will help you with step 4: Networking.

STEP FOUR: NETWORK – “The Windows”

Gather names of contacts by using The Newhouse Network, past internships, directories, faculty, family, trade magazines, etc. **Prepare for and make networking contact (by email, phone, or in person).** HINT: If you do not know why you are making contact or how this person can help you, you are NOT ready to network. Go back to steps 1 and/or 2.

Set up informational interviews to conduct over break(s). In-person is the best way to network.

Send thank you notes to everyone you see, email or speak to on the phone. Maintain contact.

Finalize your résumé but continue to update it as you network. With a few exceptions, the résumé won’t come into play ‘til closer to graduation when you become a viable candidate.

ADDITIONAL ACTIVITIES

Attend résumé/cover letter and interview prep seminars.

A full schedule of those offered by the CDC can be obtained in the office (313 Newhouse 3).

Identify helpful websites and listservs that will keep you informed of the industry you’re targeting.

Join appropriate professional organizations to get invitations to events, a membership directory and information about the industry. Many offer lower student membership fees. Examples: PRSA, AAAA, RTNDA, NPPA, ASME.

Participate in the annual Newhouse Recruitment Collective during spring semester to make new connections and interview for entry-level positions. This event is a great supplement to your Focus- Target-Research-Network process. Look for NRC details after winter break in CDCNews/CDCGradNews.

There are many aspects of the job search that you can and must control:

- Your focus (it's all about YOU and what you want to/like to do).
- The quality and amount of industry research conducted and information collected.
- Networking contacts: the quantity of contacts and ability to acquire more; your ability to get helpful information from contacts; your ability to "stay in touch."
- The amount of weekly time dedicated to your search.

Timing is the one aspect of the job hunt that you CANNOT control.

While it would be nice to get a job offer five months before graduation or when it's convenient for you, the communications industry doesn't work that way (with very FEW exceptions). The Focus-Target-Research-Network process puts you in the best position possible so that when a job DOES open up, you're the first person to come to mind. That may occur in April, mid-June, or even next September. **You cannot control when openings occur (and neither can contacts) so concentrate on controlling what you can (see above)!**

Helpful hints:

- Set aside at least one to two hours a week for job hunt activities, no matter how small.
- Read trade magazines regularly (you can read them in the reading room on the fourth floor of Newhouse 3 and subscribe to trade headlines online for free).
- Continually "tweak" your résumé based on networking conversations and your changing interests and experience.
- Get organized. An organized job hunter is a successful job hunter.
- Use every opportunity to meet new people. You never know who may be in a position to help you.
- Stay positive. You WILL find a job if you are putting the majority (at least 80%) of your time into the proactive search methods. It's just a matter of time!
- Be like an arrow – have direction. (Remember, if you're not an arrow, you'll be a pinball bouncing around letting OTHER things or people control the job search . . . and you will NOT find success).

Things to avoid:

- Using classified ads and online job sites to get "focus." Focus has to come from YOU!
- Applying to jobs MONTHS before you graduate (unless they say it's okay). You're not a viable candidate until you're a few weeks away from graduation.
- DOING NOTHING. The average communications job search takes at least six months. Start now. You'll thank yourself later!

