



Job Search Strategies Guide

Exploring Your Options, Exploring Your Future



Career Development

YOUR DEGREE WILL OPEN DOORS

Most degrees open doors to numerous industries and positions. With a degree in Climate Science & Solutions you could work in:

- Greenhouse Gas Accounting and Verification
- Sustainability Planning
- Renewable Energy
- Energy Policy
- Conservation Efforts
- Research
- Education



Don't be limited by lack of awareness. Your next job might be one that you have never considered, didn't know existed, or didn't know you were qualified for!

KNOW YOUR OPTIONS

For a “big picture” view of many opportunities available to each major, use **What Can I Do with This Major?**

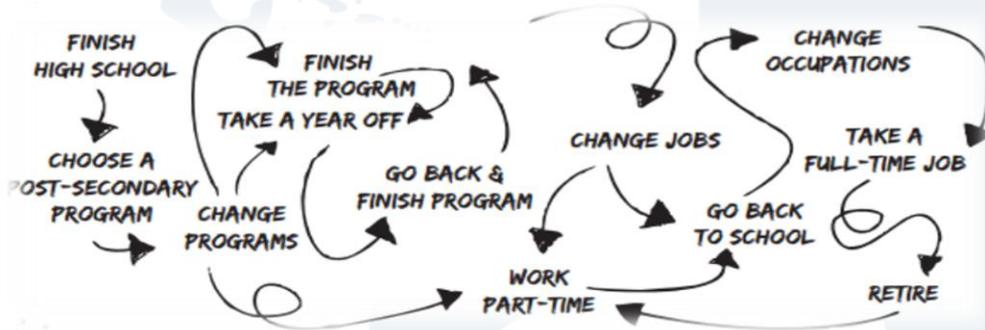
1. Select the box that most closely matches your degree.
 2. Review the “Areas” to gather ideas for career paths and identify keywords from the “Employer” column that stand out to you.
- You can use these keywords to refine your results in a job search engine.



KEEP YOUR JOB SEARCH IN PERSPECTIVE

Your first job out of college does not define your career.

- Gen Z is 3x more likely to change jobs, 20% of them averaging 4 or more jobs over the short period of time they've been in the workforce, compared to Baby Boomers who average just 2 jobs in the past ten years. ([LinkedIn](#))
- 75% of gen zers expressed interest in inhabiting numerous roles within a company. ([Forbes](#))



When seeking new positions, look for opportunities that will challenge you and allow you to grow. Keep your strengths, interests, and needs in mind. Remember:

- Career paths can rarely be planned out many years in advance.
- Your career path will become clearer through learning and experience.

BE REALISTIC: FINDING A JOB TAKES TIME

Finding a job takes time, energy, and resilience.

The amount of time for a job search varies depending on your needs and preferences. Stay optimistic and resilient throughout your job search by continuing to build your skills and experience.

During your search, you could:

- **Take a short class** to develop a technical skill that will be useful in your field. [LinkedIn Learning](#) offers tutorials on most software programs.
- **Volunteer** for an organization that's related to the type of work you want to do.
- **Take a temporary position** to gain experience and develop transferable skills in a professional setting.
- **Follow stories from your industry or field.** Stay current on issues related to your field of choice by reading industry blogs, journals, or newsletters.
- **Network.** Build your relationships with professionals in the fields that interest you.

It's common to spend 6 months or more applying and interviewing before finding the right job.

USE YOUR NETWORK

Throughout college, you've been developing a network that falls into two broad categories: **strong ties**, and **weak ties**.

Strong Ties

- People you know well & are close to
- Likely to share the same friend groups
- Likely to use same information sources
- Overlapping interests
- Ex. Friend, Sibling

This part of your network is great for encouragement, however new opportunities don't generally come through these relationships.

Reach out to your network of both strong and weak ties. Keep them updated on your job search, while asking them to send leads your way. Additionally, your network may be able **to introduce you to professionals** who you can reach out to for **career conversations**.

Weak Ties

- People whose lives overlap slightly with yours
- Likely to engage in different communities
- Likely to know people you don't know
- Ex. Advisors, Friends' parents, club members you don't know well

It's the people whose lives overlap just slightly with yours, who spend time in communities you're not engaged in, with people you don't know, who can open doors to new opportunities.

DO YOUR RESEARCH

As a job seeker, it's important to be informed about the organizations you are applying to in order to help you decide if it could be a good fit.

Consider:

- Work Culture
- Employee Satisfaction
- History
- Challenges
- Current Projects
- Covid-19 Response



Additionally, this research will inform your application materials, allowing you to personalize your resume and cover letter to the specific organization and tailor your interview responses to their current issues and initiatives.

MAKE SURE YOUR LINKEDIN IS UPDATED

- **URL: www.linkedin.com**
 - More than 930 million users from over 200 countries
 - More than 46 million college students and recent graduates.
- **LinkedIn has a partnership with Google**
 - If you have a LinkedIn profile and someone “googles” you, your LinkedIn profile will appear in the top results.
- **87% of recruiters use LinkedIn to find employees**
 - 70% of recruiters look at your social media.
- **Strengthen and extend your network**
 - Add your friends, classmates, family, employers, past presenters, etc.



LINKEDIN RESOURCES

There are several ways you can use LinkedIn to search for positions.

- Use “[The Student Job Hunting Handbook](#)” as a guide to kick-start your career.
- Use the [LinkedIn students and recent graduates search engine](#) to find jobs and internships.
- Use the [Alumni Finder](#) to locate and network with NAU graduates who work with the organizations you're interested in, or who have jobs that interest you. NAU alumni make great candidates for information interviews.
- LinkedIn is a networking site, members expect to hear from students who are researching career paths and opportunities. So, don't be shy! [Learn how to communicate effectively on LinkedIn](#) and reach out!
- LinkedIn offers multiple learning modules relative to your skills, industry or career path. Take a [Udemy](#) class to build your transferable skills.
- For additional resources on using LinkedIn, visit [LinkedIn University](#). You can request to join the [NAU Career LinkedIn](#) group or learn more about using LinkedIn by reading [SmartAxeGuide to Careers](#) blog posts.

JOB SEARCH ENGINES

Job and industries. Narrow your search results by using keywords, such as job titles, field or industry, responsibilities, location, and “entry-level.”

- [Indeed.com](#) Aggregate search engines locate and organize job openings. These search engines can be general or specialized to specific fields jobs found across the web
- [Idealist.org](#) Non-profit and non-governmental organization jobs and internships
- [USAJobs.gov](#) Positions within the federal government
- [Handshake](#) Job search database accessible to NAU students and alumni
- [LinkedIn.com](#) Used both by individual’s seeking employment, and organizations seeking candidates
- [TheMuse.com](#) Beautifully designed website with positions across industries
- [Internships.com](#) - Narrow your search to “entry level jobs” to find full-time positions

There are numerous field and population-specific search engines, such as [VetCentral](#) (jobs for veterans), [HigherEdJobs](#) (higher education jobs), [CareerJet](#) (international positions), and [Poached](#) (restaurant jobs).

- To locate field or population-specific search engines, search online: Job Search Engine + your field or population of interest
- Use [WhatCanIDoWithThisMajor?](#) to identify other field-specific search engines, located in the bottom right column of every major-specific page.

RECRUITING AGENCIES

Recruiting agencies act as an intermediary between organizations looking to employ someone and individuals looking for a job, sourcing candidates for the full-time or temporary job vacancies they've been asked to fill. Reputable recruiting agencies do not charge fees to the job-seeker, and often have in-depth information about the employers they work with to help you prepare for an interview. Some recruiting agencies require intake interviews and/or a reference check. Examples of recruiting agencies include:

- Aerotek.com Nationwide jobs in multiple markets
- StaffingFirst.net Healthcare positions in the Phoenix area
- InFlightCrewConnections.com Aviation positions nationwide
- For a list of award-winning staffing agencies, visit BestofStaffing.com
- [75% of gen zers](#) expressed interest in inhabiting numerous roles within a company. ([Forbes](#))

To locate field or location-specific recruiting agencies, search online: Recruiting Agencies + your field of interest, or location of interest.

*Reputable agencies **do not** charge the job seeker for their services.*

TEMPORARY STAFFING

“**Temping**” allows you to build your resume with professional, short-term jobs as you research and apply for career positions, while exploring industries and job functions. Some positions are “**temporary to hire**” based on performance, allowing the organization to learn about your work style before formally offering a position, and allowing you to experience the company firsthand before committing to a long-term role. Many temp agencies are local, or regional branches of a national chain. Examples of temping agencies include:

- [Hotfoot Recruiters](#)
- [KellyServices.com](#)
- [Performance Staffing](#)

To locate a temping agencies in your area, search online: Temporary Staffing + your city.

*Reputable agencies **do not** charge the job seeker for their services.*

PROFESSIONAL ASSOCIATIONS

Connect with individuals from industries or very specific fields.

- These associations advance the interest of the professions they represent by hosting conferences, publishing journals, establishing and promoting best practices, credentialing members, and advocating for policy at a national level.

Get informed about:

- internal job boards
- continuing education through webinars and trainings
- networking events
- mentoring programs

Frequently, they waive or reduce membership and conference fees for students and recent grads.

Participating in a professional association can expose you to the realities of working in that field, and help you develop a professional presence.

- To locate professional associations:
- [WhatCanIDoWithThisMajor?](#) lists professional associations on the bottom of each major-specific page.
- Use [LinkedIn Group](#) search
- Online Search: Professional Association + your field of interest

CORPORATE AND ORGANIZATION WEBSITES



Visit the employment webpage of organizations that interest you to learn about job openings. Sometimes, jobs will post to the organization website before being picked up by a job aggregator (like Indeed.com).

Frequently, organizations will also share information about benefits online, allowing you to compare the full package of salary and benefits across employers who interest you.

CAREER FAIRS

To connect with recruiters and learn about organizations, attend both on- and off-campus career fairs. Demonstrate that you're a serious candidate by dressing professionally, bringing copies of your resume, and introducing yourself to recruiters with your [elevator pitch](#) (A 30-second introduction about you, your interests, and what you want to do.) Collect recruiters' business cards from the organizations that interest you and follow up with an email expressing your desire to learn more about opportunities they offer.

NAU hosts several departmental career fairs every semester as well as a general career fair and participates in the Arizona Career Mixer in Phoenix in partnership with ASU and UofA. Check Handshake for dates for upcoming [events](#) and [fairs](#). Additional career fairs include:

- NationalCareerFairs.com: Nationwide career fairs
- HireLive.com: Hosts career fairs across the country specializing in sales, retail, and management positions
- Goodprospects.goodwill.org: Nationwide career fairs hosted by Goodwill
- [Goodwill AZ](#): Hiring events in Arizona hosted by Goodwill

To locate career fairs, search online: Career fair + location or industry

SOCIAL MEDIA

With increasing frequency, social media is being used by employers to recruit, verify, and screen candidates.

Review your online profiles with an employer's eye, removing photos and posts which might cast suspicion on your ability to act or communicate professionally, or represent an employer in a positive way.

In many jobs requiring interaction with the public, employers know that their clients will be googling the names of their employees, to find out if the company representative is someone they can trust. Therefore, it's in the organizations best interest to make sure your online presence reflects positively on their brand before offering you a position.

When using Facebook and Twitter in your job search:

- Inform and update your network about your search, encouraging them to send you leads
- “Like” or follow organizations that interest you professionally, and comment on their updates
- Share or retweet information that supports your personal brand
- Post about your job search activities
- Ensure that your profiles are up-to-date with your most recent accomplishments
- “Hide” news from friends who post unprofessional content

When not using Facebook in your job search:

- Set your privacy settings to “friends only,” and do not allow friends to tag you in photos

JOB SEARCH CENTERS

You can access training, resources and leads through job search centers in your community. Some job search centers include:

- **[CareerOneStop.org](https://www.careeronestop.org)**: Sponsored by the U.S. Department of Labor, these career centers are located across the United States, offering training and resources for finding a job, skill and interest assessments, 1-on-1 career advising and group classes. Additionally, they host a robust website with tools and resources.
- **[Goodwill Industries.org](https://www.goodwillindustries.org)**: This non-profit organization offers advising from career coaches, training in job search skills, resume development, and interviewing. Locate a branch near you through the website.
- **[Coconino County Career Center](#)**: Locally-based job centers can offer connections and training in touch with the needs of community employers. Some centers, including this one, can potentially offer funding through the Workforce Investment Act.

TAKE IN THE WHOLE PICTURE

Getting a job offer is exciting. There are many factors that go into evaluating a job offer holistically to make sure that it matches with your interests, strengths, and values. Before accepting a position consider these questions.

What benefits are included?

There are times when people will choose a lower salary for benefits that better fit their needs and values. Be sure to include vacation time, relocation assistance, development programs, loan and/or tuition reimbursement, stock options, health insurance, and retirement plans in your decision-making. Throughout the hiring process, it is important to [Understand Total Compensation](#)

Can you expect to grow in this job? Is the pathway to promotions, or other positions within the organization, clear? What type of training and professional development is offered? Will you receive regular feedback and/or performance reviews, to develop your skills?

How stable is the organization, and industry it represents? Is a change in management likely, or major litigation which might impact your role or position? Does the organization have a reputation for adapting to changes in the market or new technology? Is the industry growing, or declining?

- Negotiating an offer may be acceptable, depending on the organization

NEGOTIATING AND ACCEPTING AN OFFER

If you are offered a position while pursuing multiple opportunities, you can let the other organizations know you have received an alternate offer yet are still very interested in their organization. You can ask when they expect to make a hiring decision. This gives them the chance to accommodate your deadline if they are seriously considering you as a candidate. You can ask the organization offering you the position for time to consider; generally, up to one week is acceptable.

Once you accept an offer, it is not professional to back out if another offer presents itself, so make sure you are fully committed. Contact other organizations you have been communicating with and politely decline their offers or withdraw your application from consideration.

Developing skills for [negotiating and accepting an offer](#) take time to develop, start now



FOR A SUCCESSFUL JOB SEARCH, REMEMBER TO:

- **Tailor** your application materials to the job description, including both the resume and cover letter.
- **Follow up** interviews with thank you emails or letters.
- **Create a file of jobs you've applied to**, keeping electronic or paper copies of the job descriptions, so you can prepare for the interview if selected. (If hired, keeping a copy of the job description will allow you to evaluate that you are meeting the goals and objectives of the position.)
- **Polish your interview skills** by taking an [Interview Workshop](#) completing [Career Step Module](#) or scheduling a mock interview with NAU Career Development.
- **Polish your resume** by taking a [Resume Workshop](#), participating in drop-in resume review hours next Spring, or scheduling a 1-on-1 resume review appointment at NAU Career Development.

NAU CAREER DEVELOPMENT

One-on-one appointments:

Resume & Cover Letter Review
Career Exploration and Assessment
Job Search Strategies
Internship Exploration
Mock Interviews
Graduate School Prep
LinkedIn

Career Closet

Group workshops

Online resources/career steps

Workshops

Careers in the 21st Century

Getting started with LinkedIn

How to interview like a pro

How to write a stand-out resume

Leadership comes in all colors

Networking and relationship building

Search your way to success

Starting with your strengths

Career Steps

21st century workplace

Knowing yourself and others

Professional skills

Explore through experience

Developing application materials

Networking and relationship building

Internships

Job search strategies

Interview skills

The hiring process

Thriving in the workplace

For appointments call us at **(928) 523-1087**, email career@nau.edu, or schedule an appointment through **Handshake**