



NewsWAIV

San Diego State University



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Division of Student Affairs

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Using Targeted Strategies to Land a Job

One of the single most important pieces of advice that hiring managers offer is to be single-minded in your job search. Although it can be tempting to take a “shot-gun” approach targeting any available opening, such a broad strategy is likely to work against you and can in fact communicate desperation. Follow the below targeted strategy to project confidence that appeals to hiring managers.



1) Narrow Your Job Goals

Identify what kind of position or category of jobs you want to apply for, it should be flexible but not all-inclusive.

2) Create a List of Potential Employers

Research the companies and learn about upcoming opportunities. Determine the characteristics about you that you can offer to the company.

3) Customize!

Edit every resume to highlight your qualifications and accomplishments that match those listed in the job description.

4) Make a Cold Call

Call the hiring manager to follow up on the resume you submitted. Try to emphasize why you are a great fit for the company during this phone call.

5) Write Your Own Script

Jot down your strengths and achievements to help you better express your confidence to the employer, but make sure they pertain to the position.

Source: <https://www.wetfeet.com/articles/using-targeted-strategies-to-land-a-job>

Tip of the Month:

It's never too early to hone your Soft Skill Set!

What are Soft Skills?

Soft skills for job seekers are a combination of your personality, attitude, and social skills; [they] do weigh heavily in an employer's decision to consider you as a candidate. Many employers believe most people can be trained in the hard skills required for a job much more easily than they can be trained on the soft skills. If you are a job seeker, you should do a self check on how you present both to prospective employers.

According to CareerRealism.com, the following are critical soft skills employers most desire in their employees:

1. Honesty and integrity
2. Strong work ethic
3. Emotional intelligence
4. Self motivated
5. High energy/positive attitude
6. Team player

[Click here](#) to read the full article

Questions? Comments? Need to schedule a WorkAbility IV appointment? Please contact your WAIV Counselor:

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