

Job Search Strategies

Best Practices | Tips

Where to find jobs today looks very different than it did in the past. While some opportunities are still shared through word of mouth or posted in physical locations (Help Wanted signs), most job searching now happens online. Understanding where jobs are posted and how employers recruit can make the process feel more manageable and less frustrating.

Jobs are commonly posted on online job boards. Employers use these platforms to reach a large number of applicants quickly. Some boards focus on specific fields, while others list a wide range of opportunities. Learning HOW to search, filter, and apply through these systems is an important part of job search strategies.

You should make it a practice to use **multiple job boards**, not rely on just one, and to **apply directly through the employer's website**, whenever possible.

Best Practices:

- Locate a job of interest on a large online job board.
- Go to the company website for the employer advertising that position.
- Review their hiring webpage. This helps not only avoid applying for a job that doesn't actually exist (job scam) but also allows the job seeker an opportunity to research the employer's mission, goals, organizational structure, etc.
- Again, if possible, apply through the employer's website rather than the online job board.

Networking is another important way people find jobs. Networking does not mean asking strangers for jobs. It means letting people know you are looking for work and being open to conversations about opportunities. Friends, family members, classmates, instructors, former coworkers, and community members can be part of a professional network. Many jobs are filled because someone is recommended or referred a candidate.

Some jobs are found through internships, temporary work, or part-time positions. These roles can help build experience, develop skills, and lead to full-time employment. Entry-level positions are often stepping stones, not final destinations.



How to Search Effectively

Searching for a job is more than typing a title into a search bar and clicking 'Apply.' Effective job searching is intentional, organized, and strategic. Using these best practices can help students find better opportunities and avoid common frustrations.

Start with the Right Keywords

- Use job titles commonly listed in postings, not just informal titles
- Search by skills as well as job titles
- Try variations of the same role (for example, "customer service," "customer support," or "front desk")

Use Filters to Narrow Results

- Filter by location, job type, and experience level
- Use "entry-level" or "no experience required" filters when appropriate
- Limit searches to recent postings to avoid expired or filled jobs.

Read Job Descriptions Carefully

- Look for required skills and qualifications
- Check work schedule, location, and pay information
- Decide whether the job matches your current experience level

Customize Before Your Apply

- Match resume language to the job description
- Highlight skills and experience that relate directly to the role
- Adjust the professional summary or skills section as needed

Apply Strategically, Not Randomly

- Focus on quality applications rather than quantity
- Avoid applying to dozens of jobs without reviewing them
- Choose roles that align with goals, skills, values, and experience level

Keep Track of Applications

- Record job titles, employers, and dates applied
- Save copies of job postings and resumes used
- Note interview invitations and follow-up deadlines

Watch Out for Job Scams

- Be cautious of jobs that promise high pay for little work
- Avoid employers who ask for personal or financial information early
- Research companies before applying

