

# Strategies and resources for your next job search



Knowing how to search and locate jobs is a critical component of actually landing a job. The best resume or skill set possible won't do much if nobody ever sees what you have to offer. Searching for a job can be time-consuming and last much longer than anticipated or desired and can be extremely frustrating for some. But if you have an organized and diverse approach and stick with it even when discouraged, you will have a much better chance of finding that right job.

## How to search for a job

The best approach to finding a job is to search using a combination of methods and resources. Although some are statistically more effective than others, all the choices below are viable ways to search and land jobs.

### Network

Networking is one of the most effective ways of finding a job. About 60-70% of all jobs are found through networking, and referrals account for approximately two-thirds of all job-search successes.

### LinkedIn

Social media is a big player in the job-search market and one you should not skip over. [LinkedIn](#) was designed specifically for networking professionals. It is a great

way to find company information, contacts, professional groups and associations, and increase your visibility. They also offer job listings and access to recruiters. Did you know LinkedIn even offers free job-search webinars to members? Explore the online professional network for more and start connecting with others in your industry.

## Career search engines

These sites provide employment listings compiled from multiple sites into one single list. Employers may also be able to post jobs direct to the site. In addition, these types of sites may also provide additional career information, advice, and resources. Some popular sites are Indeed.com, glassdoor.com, monster.com and careerbuilder.com. There are also industry or profession specific sites, such as edjoin.com for education. Research to see if your profession or industry has any specific sites as well.

Although these sites advertise thousands of jobs, there are a few things to keep in mind. If a job list is pulling jobs into a single list, chances are there are multiple overlaps with what is posted on other career search engines. Also, research has shown that only about 20% of available jobs each month are actually advertised this way. So, while using career search engines is definitely a resource to use in your job search, do not limit yourself to this singular resource. Instead, use it in addition to the other options listed here.

## State and national resources

Every state has a job search website with job postings and job-search support. Be sure to check for career resources such as career events, job fairs, and job-search support, in your city and county as well.

- [CALJOBS](#) is an automated, easy-to-use system for individuals seeking employment in California.
- [WorkSource](#) is the official site for the state of Washington's online employment services.
- Outside of California or Washington? Visit [CareerOneStop](#) to access your state's job site.
- [National Labor Exchange](#) allows you to search jobs by city, state, key words, or industry.
- [USAJOBS: Working for America](#) Federal jobs database.

## **Professional associations and organizations**

Are you a member of any professional associations or organizations? If so, check out their websites. Often the member benefits include job postings. It is also a great way to network with other professionals in your industry. If you are not a member, consider joining. Many professional associations and organizations offer memberships for students, recent graduates, or new professionals at a reduced fee.

## **College/university career services**

College and university career services may provide job postings to current students and alumni. Check out [Brandman CareerLink](#), Brandman University's job portal where students and alumni can build professional portfolios and employers post full-time professional positions.

## **Company's job opportunity page**

Some companies only advertise on their own websites. If there is a specific company you would like to work for, include their company website on your list of search sites.