



CAREER SERVICES
PRESENTS

JOB SEARCHING

DO WHAT YOU LOVE, LOVE WHAT YOU DO

Finding a job and developing a career path that fits your interests and qualifications is a complex process of self-assessment, research, exploration, networking, and communication with others. Expect your job search to take time, so don't wait until the last minute! Ideally, you should begin your search 3 to 6 months before you'd realistically like to start working. The purpose of this job hunting guide is to guide you through this process and to provide you with useful resources to make your search more effective.

Job Tip #1: Know Yourself

Before beginning your search, be sure to do a thorough evaluation of your workplace interests, values, strengths, and areas in need of improvement. If you'd like a guide to help with this, utilize the assessment inventories at Career Services.

We encourage you to think broadly about what you have to offer. Once you determine your core strengths (skills, qualifications, experiences), take confidence in them, and learn how to communicate these strengths to others. Knowing how to clearly articulate strengths and the value of your experiences to an employer will make you a more marketable candidate.

Job Tip #2: Industry Research

Once you've thoroughly gone through the process of self-assessment, it's time to do some research and narrow down your options. What career fields best represent your goals and areas of interest? It may be helpful to think and research more broadly at first.

Resources to assist in researching careers:

- **Career Information online:**
 - Occupational Outlook Handbook:
-www.bls.gov/oco/O*Net: <http://online.onetcenter.org>
 - Wet Feet:
-www.wetfeet.com
- **Company/Organization Websites** – Pay careful attention to important items such as their mission statement, the population they serve, special recognitions, etc. Note their “Human Resources” or “Employment” links for job postings.

- **Social Media** – Begin following companies and organizations through their Twitter, LinkedIn, or Facebook accounts.
 - NOTE: Be sure your social network profiles are professional in nature before connecting with potential employers!
- **Informational Interviews** – This is a GREAT way to learn more about fields of interest from professionals who have taken similar paths while networking at the same time! Consider searching for alumni through the LBC Network on LinkedIn. View an Informational Interview Guide for more information. Keep in mind, you are not asking for a job; rather, you are gathering information on a particular profession or career path.

Job Tip #3: Documents that Brand and Differentiate Yourself

Resume, Cover Letter and References

See the Career Services’ “How to Write a Resume” booklet for information on how to perfect these documents. Career Services also offers resume and cover letter review appointments throughout the semester.

Resumes should reflect your significant skills, experiences, and educational background. Employers will pay close attention to see if you have highlighted key transferable skills for the position to which you’re applying.

Cover Letter

A cover letter should always be included when mailing a resume. However, since most resumes are now sent electronically, the information once included in the traditional “cover letter” is now in the email with the resume attached (always send resumes in a PDF). A cover letter/email provides you the opportunity to let the employer know what you are seeking, what you have to offer, and why you would like a position with their company/organization. Also, the cover letter demonstrates your writing and communication skills.

References

In most cases, you should wait to submit references until you're asked. Choose individuals who know you and your work ethic well. References might include professors, advisors, work or internship supervisors, or others in professional positions who can speak to your strengths and accomplishments. It's important to ask potential references if they feel comfortable serving as a reference for you. As a courtesy, provide your identified references with a copy of your resume and job description for the position to which you're applying. Remember to give references sufficient time for completion. Don't forget to write them a thank-you note/email!

Job Tip #4: Conducting Your Search

When conducting your job search, it's essential to use a mixed-method approach. Don't rely solely on online job boards or want-ads. Instead, plan on utilizing a combination of strategies mentioned below. Expect your search to take time. Hearing nothing back or facing rejection from employers is a natural part of the process, so perseverance is important!

- **Networking** – Networking is the #1 access point to career opportunities. Think about those who are in your network – family, friends, church members, professors, LBC alumni, internship supervisors, your roommate's parents, and on and on! Ask people in your network for referrals so you can begin to “grow” your connections. Don't be afraid to ask! Also be sure to utilize the LBC Professional Network Group on LinkedIn.
- **LBC jobs on Student Portal** – Many ministries and organizations contact LBC looking to fill their open positions with LBC grads. They are all posted on this online job board. Log in to the student portal and click on “Job Board”. Contact Career Services if you have any questions on how to use this free resource.
- **Volunteer Experiences** – In today's tough economic climate, many times the best way to get a foot in the door is to offer your time free of charge to an organization. This is especially true for fields such as nonprofits and human service industries. Additionally, volunteering in general is a great way to increase your networks and add to your relevant experiences. These experiences are a great bridge between jobs.

- **Informational Interviews** – Talking one-on-one with someone in your field of interest is an excellent way to increase your networks and your knowledge of a particular field. Asking for a job is not the purpose of an informational interview, but may indirectly lead to additional job leads or points of contact.
- **Internships** – A position of a student or trainee who works in an organization, sometimes without pay, in order to gain work experience. A proven way to gain entrance into an organization is through an internship. Check with your academic advisor for more information.
- **Professional Associations** – Most career fields have a professional association that offers professional development resources, networking opportunities, and sometimes job postings. You may have to pay for a membership, but most associations offer discounted rates to students. If you're unsure if there's an association for your field of interest, ask someone in your academic department or check out a professional association directory.
- **Internet** – Websites focused on specific job areas (e.g., "Art Jobs Online") are typically more productive than those that try to cater to every type of field (e.g., Monster.com).
- **Local Chamber of Commerce** – The local Chamber of Commerce lists employers for the area. If you know the area where you want to work, the Chamber of Commerce can be a great way to identify organizations that you might be interested in. Locate yours at [U.S. Chambers.com](http://U.S.Chambers.com).
- **"New Professionals" Local Networks** (e.g., Harrisburg Young Professionals).
- **Company Websites** – Identify companies that hire for the positions you are seeking, and regularly check their job postings. Also, consider sending your resume to a company you are interested in even if there is not an opening posted.
- **Local Career Services Offices** – If you are relocating, look at college career services pages from your local area. See who is recruiting on their campuses. This may give insight as to who you should contact to explore potential job opportunities.

Job Tip #5: Utilize Social Media

When utilized correctly, social media can be an integral part of your job search. The following platforms offer a unique way to connect professionally with others while developing your digital career brand:

- **LINKEDIN** – The most popular, international networking resource! Utilize LinkedIn to connect professionally with others in your field of interest, join professional groups (including the Lancaster Bible College Professional Network), follow companies, and search for jobs.
- **TWITTER** – In addition to connecting you with others in your field, this platform can provide you with access to a wealth of information from industry experts. Twitter is a fantastic way to view job postings, as over one million job openings are tweeted each month (be sure to utilize TweetMyJobs to expand your search). When using Twitter, your profile should include a link to your LinkedIn profile. All of your tweets should primarily be about items that relate to your field of interest and should make optimal use of hashtags and retweets. A final recommendation is to follow people on Twitter whom you would like to know, such as industry leaders or human resource representatives.
- **FACEBOOK** – Before you begin to utilize Facebook to network professionally, be sure ALL of your postings, pictures, and updates are appropriate. Some effective ways to use Facebook when networking include: linking your blog or website to your Facebook page, reminding others of your job search status through your status updates, and/or posting a professionally-written note about your current career situation onto your profile page.
- **GOOGLE**- Yes, Google your name and see what a prospective employer would see if they researched you on the internet.

Job Tip #6: The Interview

Review the Career Services' Interviewing Guide, available online on the Career Services page, and take advantage of our Mock Interviews through career@lbc.edu Thorough preparation is the key to interview success!

Job Tip #7: Helpful Hints

Consider the following suggestions when conducting your job search:

- **Professional communication:** No slang or “text-speak”; use capital letters when needed and appropriate punctuation. Always remember to have your materials edited by a peer, professor, and/or a career counselor before you send them out to potential employers. Any mistakes can count as a strike against you.
- **Thank-you notes:** This is a very important part of the process! If you meet a new contact who provides you with information related to your job search, send them a thank-you note or email. The same goes for individuals who participate in an informational or job interview.
- **Keep records of your networking contacts** and places you’re applying, and remember to follow up.
- **It’s never too late to build your experience.** Consider an internship, part-time job, volunteer experience, or co-curricular organization to become involved in. These are great resume builders.
- **Procrastination doesn’t pay:** Don’t wait until the week of graduation and expect to land a position for the following week. Start early, and set achievable goals to keep yourself motivated.
- **Attitude:** Make a conscious effort to maintain a positive attitude. Remember that many strong, qualified candidates experience rejections, so get back on your feet and forge ahead! Surround yourself with people who will offer encouragement and support your positive attitude throughout the job searching process.

Career Services Resources and Services

- **Career Consultations** – Not sure which direction you’re headed? Have specific questions about your search? Email career@lbc.edu to meet with a career counselor!
- **Mock Interviews** – Email career@lbc.edu to set up an appointment; and come professionally dressed.
- **Resume & Cover Letter Critique** - Email career@lbc.edu for an appointment
- **Online Resources** – An essential component of any job search! Join the LBC Professional Network on LinkedIn as well as alunmiandfriends.lbc.edu.

Other Important Considerations

Like it or not, there are many factors in the job search that are beyond your control. Recognizing these factors is an important step towards your success. It can be easy to take rejection personally. Understand that as a job seeker you are only aware of a small piece of an organization's hiring needs and time schedules. Focus on the things that you CAN control versus those that you cannot, and realize that the job search requires confidence and determination, even if it feels hopeless.

Factors YOU CONTROL in the Job Hunt

- Your interview attire and display of professionalism
- Quality of your resume and other correspondence
- Your communication skills (e.g., how you come across verbally and nonverbally)
- The amount of time and energy you invest in your job search
- Your attitude and demeanor
- Expanding your personal and professional network
- Interview preparation – which includes researching an organization as thoroughly as possible and preparing specific examples to demonstrate your qualifications
- Appropriate follow-up (write that thank you letter/email!)

Factors BEYOND Your Control

- Number of qualified applicants you may be competing with
- Inside prospects (a job posting may be done as a formality, as a candidate may have been predetermined)
- Personality and agenda of the interviewer
- Time schedule of hiring decisions
- Existence of internal candidates or personal referrals

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