
Career Insiders has been certified by the City & County of SF as a Small - Local - Woman-owned enterprise.

JOB SEARCH PROCESS

By Mauri Schwartz

President/CEO Career Insiders

Job Search – You can look for job opportunities in two ways and they are not mutually exclusive:

1. Search for specific types of positions using a job search engine such as Indeed.com
2. Identify companies you would like to work for and check to see if they have any opportunities that are appropriate for you...and pursue them as you would for option #1.

If there is not an opportunity that is appropriate for you, check to see if the company is hiring for a lot of other positions...ie, check to see if the company is growing.

If it is, there may soon be an opportunity that matches your qualifications and you can begin to introduce yourself to the organization by identifying people you know (via LinkedIn, etc) who may know people within the company.

- There are several ways to identify companies:
 - i. Search with Google on the top 10 Venture Capital firms; go to each firm's web site and examine their investment portfolios.
 - ii. Keep up to date with business publications such as the SF Business Times and/or San Jose Mercury News.

Application Process

1. If you are responding to a job posting, apply by following the instructions on the posting.
2. Use LinkedIn's Advanced Search capability to try to identify the hiring manager (decision maker). You may also find this information on the company's web site, especially if it's a small organization or a nonprofit.
3. Check with LinkedIn to see if you have any connections in common with the person you assume is the hiring manager.
4. If you do, ask your contact to introduce you to the hiring manager.
5. If you can't identify the hiring manager or you don't have a connection in common, check to see if you have any people in your network who work or have worked at the company. Contact them to gather information, such as the name of the hiring manager, etc.
6. If you can't find anyone in your network who can introduce you, then introduce yourself directly to the hiring manager. This is in addition to applying according to the posting's instructions. This means you will be applying at least twice. Do these simultaneously. Do not wait to hear back from one before proceeding with the next.
7. When you contact a hiring manager directly, do so by using regular email or by calling. Do not send them a message via LinkedIn. Do NOT ask them to connect via LinkedIn when you are first introducing yourself. If you don't understand why I advise against this, please [contact me](#).
8. If you do not hear back from either type of application within a week, follow up.
9. You will want to distinguish yourself by mentioning in your communication any specific experience and/or accomplishments of yours which may apply directly to that company's environment. You may also use any current positive news about the firm or the contact that you've found in your research. This is easier to do when you have become more familiar with the company by doing thorough research.

Career Insiders has been certified by the City & County of SF as a Small - Local - Woman-owned enterprise.

Keeping Track

1. Create an Excel spreadsheet that includes the company name, position title, names of the hiring manager and/or any other contacts along with their contact information. Include each action that you have taken along with its date as well as a reminder date for follow up and/or the next step.
2. For each job, create a Word folder so that you can collect the relevant versions of documents such as the specific resume and cover letter that you submitted for that particular job. Also keep a copy of the job description. If you need to, copy and paste it from the online site. Simply keeping a copy of the url is not enough because the position may be removed from the site.
3. For each job, create an email folder to keep all relevant email communications together in one place.