

Job and Internship Search Strategies

UNION
COLLEGE
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CAREER CENTER

Getting Started

In today's competitive landscape, the quest for the perfect job or internship requires a multifaceted approach. Incorporating multiple strategies will expand your results and help to increase your effectiveness in securing an interview. This guide is designed to provide you with strategies and resources to enhance your job or internship search, connecting you with opportunities suited to your unique talents and interests.

When leveraging multiple search strategies, it's important to set goals and stay organized. The Career Center team recommends the following guidelines for maximum effectiveness:

- Identify at least 5-10 internships/jobs of interest before beginning the application process. Pay attention to common skills and requirements.
- Prepare to set aside *5-10 hours per week* dedicated to career advancement:
 - **5-6 applications/week**
 - **3-5 networking connections/week**
- Utilize a tracker to keep yourself organized.

The Career Center has developed an **Application and Networking Tracker** for you to use during your search. This tool can help you to prioritize tasks, stay ahead of deadlines, and plan follow-up conversations with recruiters and alumni.

To create a personal copy of the **Application and Networking Tracker**, follow the link from the Career Center website and select "Make a Copy".

- union.edu/becker-career-center > **Student Resources** > **Internships**

Networking is a crucial step in the application process. When you're ready to start connecting, schedule an appointment with a Career Advisor through **Handshake!**

Define Search Terms

Defining your search terms through career exploration is the first step in your job & internship search. Understanding your distinct interests, skills, personality, and goals will help you pinpoint the best **career pathways** (or *career fields*) to begin researching.

Career Pathway: a category of occupations that share similar skill sets, knowledge, and functions. These fields are used to group related jobs that require comparable expertise, education, and/or training.

- *Software development, finance, and teaching* are examples of **career pathways** in which you can advance through various related roles.

You can continue to narrow down your search using the following search terms:

Industry: refers to the economic activities and markets that a business operates in.

- The healthcare field includes numerous different **industries** that provide medical services, such as *pharmaceuticals*, *medical equipment*, and *health insurance*.










Occupation: a specific job or role in which a person is employed

- *Claims Examiner*, *Sales Agent*, and *Customer Service Representative* are examples of **occupations** within the health insurance industry.

Career Explorer Online Career Inventory

The **Career Explorer Online Career Inventory** provides you with an *occupational traits and preferences report* and a *personality report* to help you get to know yourself better. You will also receive personalized career matches based on your answers.

Your top careers Share View All Careers

 Art Therapist ★★★★★	 School Psychologist ★★★★★	 Office Clerk ★★★★★
 Counselor ★★★★★	 Counseling Psychologist ★★★★★	 Art Director ★★★★★
 Humanitarian ★★★★★	 Career Counselor ★★★★★	 Cinematographer ★★★★★

The Career Inventory suggests occupations to you based on your wants and needs, skills and interests, and workplace preferences. Filter through your top matches and discover detailed compatibility reports, occupation overviews, education requirements, job market information, and more! You can also use the Online Career Inventory to explore over 1,100 occupation overviews, regardless of your compatibility score.

To begin your self assessment, visit the *UReady Career Pathways Accelerator* - available only in GarnetGrove!

- union.peoplegrove.com > Resources > Pathways > My Pathways

ChatGPT

ChatGPT can be a useful brainstorming tool for your job or internship search. It can help you discover potential career paths by providing personalized advice based on your skills, interests, and goals. It can also offer information about specific industries, job trends, or required skills in various fields. Use any of the following prompts to get started:

Career Pathways

- Give examples of career pathways for mechanical engineering majors
- What are career paths that combine interest 1 and interest 2?
- I am good at coding and enjoy problem-solving. What career paths would best suit my skills?
- I am a college student majoring in psychology with a minor in anthropology. Give examples of career pathways that would suit my academic experience
- Can you provide an overview of popular career fields across industries?
- What are the typical educational paths for entering the information technology career field?
- What are career fields that English majors commonly work in?
- List the major challenges and rewards of working in environmental science.

Industry

- What are some common industries that history majors work in?
- Can you explain the various sectors in the biomedical technology industry?
- Provide an overview of the top job industries in today's market.
- What job industries are best suited for remote work?
- What are some of the most prevalent industries in the Boston area?

Occupations

- Give me a list of entry-level position titles in software development.
- What kind of skills do you need to be successful as a publisher?
- What are the primary responsibilities of an art director?
- Make a list of entry-level roles where I can use my data analysis skills.
- What are the best companies to work for as a financial advisor?
- What is a typical salary for a counselor working in higher education?
- What kind of education, training, and experience do you need to be successful as a marketing manager?
- List 10 entry-level positions that are suited for political science majors.

What Can I Do With This Major?

What Can I Do With This Major? is a website that features profiles on 100 different majors. These profiles provide insights on common career paths pursued by students in your major, popular industries and the types of employers hiring in the field, and strategies for success in your area of study.

Each profile also features resources to help you further explore career opportunities, such as professional associations, occupational outlooks provided by the U.S. Bureau of Labor Statistics, industry-specific job boards, and more!

To gain full access to *What Can I Do With This Major?*, you must use the links provided in *Handshake*, or on the Career Center website.

- union.edu/becker-career-center > Student Resources > Career Exploration
- **My Apps** > Handshake > Career Center > Resources

Meet w/ Faculty & Advisors

Faculty and advisors can provide valuable insights and guidance based on their personal experiences and professional expertise. They can provide industry-specific knowledge and suggest relevant courses or extracurricular activities to help you align your academic pursuits with your career interests. Some sample questions to get the conversation started:

- What industries or career fields have graduates from our program entered?
- Do you recommend any particular extracurriculars, classes, or training that align with my career interests?
- What career paths do graduates commonly pursue after completing this program?
- Could you provide examples of job titles recent graduates have held?
- Based on my coursework and projects, what strengths or standout skills have you noticed that I might be able to leverage in a future career?
- Are there specific areas where you think I could further develop/enhance my skills?

Professional Associations

A professional association is an organization formed by experts within a particular industry or field of study. These associations serve as communities where professionals gather to share knowledge, resources, and experiences related to their specific career paths. They often offer various benefits, including insights on latest industry trends and access to industry events, job boards, and educational resources like workshops or publications.

Professional associations can be found through a Google search or major profiles on *What Can I Do With This Major?* You will have to search the selected association's page for their career resources. Keep in mind there may be multiple professional associations related to your major, and some may have more robust resource pages than others.

Need help getting started? CareerOneStop offers a [**Professional Association Finder**](#) that allows you to search using industry or occupation keywords.

- careeronestop.org > Toolkit > Training > Professional Association Finder

Google allows you to access numerous job listings across various job boards and locations using your chosen search terms. Using Google can also help you to expand your search by discovering employers who have not yet partnered with LinkedIn or Handshake.

Similar to conducting an advanced search in a library database, you can use certain **Boolean search strings** to narrow down your search. This search tool helps to define your results by limiting or requiring certain results.

Try using the following modifiers in your next search:

Quotation Marks (“ ”) - selects results containing the exact phrase chosen

- “social media” should not include results with just *social*, or *media*

AND - combines two or more search criteria

- “accounting” AND “sales”, marketing internship AND “social media”

OR - expands results to include the first term, second term, or *both* terms

- “accounting” OR “sales”, marketing internship OR “social media” manager

NOT (-) - utilizes the minus symbol to exclude search results

- “accounting” NOT “sales”, finance internships NOT “investment banking”

Parentheses () - allows you to group multiple strings into one search

- (accounting OR sales) AND “analyst”
- (biochemistry OR pharmaceutical) employers AND (Boston OR New York)

***You may have to scroll past sponsored content to see changes in your results.*

LinkedIn

In addition to attracting recruiters and applying for positions, LinkedIn is an excellent tool for researching potential career paths and occupations. LinkedIn hosts a multitude of job postings and company pages spanning various industries and locations. Additionally, you can leverage the Union College alumni network and employer profiles to learn what career paths were taken by professionals in your area of study.

LinkedIn: Jobs Search



🔍 Title, skill or company

📍 City, state, or zip code



Home



My Network




Jobs



Clicking on the “Jobs” tab in LinkedIn will change your search bar, allowing you to expand your search using keywords and/or locations. Once you begin your search, additional filters such as experience level, salary, and job type will become available to use. You can conduct a broad search to identify companies and job titles of interest, or narrow results using the filters to match your unique needs and career goals.


The more you customize your LinkedIn profile and build your network, the more tailored your recommendations will be. Saving your favorite positions and searches will also help to inform the algorithm of your interests!

Once you've found a listing that you are interested in, you can click on the title to view the full job description. Scrolling to the bottom of the job description will direct you to similar positions without having to conduct another search:


More jobs




Software Engineer
Blackstone Talent Group
Austin, Texas Metropolitan Area (Hybrid)
 Response time is typically 4 days
2 weeks ago ·  Easy Apply



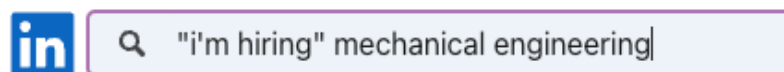
Junior Software Developer (Entry Level)
Magellan Aerospace Limited
New York, NY (On-site)
2 weeks ago



Jr. Software Engineer
Liquid Advertising, Inc.
Ann Arbor, MI (Hybrid)
3 weeks ago ·  Easy Apply

LinkedIn: Recruiter Search

Another option for researching employers or positions of interest is to go right to the source! Often, recruiters will put "I'm Hiring" into their headline to make themselves easier to search on LinkedIn. Try combining this phrase with job titles or areas of interest:

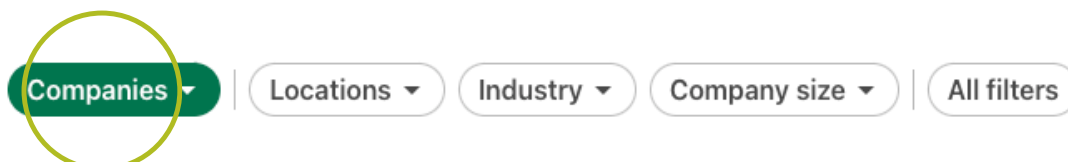


This search trick works when searching in "People" as well as "Posts"!

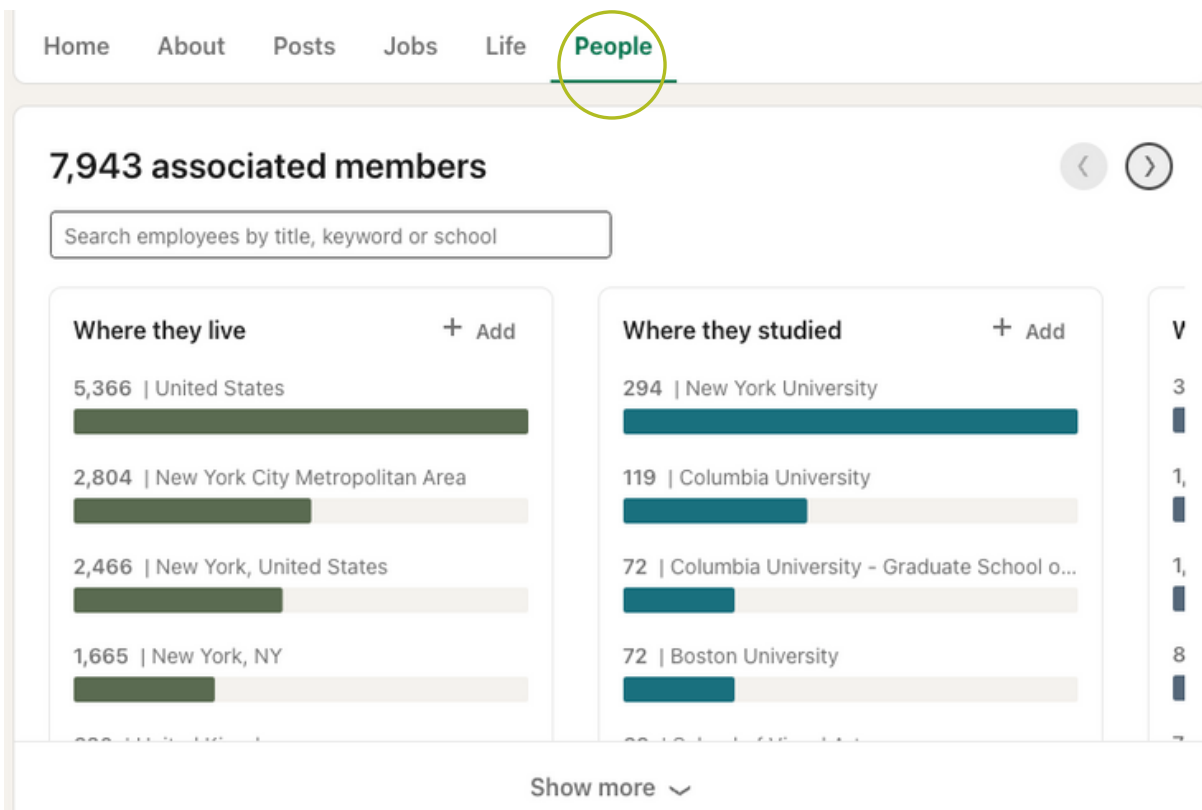
People ▾ **Posts** ▾

LinkedIn: Companies Search

In addition to discovering companies through job or recruiter searches, you can also search for them directly by clicking on the green search filter to "Companies". This will populate a new set of filters, including location, industry, and company size:



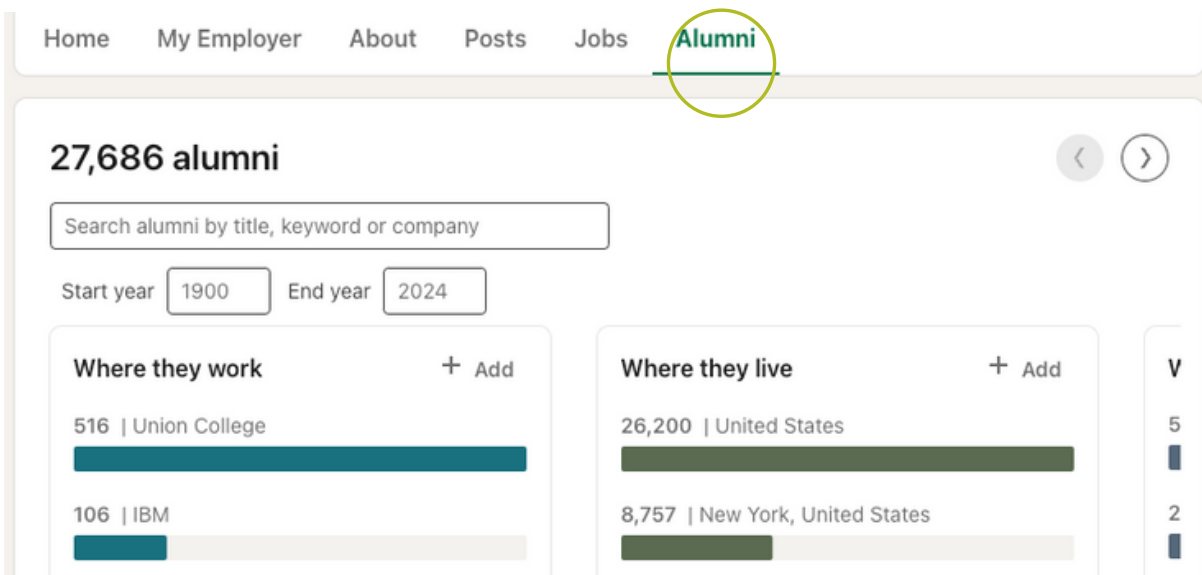
You don't need a premium LinkedIn account to gain insights on the companies that you're interested in! By clicking on their company profile, you can learn more about the people that work there: what they studied, what industry they work in, what skills they use, and more. You can also filter by *where they studied* to search for Union alumni.



Some companies also have a “Life” tab, where you can learn more about the company culture, values, primary locations, and even share your profile with recruiters.

LinkedIn: Alumni Search

Another way to search for alumni is directly through Union College's LinkedIn page. Visiting Union College's “Alumni” tab will allow you to filter for recent graduates who may have similar interests or career goals as you. In addition to building your network, researching alumni careers can help you discover additional companies, internship sites, or job titles.



Handshake

Similar to LinkedIn, Handshake provides you with search options for both job/internship opportunities and employers. The Handshake platform is tailored specifically for college students and recent graduates - which means more entry-level internship and job listings for you to browse, and additional profile personalizations to reflect your academic experiences.

Handshake's "Jobs" tab allows you to search, filter, and save postings. By viewing the full job description, you can also see how well you match the company's hiring preferences:

You match some of Fuge Technologies's candidate preferences

Employers are more likely to interview you if you match these preferences:

✓ GPA	✓ Majors
✗ School Year	✓ U.S. Work authorization

Not up to date? [Update profile](#)

Employer will sponsor a work visa and accepts OPT/CPT.

The Career Center also partners with Handshake to connect you with local employers and expand your internship search! In addition to searching for employers by location, you can filter using the "local employer" label:

Labels

+ Add Labels

☒ local employer (1,330)

Saved Jobs & Searches

Both Handshake and LinkedIn offer tools to keep track of your favorite searches and preferred roles.

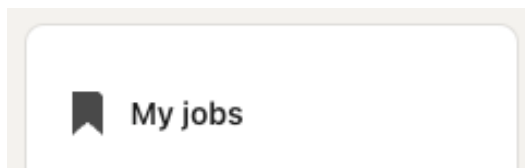
Saving specific *job postings* will allow you to quickly return to your top picks, while also informing the platform what kind of roles you want to see more of. Saving your *searches* will allow you to return to your chosen filter conditions as new opportunities become available. You can turn on notifications for these searches, so you'll never miss a new listing!

Saved Jobs & Searches: LinkedIn

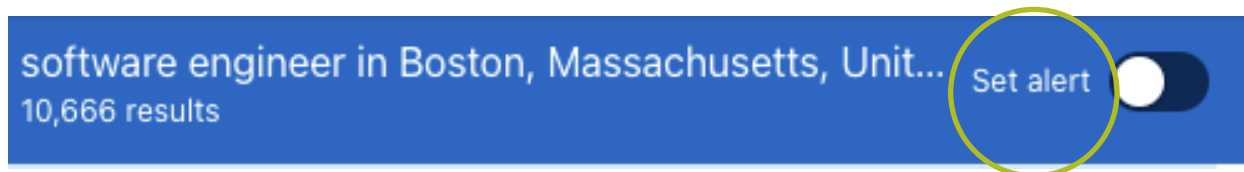
To save a job in LinkedIn, click the “Save” button when in the job description.



To access your saved jobs, return to the “Jobs” tab. On the left-hand side of the “Jobs” dashboard, click the “My Jobs” banner.



To save a search in LinkedIn, switch the “Set Alert” toggle on. The blue banner with this switch can be found at the top of any search made from the “Jobs” tab.



Saved Jobs & Searches: Handshake

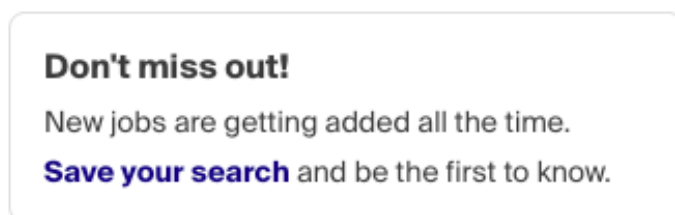
To save a job in Handshake, click the “Save” button when in the job description.



To access your saved jobs in Handshake, you must switch from “Search” to “Saved” while in the “Jobs” tab. This can be found in the top left-hand side of the page.



To save a search in Handshake, select “Save Your Search”. The banner with this option can be found at the top of any search made from the “Jobs” tab.



You can update your alert notifications in “Notification Preferences” under “Job Alerts”.