**JOB SEARCH STRATEGIES**

**BY REGENCY RECRUITMENT & RESOURCES LIMITED**

Job searching isn't just about applying for jobs and hoping to get called for an interview anymore. Few people can simply put in an application, get an interview, and land a job in today's competitive and network-driven job market. The most successful job seekers utilize a **variety of strategies**, from establishing a social presence to targeting companies, to help them stand out from the crowd..

1. Use job search engines to find jobs by **using keywords** that match your interests and the location where you want to work. Narrowing your search criteria will save time, help you focus your job search, and give you relevant job listings to review (and fewer non-relevant listings to weed through)
2. **Go where companies go** - If you're aware of where companies are seeking applicants, you can position yourself to increase your chances of getting found by hiring managers. One of the important job search strategies you can use is to focus your efforts on the same job sites that companies are using to recruit.
3. **Be creative!** Congratulate professionals who have been promoted, write to firms who have opened new branches or launched products, reach out to companies that you like / enjoy their service and engage with, and submit an application to, companies that get good reviews on FB.
4. According to a recent study, candidates who are active on **LinkedIn** tend to be 2x more likely to be high demand or above-average candidates. While simply having a LinkedIn profile doesn’t mean you will inherently be a top candidate, having an optimized presence can give your profile the visibility and clout it needs to attract recruiters and employers. The core tenants of having a great LinkedIn presence are:

- Posting a polished resume

- Building a personal brand

- Knowing how to extend your network

- Optimizing your profile for search-ability

- Getting the most out of your endorsements and recommendations

1. It's important to take the time to write [**targeted**](https://www.thebalancecareers.com/how-to-write-a-targeted-resume-2063193)[**resumes**](https://www.thebalancecareers.com/job-resumes-4161923) and cover letters that specifically link your qualifications to the hiring criteria for the jobs you are applying for. The hiring manager will be able to immediately see why and how you are qualified for the job. You'll have a much better chance of getting an interview with a targeted resume, than if you send a generic letter and resume.
2. **Networking** is still the way most people find jobs, and the job search strategies you use need to include networking—either online or in person. Connect with everyone you know, because you never know which contact may be able to help you with your job search or put you in touch with someone who can.
3. [**Join LinkedIn Groups**](https://www.thebalancecareers.com/expand-your-linkedin-network-2059459) so you'll have access to job listings posted for Group members and more people to network with. Set up information interviews with professionals at your target companies to get more information about an industry, job, or company
4. A **job interview**, of course, is what is going to get you a job offer—or not. Take the time to prepare. Research the company before you go for the interview, [dress appropriately](https://www.thebalancecareers.com/best-interview-attire-for-every-type-of-interview-2061364), practice answering and asking [interview questions](https://www.thebalancecareers.com/job-interview-questions-and-answers-2061204), and impress the interviewer with your skills and confidence.
5. It's really important to **follow up** after an interview by thanking everyone you interviewed with. Candidates who send thank you notes get hired more often than those who don't. Use your thank-you note as an opportunity to reiterate why you're the best candidate for the position.
6. Use a spreadsheet or list to **keep track** of jobs you applied for, where / how you heard about the vacancy, companies and dates of application, how you heard about the job, if you were invited to interview, notes on the interview and the final outcome.
7. **Stay relevant** – update your skills, post content, attend events, write articles, volunteer, offer to MC events, and stay connected.

“People who continue to relationship-build and share their ideas will be in a better position when companies start hiring.” Danielle Beauparlant Moser, MD - bltCareers

GOOD LUCK!