

HOW TO DO AN EFFECTIVE JOB SEARCH

Tips on how to perform an effective job search and find the job that's right for YOU!

Agenda

- Tips to identify the right job for you
- Tips on the job search itself
 - ▣ Effective use of LinkedIn
 - ▣ Industry Specific Websites & Resources
- Tips for an effective cover letter
- Additional networking tips
 - ▣ Appropriate follow-up
 - ▣ Requesting informational interviews

Identifying your Ideal Job

- Research salary and job market outlook

- Identify and list target companies
 - ▣ Do they hire for your desired position(s)?
 - ▣ Do you have Personal or Alumni connections with those companies?

- Consider taking a career assessment if unsure or open to new opportunities

CareerLeader

contact CMC for access

MY CAREER MATCH

Utilizing sophisticated and complex algorithms, you have been compared to satisfied, successful business professionals in 33 different careers. Your score represents how closely you align with the career on a 0 to 100 scale. The higher the score, the better the match.

- A score of 90 means that you are more similar to people in that career than 90% of several hundred thousand other business professionals.
- A score of 10 means that you are more similar than only 10% of other business professionals.

What defines a "good" match? Scores in the 90s? Where's the cut-off? Unfortunately, there's no definitive answer to that question.

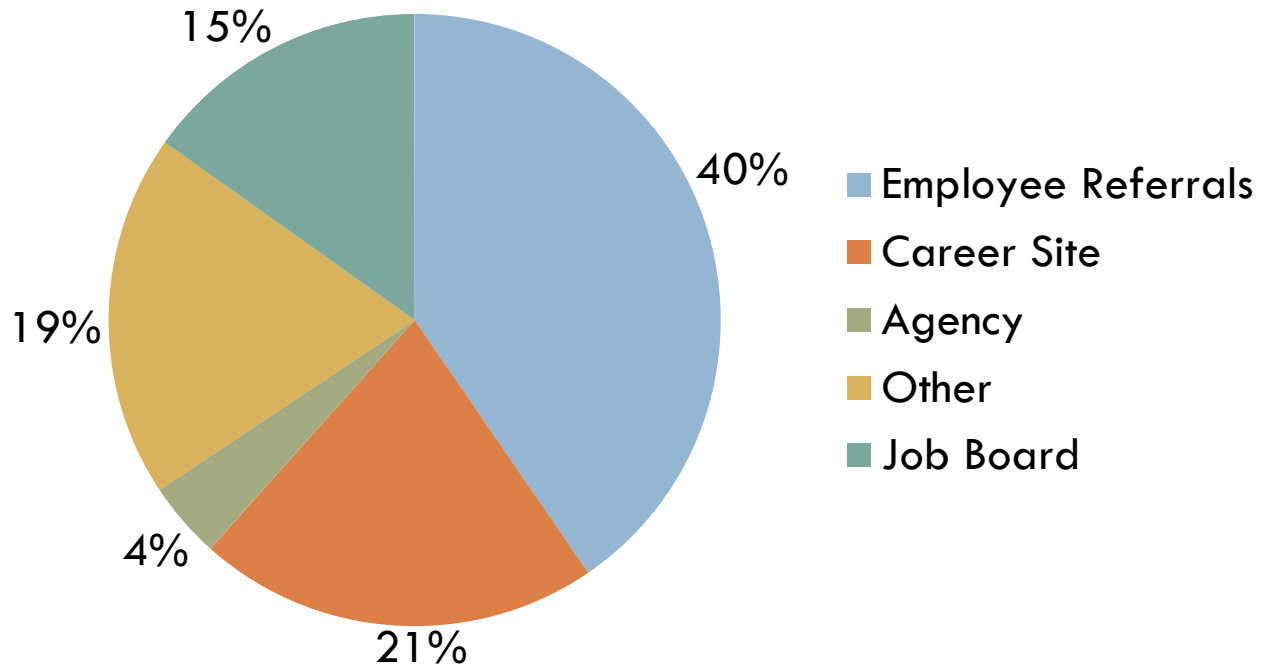
- If you have seven scores of 92 and above, and your next score is 88, you should consider those seven as your good matches, and then ignore the 88 and any scores below it.
- But, if your highest score is 92, followed by an 88, then you should consider them both good matches.
- And, if your highest score is 82, then you should consider that a good match.
- Of course, this rule breaks down the lower the numbers go. For example, a score of 7 is not a good match, even if it is your highest.

As you look at your results, you probably need to think long-term, not "my very next job." If you're about to graduate with a business degree, you're very unlikely to be hired as an investment fund manager. So, if that's your goal, think of it as a career "beacon," and chart your course towards it. Remember, a career is a path, not a point.

TRAINING AND ORGANIZATIONAL DEVELOPMENT	99	VERY HIGH
HUMAN RESOURCE MANAGEMENT	99	VERY HIGH
NON-PROFIT MANAGEMENT (HIGHER EDUCATION, GOVERNMENT AND HUMAN SERVICES)	95	VERY HIGH
RESEARCH AND DEVELOPMENT MANAGEMENT	78	HIGH
LAW	77	HIGH
PRODUCTION AND OPERATIONS MANAGEMENT	75	HIGH
MANAGEMENT CONSULTING	75	HIGH
BUSINESS DEVELOPMENT AND SALES	55	MID-RANGE
PRIVATE EQUITY INVESTMENT (INCLUDING LEVERAGED BUY-OUT)	54	MID-RANGE
PROJECT MANAGEMENT	53	MID-RANGE
MANAGEMENT IN SCIENCE AND ENGINEERING	53	MID-RANGE

Hires by the Numbers

Hires by Source Type



Source: Jobvite

Pepperdine Career Portal

<https://bschool.pepperdine.edu/career-portal>

- Utilize your Pepperdine resource
- Search throughout the week

The screenshot displays the Pepperdine University Career Portal interface. At the top, the university's name and logo are visible, along with the text "Graziadio School of Business and Management" and "Career Portal". A navigation bar includes links for "My Profile", "Job Search", "CMC Events", and "Company Research". The "Job Search" section is active, showing a search bar with the text "Company Name, Job Name or Descr" and buttons for "Search", "Advanced Search", "Save Search", and "Clear Search". Below the search bar, there are tabs for "All (175)", "My Job Cart (0)", and "Applications (0)". A "Show »" button and a "Next Actions »" button are also present. The main content area displays a table of job listings with columns for "Company/Job Title", "Search Firm?", "Posted", "Applied", "OCR", "My Job Cart", and "Reviewed". The table lists several job openings, including positions at Hay Group, Ocean Spray, Los Angeles County Museum of Art, Joseph Katz, Gallup, Cognex Corporation, and T-Mobile.

PEPPERDINE UNIVERSITY
Graziadio School of Business and Management
Career Portal
Fully Employed/Part Time MBA Programs

My Profile Job Search CMC Events Company Research

JOB SEARCH 1 2 3 ... 6 7 »

» All (175) My Job Cart (0) Applications (0) Show » Next Actions »

View Selected Criteria

Company Name, Job Name or Descr Search Advanced Search Save Search Clear Search

<input type="checkbox"/>	Company/Job Title	Search Firm?	Posted	Applied	OCR	My Job Cart	Reviewed
<input type="checkbox"/>	Hay Group Inside Regional Sales Representatives	No	10/21/2014		No		<input type="checkbox"/>
<input type="checkbox"/>	Ocean Spray Associate Marketing Manager	No	10/20/2014		No		<input type="checkbox"/>
<input type="checkbox"/>	Los Angeles County Museum of Art Director of Marketing	No	10/20/2014		No		<input type="checkbox"/>
<input type="checkbox"/>	Joseph Katz Fashion- Public Relations and Marketing	No	10/19/2014		No		<input type="checkbox"/>
<input type="checkbox"/>	Gallup Business Development Consultant	No	10/17/2014		No		<input type="checkbox"/>
<input type="checkbox"/>	Cognex Corporation Product Marketing Manager, Life Science OEM	No	10/17/2014		No		<input type="checkbox"/>
<input type="checkbox"/>	T-Mobile Sr. Product Manager, Device Lifecycle Programs	No	10/16/2014		No		<input type="checkbox"/>

Effectively Navigating LinkedIn

- Using LinkedIn to your advantage
- Navigating job postings & filters
- Navigating jobs in your network
- Connection referrals/introductions
- Daily alert emails
- News feed

The

**to using LinkedIn
in Your Job Search**

Industry Specific Sites

Finance

<http://www.efinancialcareers.com>

<http://www.growinfinance.com/>

Marketing

<http://www.marketingjobs.com/>

<http://www.emarketingsilo.com/>

Entertainment

www.entertainmentcareers.net

www.greenlightjobs.com

Education

www.hirgheredjobs.com

www.ccregistry.org

Technology

www.dice.com

www.techcareers.com

Internships

<http://mymbainternship.jobamatic.com>

www.internmatch.com

I Need a Job NOW!

- ❑ www.roberthalf.com
- ❑ www.adecco.com
- ❑ www.appleone.com
- ❑ www.thingamajob.com
- ❑ www.kellyservices.com
- ❑ www.manpower.com
- ❑ www.ledgent.com
- ❑ www.remx.com
- ❑ www.craigslist.com



Got Work?

Effective Cover Letter for Job Search

- ❑ Customize to every position you apply for
- ❑ Avoid starting with “My name is ____, and I am applying for the position as ____”.
- ❑ Show initiative by identifying the appropriate contact whenever possible
- ❑ An opportunity to address issues your resume doesn't explain
- ❑ Don't just provide an overall summary of your background
- ❑ It's ok to highlight or bullet point the vital information
- ❑ Don't be afraid to follow-up

Cover Letter Sample

JOHN DOE

1234 Main Street, Malibu CA 90263

yourname@pepperdine.edu

Phone: (555) 000-0000 / Cell: (555) 111-1111

Date

Contact's Name

Contact's Title /Department

Company name

Address

City, State Zip

Dear Ms. Contact,

After my extensive research on various industries, I have become very interested in the opportunities consulting has to offer. I am currently finishing an internship at KPMG Consulting AG in Mannheim, Germany, as part of the requirements for my MBA degree which I will earn from Pepperdine University's Graziadio School this coming spring.

As you will note on my resume, I have qualifications which encompass leadership and project management roles in marketing and technology. This experience, coupled with my MBA concentration in the area of Finance, has enabled me to develop strong analytical and problem solving skills. The following is a summary of some of the strengths and capabilities I can bring to your company as a Consultant:

- Problem solve effectively and creatively with professionals of all levels.
- Well organized and highly developed research, financial modeling and data analysis abilities.
- Expertise in strategic business solution planning.
- Proven record of results in a variety of business environments included demonstrated leadership of a team of 8 staff members.

I would appreciate the opportunity to discuss how I would add immediate value to your organization as a leader, a problem solver and contributing team member. I will contact you soon to follow-up.

Thank you for your consideration.

Sincerely,

Utilize Your Network



- Additional Networking Tips
 - Follow-up after submitting applications
 - Get involved with Alumni groups
 - Informational interview requests

Sample Email

SUBJECT: Pepperdine student seeking your advice

Dear Ms. Doe:

I'm a Pepperdine MBA student expecting to graduate in 2015, and I found your contact information in the Alumni database. Would you be open to setting up a 20 minute call so I can learn more about your experience with [Company Name]? I'm interested in gaining as much knowledge as possible about marketing careers and your insights would be very helpful.

I realize that you may be very busy so if we are unable to connect by email I'll try to call you next week if that's more convenient.

I look forward to speaking with you in the next few weeks, as your schedule permits.

Thank you,

Sample Phone Script

“Hi _____, my name is _____, and I am a first year MBA student at Pepperdine University. I am calling you because I’m exploring a career in Finance I hoped you might be able to assist me with some guidance and questions that I have about the industry.

Would you happen to have some time to meet with me in the next week to talk about what you do?

T.I.A.R.A. – Questions to Ask

TIARA

- Trends
 - ▣ What trends are most impacting your field right now?
- Insights
 - ▣ What surprises you most about your job?
- Advice
 - ▣ What can I do right now to best prepare for a job in this field?
- Resources
 - ▣ What resources should I look into next?
- Assignments
 - ▣ What projects are most common/important in your work?
 - * From “The 2-Hour Job Search” by Steve Dalton*

Questions

"As long as you've got
passion,
faith,
and are willing to
work hard,
you can do anything
and have anything you want
in this world."

-Unknown