PG Essentials: Beyond the Basics

Finding a job to apply to

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NB. These are supporting slides for a 50 minute talk and only cover a proportion of the content of the talk (none of the examples). A more detailed online resource is in preparation.
What we’ll cover

• Optimise your job hunting strategy
• Track down likely employers
• Sneak up on your ideal job (even if you don’t know what that is)
Devise your strategy

Questions to ask yourself – your wishlist

• What kind of a job do you want?
• Where do you want to work?
• Salary?
• Type of employer – large, small, public sector, private sector?
• What are your red lines?
• What might you compromise on?
Devise your strategy

Questions to ask yourself – your reality check

- When will you need a job?
- Is the job you really want likely to be available when you want it?
- How much relevant experience do you have for the job you want?
The right strategy?

Passive  Active  Proactive

A mixture of each can work well
The right strategy?
Right for you, right now?

- **FIT** - How appropriate is it for the jobs you want?
- **USEFULNESS** - How effective is it that approach?
- **SPEED** - How quick a return should you expect?
- **EFFORT** - How much effort will it involve?
Agencies

- Send your CV to a bunch of big agencies and let them do the searching for you
  - Target specialist agencies
  - Discuss the job market and your approach with a specialist consultant
  - Tailor your CV, with their advice
  - Keep in touch
Online profile

- Set up your online profile eg LinkedIn and wait for the jobs to arrive
  - Become findable – photo, keywords, summary, connections
  - Join relevant occupational groups - interact
  - Follow employers
  - Connect with friends, colleagues, acquaintances
Online searches

- Type “jobs in X” into Google …
  - Use job aggregating sites eg Indeed, Careerjet, SimplyHired
  - Use agency sites eg CV-library, TotalJobs, Monster
  - Target specialist jobs sites
    - Graduate level - CareersLink, GradJobSearch,
    - More suggestions under “Which career?”;
    - Passport Career – for international job market
Passport Careers

Register to get access:
www.careers.manchester.ac.uk/findjobs/where/overseas/passportcareer
Check employer websites

- Visit the sites of the employers you know
  - Find the employers you don’t know
  - LinkedIn groups & Professional associations – who do members work for?
  - Trade associations & employer membership organisations – national, regional, sector
  - Trade conferences & exhibitions – who’s there?
Employer organisations

• Trade associations [www.taforum.org/Members](http://www.taforum.org/Members)
• Professional associations [www.totalprofessions.com/profession-finder](http://www.totalprofessions.com/profession-finder)
  – Tenant directories eg. [https://biocity.co.uk/companies](https://biocity.co.uk/companies)
• Regional/sector organisations or surveys
  – [www.manchestereveningnews.co.uk/business/top-200-manchester-biggest-business-13614466](http://www.manchestereveningnews.co.uk/business/top-200-manchester-biggest-business-13614466)
  – [www.bionowb2b.co.uk/bionow/about](http://www.bionowb2b.co.uk/bionow/about) - Directory search
Get active with employers

- Do more than just visit them occasionally
  - Track changes to their jobs pages
  - Upload your CV
  - Speculative approaches
Monitor page changes

- Eg On employer website jobs pages
  - http://www.watchthatpage.com (free for light users)
  - https://changetower.com (3 urls free)
  - https://visualping.io (2 urls free)
  - https://onwebchange.com (3 urls free)
  - https://versionista.com (5 urls free)
Let others know you’re looking

• Friends, family, colleagues, other students, academics – you never know who knows who
  ➡️ Update your LinkedIn profile, share on social media – share progress & offer help to avoid sounding “needy”?
  ➡️ Go to events – alumni, careers, join professional associations and attend local & national events
  ➡️ Get known for helping others – they’ll help you
Learning from others

• Mention mutual contact
• “20 minute of your time, to pick your brains about [what you do, this sector…]”
• Ask for information – not a job
  ➔ Take a copy of your CV – get feedback
  ➔ “Any other people I should speak to?”
  ➔ Thank you letter
    – including your updated CV
  ➔ “Any hot leads for jobs, just let me know & I’ll follow it up myself”
Where Are All The Jobs?

- Adverts
- Agencies
- Contacts
- Internal moves & promotions
Effectiveness: How individuals found their job (2006/2009 data)

Source: LFS, average of first wave each quarter, January – March 2006 to April – June 2009.
Base: Non-retired job seekers aged 16-69 years in Great Britain.
<table>
<thead>
<tr>
<th>Found out about current job</th>
<th>Doctoral graduates</th>
<th>Masters graduates</th>
<th>First degree 1st/2:1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, work or educational contacts or networks</td>
<td>33.2%</td>
<td>24.3%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Already/previously worked for the organisation</td>
<td>23.6%</td>
<td>22.1%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Newspaper/magazine (advertisement or website)</td>
<td>22.1%</td>
<td>23.6%</td>
<td>18.2%</td>
</tr>
<tr>
<td>Employer's website</td>
<td>19.9%</td>
<td>18.3%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Personal contacts, including family, friends and social networks</td>
<td>15.7%</td>
<td>14.5%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Recruitment agency (office or website)</td>
<td>10.0%</td>
<td>15.2%</td>
<td>17.7%</td>
</tr>
<tr>
<td>Other careers service/or its website</td>
<td>7.8%</td>
<td>6.0%</td>
<td>8.7%</td>
</tr>
<tr>
<td>Speculative approach to employer</td>
<td>6.3%</td>
<td>5.2%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Careers service at the institution at which you studied or its website</td>
<td>4.9%</td>
<td>3.2%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Employer approached me/headhunted</td>
<td>1.2%</td>
<td>2.2%</td>
<td>1.1%</td>
</tr>
<tr>
<td>I set up the business/self employed</td>
<td>1.4%</td>
<td>1.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>(N)</td>
<td>1600</td>
<td>3285</td>
<td>12500</td>
</tr>
</tbody>
</table>

Multi-response question: sum will be greater than 100%. Those with fewer than 1% not shown.
Finding a job when the one you want isn’t available

• Get your timing right
  – Opening dates more important than deadlines
  – Stop-gap job & prep for next recruitment cycle?
• Find a good employer and become an internal candidate
• Graduate/management training schemes are rare – but not just for undergrads
  – Often filled by “second job” UGs – so older
  – Get experience to make yourself competitive
Finding a job when you don’t know what you want to do

- What do you need to learn to help you decide?
  - Test out new skills?
  - What is a sector like to work in?

  ➔ Find an “OK” job and volunteer for projects

- What would be a great addition to your CV?
- Anything you’d love to do while you decide?
- Be prepared to convince someone you’d love to do their [ …random… ] job

- Avoid same old job indefinitely – put a deadline on it
Avoiding the trap

• Do nothing – or wait until inspiration strikes
  ➤ Set up a plan, one step at a time, short deadlines
  ➤ Enlist support
  ➤ Share your plan with someone else
  ➤ Let others know what you’re doing
  ➤ Talk to us – for up to 2 years after graduating
Enlist some help

• Careers appointments
  – Can’t always give you the info you want
  – Can discuss how you can find it yourself
  – Book through the Atrium – in person or on 0161 275 2829
  – Some appointments bookable online (including in School)
  – www.manchester.ac.uk/careers