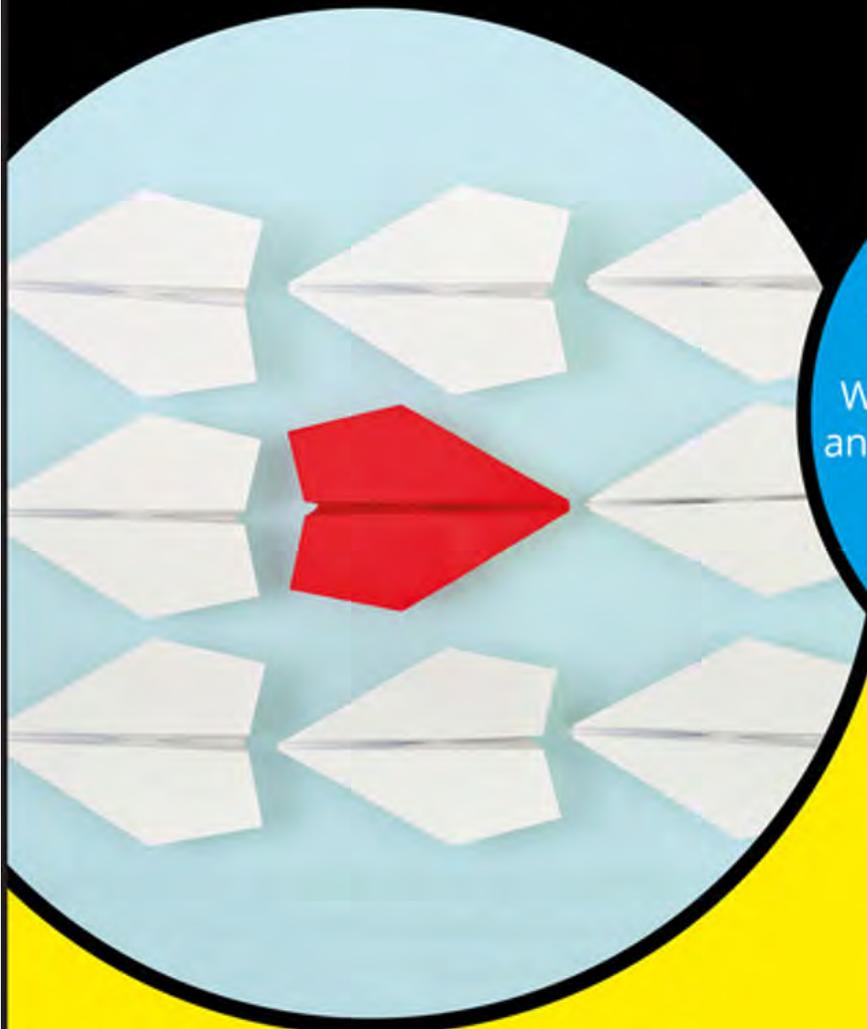


LEARNING MADE EASY



Getting Your First Job

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Determine what kind of job you want and are suited for

Write a compelling cover letter and résumé to land an interview

Prepare for interviews and evaluate job offers

Roberto Angulo

Cofounder of AfterCollege.com



Getting Your First Job

by Roberto Angulo
Cofounder of AfterCollege.com

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Getting Your First Job For Dummies®

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IN THIS CHAPTER

- » Learning how to query search engines and job sites
- » Mastering advanced job search techniques
- » Creating alerts to make you aware of new jobs

Chapter 6

Searching for Jobs Online

Job sites make it easy for you to search for work. Just type in your desired keywords and you'll get a list back with matching jobs. Some of the better sites offer filters on the side so you can narrow your results.

In this chapter, you learn some tricks to help you get an edge over other job seekers. Even if you're not technical, you can use some simple search techniques such as Boolean operators to uncover the right job listings. For example, you may want to include management trainee jobs in your search, but exclude those that are in food service or retail. Boolean lets you do this. In another case, you may want to look for jobs that include *copywriting*, *content marketing*, or *journalism* in the description. You can run three separate searches or just do one using Boolean operators.

When you know about these techniques, you can use them not just on job sites, but also on search engines like Google, allowing you to uncover opportunities that may not be obvious.

Finally, you gain knowledge of how to set up search notifications that will email you new jobs as they become available.

Familiarizing Yourself with Search Techniques

Don't let the title of this section fool you. You don't need to learn sophisticated search mechanics to do an effective job search. Most job sites are designed to let even novice job seekers access relevant jobs. But knowing some simple search tactics (which may sound complicated, but really aren't), you can speed up your search and uncover entry-level jobs and internships more easily.

Conducting a basic job search

Popular job sites, like Indeed, give you a keyword field and a location box to start your search, as shown in Figure 6-1. Usually this is all you need. Type in a keyword or two and an optional location to start your query.

FIGURE 6-1: Doing a basic keyword and location search on Indeed.



TIP

In the location field, try your search with a zip code first and then try it again with a city-and-state combination. Because jobs are classified differently, one search may show you more jobs than the other.

Your results will most likely contain filters that you can use to narrow your search by location, type of job, and even employer, as shown in Figure 6-2. These filters may seem obvious, but they're powerful because they guide you into knowing what kind of jobs exists in your area of interest and where they're located. You can click in and out of these filtered lists to get a good idea of the opportunities available to you.



TIP

Are you willing to work anywhere for the right job? Leave the location field blank and search only by keyword. This will yield more results and give you ideas of jobs to pursue. You can take a deeper dive by using the filters provided.

Job sites vary in functionality. Some offer filters where you can narrow your results after you've done a keyword search. Others, like Craigslist, start you out with a navigation menu where you first select a city, then a job category, and drill down from there. But what all these sites have in common is that they provide a keyword search field somewhere in the search, either at the start or as you narrow your results.

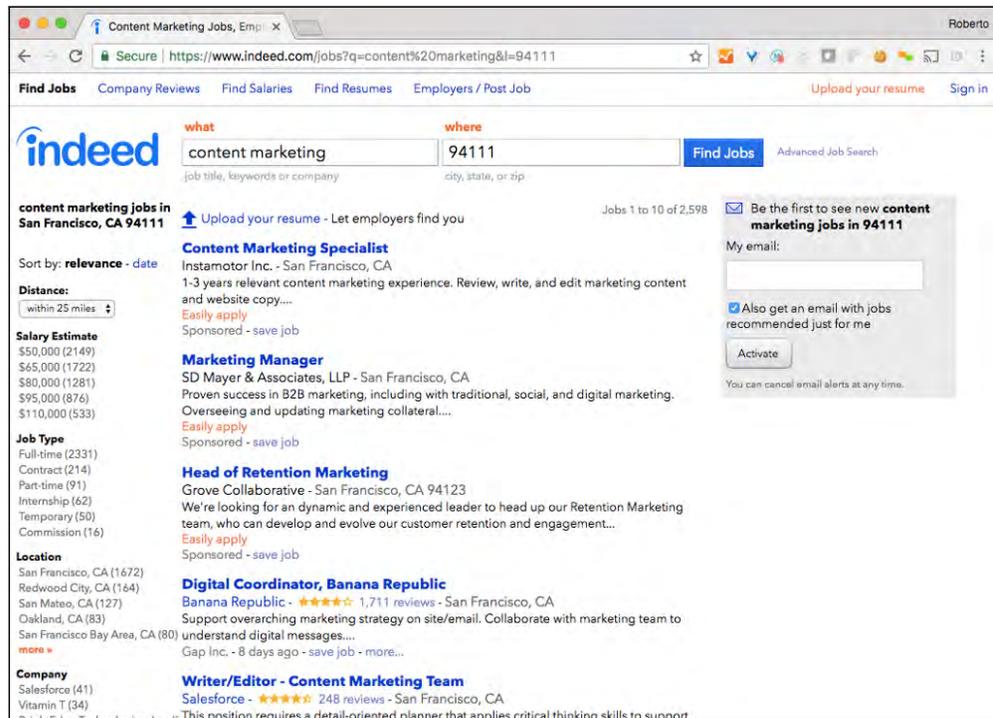


FIGURE 6-2: Browsing through filters in your job search results.

Using keywords

You'll probably use more than one keyword in your job search. For example, you may search for some of these jobs: marketing analyst, financial analyst, or summer internship.

The results you get will vary based on how you enter these search terms. On most sites, if you enter **financial analyst**, you will get more results than when you enter **"financial analyst"** (with double quotes).

The double quotes tell the job site to treat your search as an exact phrase, meaning, the site searches for the exact term *financial analyst* in the job title or job description, as opposed to searching for both words — *financial* and *analyst* — in any order anywhere in the job listing. Table 6-1 shows these and other variations.



TIP

Some sites interpret the use of double quotes as intent to search for an exact term. Other sites ignore double quotes, and some sites block quotes altogether. The takeaway here is to try your search both ways — with quotes and without quotes — and adjust when you see the results you like.

TABLE 6-1

Varying Your Keyword Job Searches

Keyword Combination	Resulting Search
financial analyst	Returns jobs that contain the words <i>financial</i> and <i>analyst</i> in any order.
analyst financial	Returns jobs that contain the words <i>financial</i> and <i>analyst</i> in any order.
"financial analyst"	Returns jobs that contain the exact phrase <i>financial analyst</i> .
"analyst financial"	Returns jobs that contain the exact phrase <i>analyst financial</i> .

Narrow your job search further by using three keywords or more, without quotes. On sites like Indeed, LinkedIn, and AfterCollege, the more keywords you use, the fewer jobs will be returned. For example, search for *content*, and you get a certain number of jobs. Add a second word so that your search is now *content marketing*, and your search returns fewer jobs. Add a third word, so your search is now *content marketing intern*, and you'll see even fewer jobs. This is because sites search for jobs that contain all the keywords in your query. Use more keywords to narrow your search.



TIP

Job sites handle keyword searches differently. For example, CareerBuilder.com, unlike Indeed, will show you more jobs as you enter more keywords. Try your search on each site you use and compare the results on each to see how they differ.

Performing Boolean searches

Another good way to hone your search is to use Boolean operators. Don't worry, it's a fancy name, but the concept is simple. Boolean is a way for you to do searches using AND, OR, and NOT operators. These operators come in handy because they allow you to do searches that include some words but exclude others.

For example, you can search for entry-level jobs that are economics related, but are not in sales, using the following query:

"entry-level" OR internship AND economics NOT sales

Because the term *entry-level* contains a hyphen, you may need to put it in double quotes.

I used this search string on Indeed, and it worked pretty well, as you can see in Figure 6-3. It tells the site to find jobs that contain either the term *entry-level* or the word *internship* anywhere in the posting. I use these because they tend to be included in most jobs that require no experience. You could also include the term “no experience” (with quotes) to expand your results. I then add *AND economics* to specify that the job must contain the word *economics*. Finally, because I don’t want to include listings having to do with sales, I add *NOT sales* in the query string.

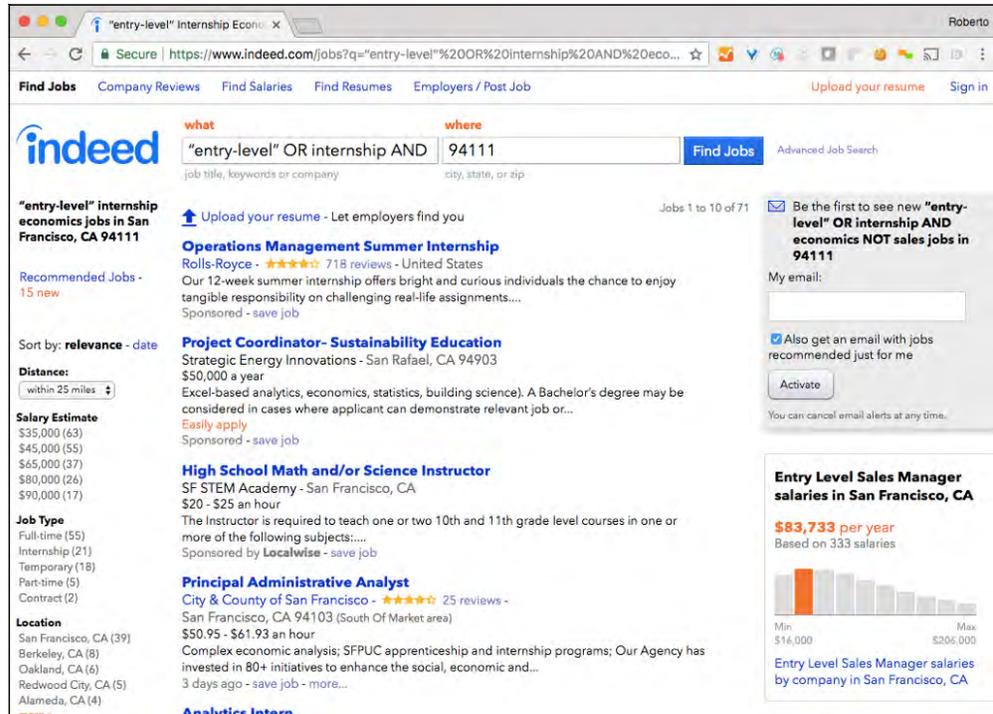


FIGURE 6-3: Boolean search and corresponding results on Indeed.



REMEMBER

When using the NOT operator for a specific word, your search will exclude any jobs with that word, whether or not it pertains to the job. For example, if you use *NOT sales*, any job with the word *sales* will be removed, even if *sales* applies to the company description and not to the job itself.

You can take advantage of other operators in addition to the ones in this example. Table 6-2 gives you a quick guide of Boolean terms you can use in your searches.

With practice and some trial and error, you will master Boolean operators so you can make the most out of searching for jobs.

TABLE 6-2

Useful Boolean Operators to Use in Your Job Search

Operator	Description
AND	Use AND to include all the keywords in your search. For example, <i>project AND coordinator</i> returns jobs that include both words. Some sites automatically assume you want all words included and don't require you to use AND. On other sites you do need to use AND.
+	This is the same as AND. Some sites use +, while others use AND.
OR	Use OR to find jobs that include any one of your keywords. For example, <i>project OR coordinator</i> returns jobs that include at least one of the keywords but not necessarily both.
NOT	Use NOT to exclude jobs that include a certain keyword. For example, searching with <i>NOT director</i> excludes jobs that include the word <i>director</i> in them.
-	This is the same as NOT. Some sites use -, while others use NOT.
" "	Use double quotes to ensure the site searches for the specific term you enter. This is useful when a term has two or more words or special characters such as a dash. For example, searching for <i>"entry-level"</i> returns jobs that contain this exact term.
()	Use parentheses to make your search easier to read and to ensure your search performs as you want it to work. For example, use <i>(sales OR marketing OR finance) AND (internship OR "entry-level" OR beginner)</i> to find jobs that contain at least one of the keywords in the first set AND also at least one of the keywords in the second set.
*	Use the wildcard asterisk to find variations of a word. For example, searching for <i>intern*</i> will return jobs containing the words <i>intern, interns, internship, and internships</i> . Be careful, though, as it will also return jobs containing words like <i>internal, international, and so on</i> .

Doing an advanced job search

If doing Boolean job searches is too much for you, don't worry. Some sites, like Indeed, give you the option to do advanced job searches that take care of the logic for you behind the scenes. Figure 6-4 illustrates what one of these search screens looks like.

The advanced search lets you specify the words you want to include in all the search results, as well as the words you want to exclude. In Indeed's case, you can also specify the type of job, you can restrict your keywords to the title only, and you can search for specific employers.

Each job site is different and offers additional search functionality based on the data it collects from employers.

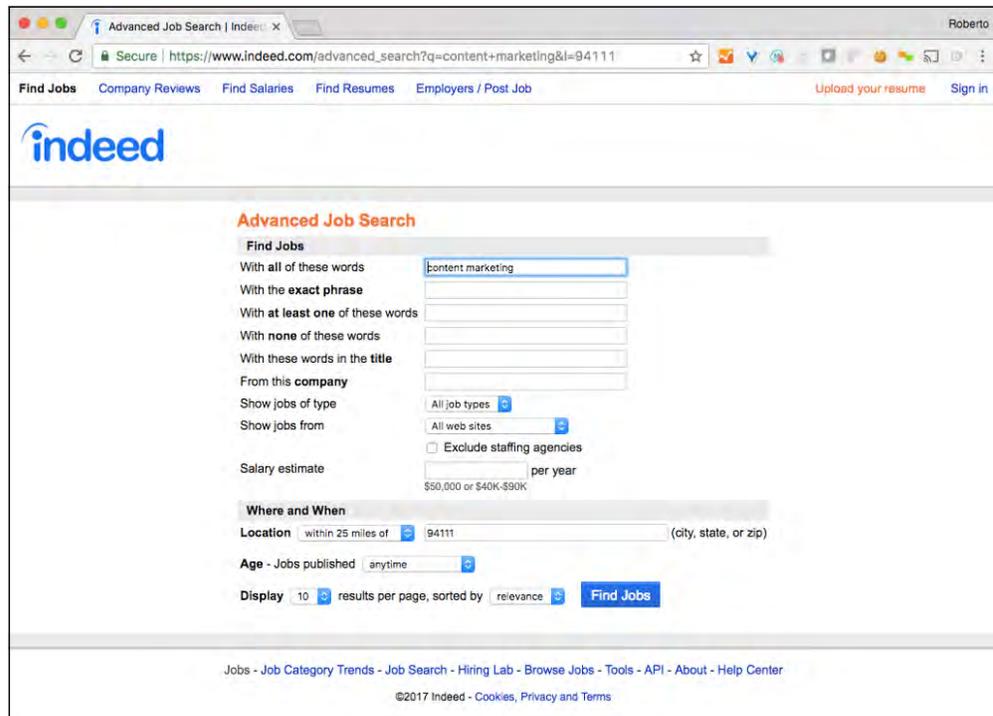


FIGURE 6-4:
Boolean
search and
corresponding
results on Indeed.



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SIGNING UP FOR JOB ALERTS AND UPDATES FOR A SPECIFIC EMPLOYER

If you're really interested in a specific employer, go to its website and find the careers section. Most medium to large employers have one. You can sign up for job alerts from the employer and get event updates. You'll need to enter your email address or create an account. For example, Disney has a careers section at <http://jobs.disneycareers.com> where you can register for updates. You don't need to have your résumé ready, and you don't need to apply to any jobs if you're not ready. But you gain two advantages by going to the employer's site:

- **You get the inside scoop.** You stay informed about new jobs as soon as they're posted.
- **Get on the employer's radar.** A recruiter may see that you've signed up on the company's site and reach out to you to start the recruiting process.

Searching on Job Sites

Job sites come in different sizes and vary in functionality. The large national job boards list hundreds of thousands of jobs and give you access to these jobs through one place. Then you have smaller local sites that have fewer listings, but they may contain jobs not found on the large sites. (For a list of recommended job sites, take a look at Chapter 16.)



TIP

Most first-time job seekers complain about not being able to find enough entry-level jobs. Here are some of the types of sites you can use to find your first job or internship:

- » **Large job sites:** Sites in this category include Monster (www.monster.com), CareerBuilder (www.careerbuilder.com), and top aggregator Indeed (www.indeed.com). These sites contain hundreds of thousands of opportunities. They also tend to offer good search functionality, support for Boolean searches, and filters. Quantity is not always the answer, though. Just because a site has a lot of jobs that doesn't mean it has the right jobs for you and especially the right entry-level ones. Still, take a look at these sites.
- » **Local regional sites:** Craigslist is a good example here. While it's a large site with international reach, Craigslist (www.craigslist.org) is organized into regional sites, giving you good visibility into local employers. Newspaper sites also offer great local jobs. Sites like <http://jobs.bnd.com> in Belleville, Illinois, and www.jobsok.com in Oklahoma offer hyper-targeted access to local employers.
- » **Audience-specific sites:** If you're a college student or recent grad, sites like AfterCollege (www.aftercollege.com) and College Recruiter (www.collegerecruiter.com) give you access to jobs and internships from employers looking specifically for entry-level candidates.
- » **Industry-specific sites:** Dice (www.dice.com) and Health eCareers (www.healthcareers.com) are two examples of sites that cater to those interested in the technology and healthcare sectors, respectively.
- » **Association sites:** Are you focused on a specific field of study? If so, sites like the IEEE Job Site (<http://careers.ieee.org>) and the American Accounting Association Career Center (<http://careercenter.aaahq.org>) allow you to search for jobs that are targeted to your field of study.



TIP

Check with any group of which you're a member to see if it has its own job site.

Finding Jobs on Google

Google is a great place to search for anything, including jobs. Although it's not a job site per se, Google crawls content from all over the Internet, including job content from employer websites. It indexes jobs from various job sites.

The other great thing about Google is that it allows you to use Boolean operators. If you like Boolean, you can use it on Google to do searches to your heart's content.

You can enter the same search string from "Performing Boolean searches," earlier in this chapter, into Google to search for jobs. Google will return relevant search results, including jobs. Click the jobs section in the results and you'll be taken to a section on Google that lets you do job searches, as shown in Figure 6-5.

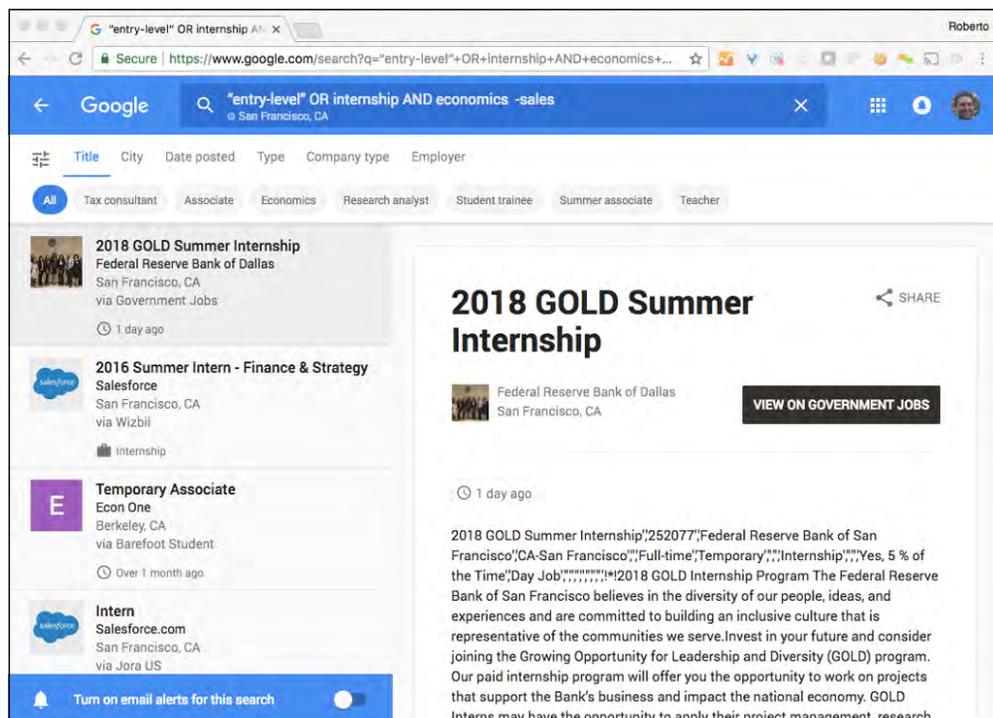


FIGURE 6-5: Searching for jobs on Google.

As you search for jobs on Google, it will recognize these searches and customize the results page for you, giving you filters so you can drill down by location, job title, type of job, company type, and employer.



TIP

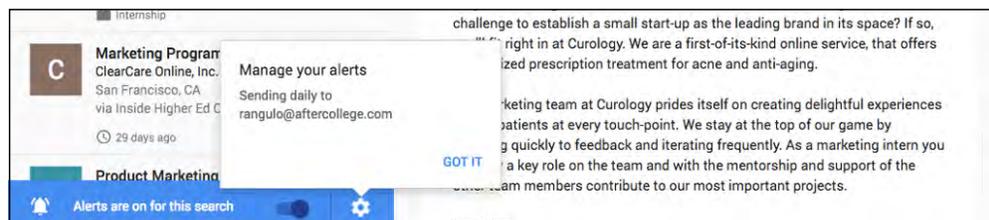
You may be tempted to skip the job sites all together and just use Google. But Google doesn't index all job content, so you should still use job sites.

Setting Up Automatic Job Alerts

Most sites, including Google, allow you to set up email job alerts. This way, you can get notified of new jobs coming out that match your search criteria. Take advantage of these automatic notifications, because they save you time. They also give you a head start so you can apply to any job of interest as soon as the job is discovered.

Google, for example, gives you the option of setting up a job alert for any search you do. Just activate the job alert setting in the lower-left corner of your browser when doing a job search. Figure 6-6 illustrates how easy it is to activate these alerts.

FIGURE 6-6:
Activating email
job alerts on
Google.



Setting up AfterCollege job alerts

AfterCollege is focused exclusively on helping college students and recent graduates find jobs and internships. Although it doesn't have the number of jobs found on Google or national sites like Indeed, it does have a large number of entry-level jobs and internships, some of which are not found anywhere else.

When you create an account on AfterCollege, you automatically get daily job digests based on your educational background. After a few weeks, these digests go from daily to weekly.

You can also create job alerts on AfterCollege based on your searches. To do this, go to www.aftercollege.com/search and do a job search. When you're comfortable with the results, click the **Notify Me When Similar Jobs Are Posted** button on the upper right of your search results, as shown in Figure 6-7.

Follow individual employers and get notified when they post new jobs. When you're on a job listing, click **Follow This Company** in the upper-right corner of the posting, as shown in Figure 6-8.

You can always unsubscribe from job alerts and stop getting employer notifications by logging on to AfterCollege and updating your communications settings.

FIGURE 6-7: Setting up AfterCollege job alerts based on your entry-level job search.

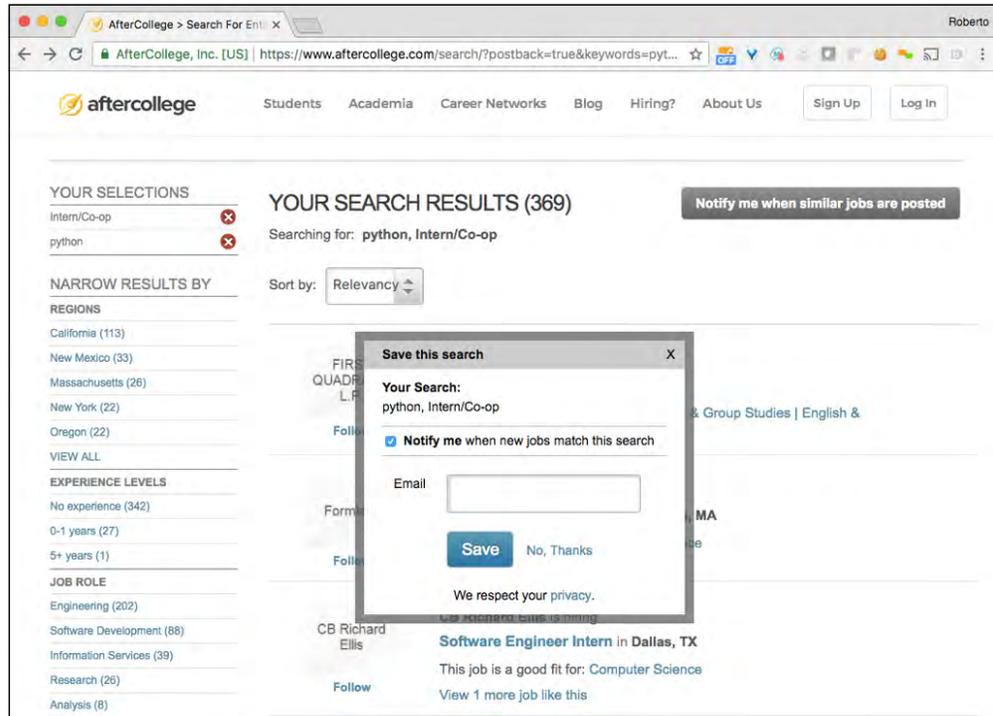
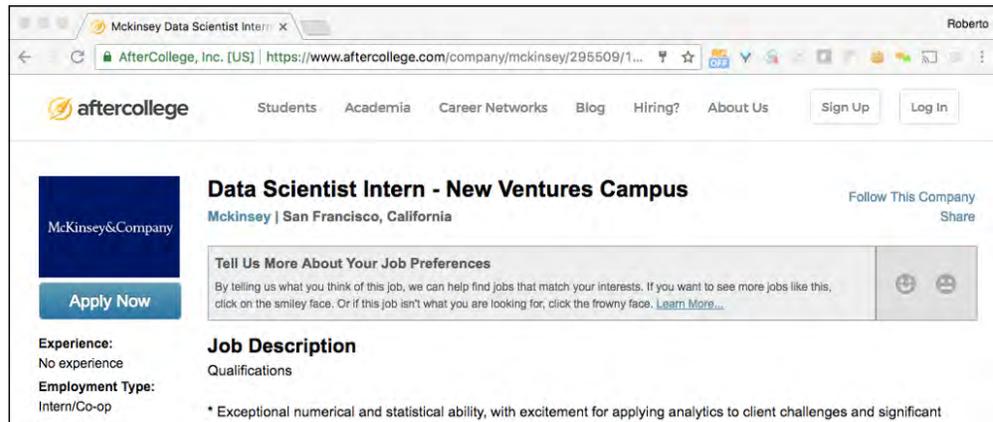


FIGURE 6-8: Following an employer on AfterCollege.



Creating a LinkedIn job notification

LinkedIn is known for being the top professional network, but it also holds its own against sites like Indeed and has hundreds of thousands of jobs, including entry-level ones. Create a LinkedIn job alert by going to www.linkedin.com/jobs and doing a search. Click Create Search Alert on the right of the search results, as shown in Figure 6-9. You can choose to get your alerts via email, via the LinkedIn app, via LinkedIn.com, or from all three.

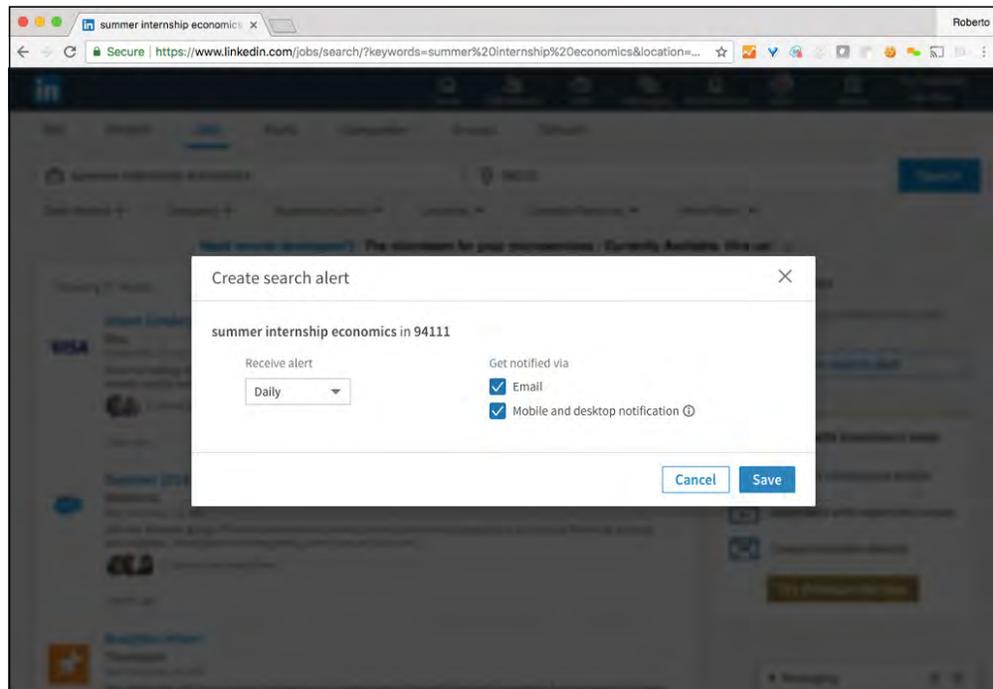


FIGURE 6-9:
Creating a job
search alert on
LinkedIn.

When you look at a job on LinkedIn, you'll see any connections you have to the organization. The convenience of being able to see a job description and your connections at the same time makes LinkedIn a valuable tool to have in your job search.

Subscribing to school email lists

When I was in college, I remember getting most of my best internship and job leads from my academic department and from student groups to which I belonged.

I majored in economics and I was part of the department email list. As a result, I heard about not-so-publicized recruiting events with companies such as McKinsey & Company and Boston Consulting Group, and I was able to interview with them. Often, employers miss campus recruiting deadlines and go directly to academic departments to see if they can interview students.

Toward the end of my junior year, I started becoming interested in industrial engineering and started taking classes. I subscribed to the department's email distribution list, which was managed by the department administrator. Through this list, I became aware of a summer internship at a company called Intuit. It wanted an intern to build a website for a new initiative. I only knew a little about web development, but because it was late in the summer and Intuit needed someone, I got the internship. This was the best internship ever! I learned a lot and the

experience got me exposed to the world of technology. My boss at the time, Ravi, put his faith in my ability to do what needed to get done, and he gave me a chance. All this because of a lead I got via the industrial engineering email list!

I also belonged to the Mexican Student Association, as I had come from Mexico, and I was on the member email list. In one instance, I got a message about the Mexican minister of finance visiting campus and offering to meet with ten students who were interested in working in Mexico. I was one of the first students to reply. As a result, I ended up having coffee with the finance minister, who offered to make introductions for me.



TIP

If you belong to any student groups, subscribe to their distribution lists. Do the same with your academic department. These are valuable affiliations that can generate great job leads for you.

Using IFTTT notifications and Craigslist

Craigslist is a massive classifieds site, with a lot of local jobs listed. The site is simple and easy to use, but it doesn't offer a way to get email alerts when new jobs are posted. Luckily, a site called IFTTT lets you create email notifications for other sites, including Craigslist. So when a new job gets posted that is relevant to you, you receive an alert.

To set up an IFTTT alert based on a Craigslist search, do the following:

- 1. Go to www.craigslist.org.**
The site will redirect to the local version of Craigslist for your city.
- 2. Navigate to the Jobs section and drill down to find the types of jobs you like.**
- 3. When you see the results you like, copy the URL from your browser, as shown in Figure 6-10.**

FIGURE 6-10: Getting the URL for your job search results on Craigslist.



4. Go to www.ifttt.com and either create an account or log in.
5. Go to www.ifttt.com/search and search for Craigslist.
6. Select the first result that says **Get an Email Whenever a New Craigslist Post Matches Your Search**, as shown in Figure 6-11.

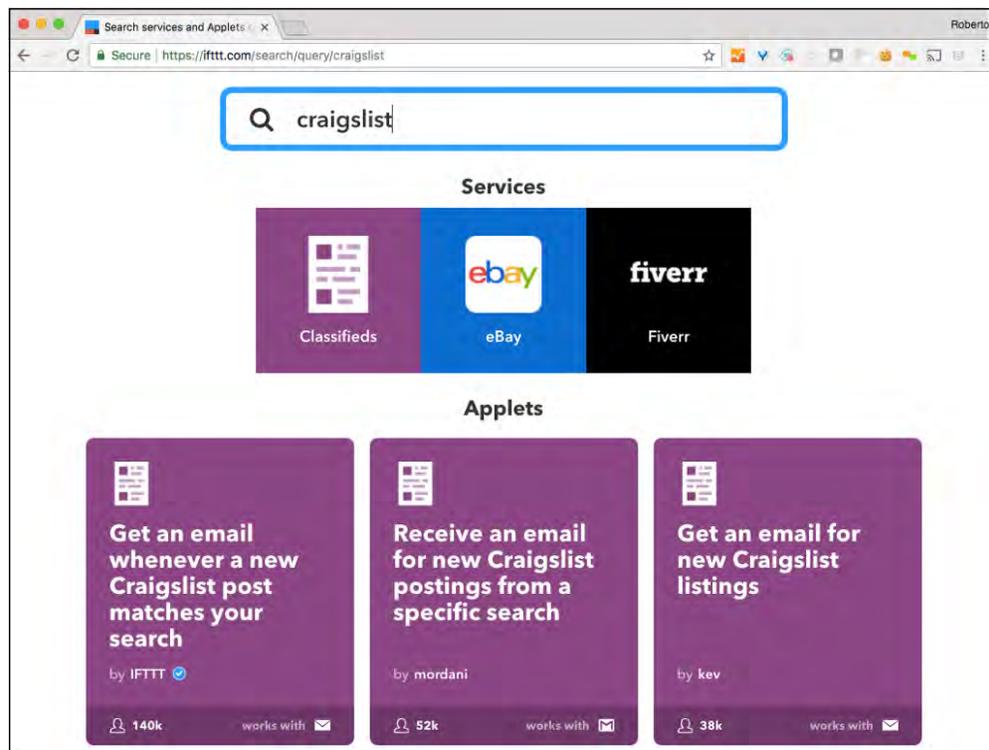


FIGURE 6-11:
Setting up
Craigslist on
IFTTT.

You'll see the applet page.

7. Turn on the switch that says **Receive Notifications When This Applet Runs**, and below that, enter the Craigslist search URL you copied in Step 3, as shown in Figure 6-12.

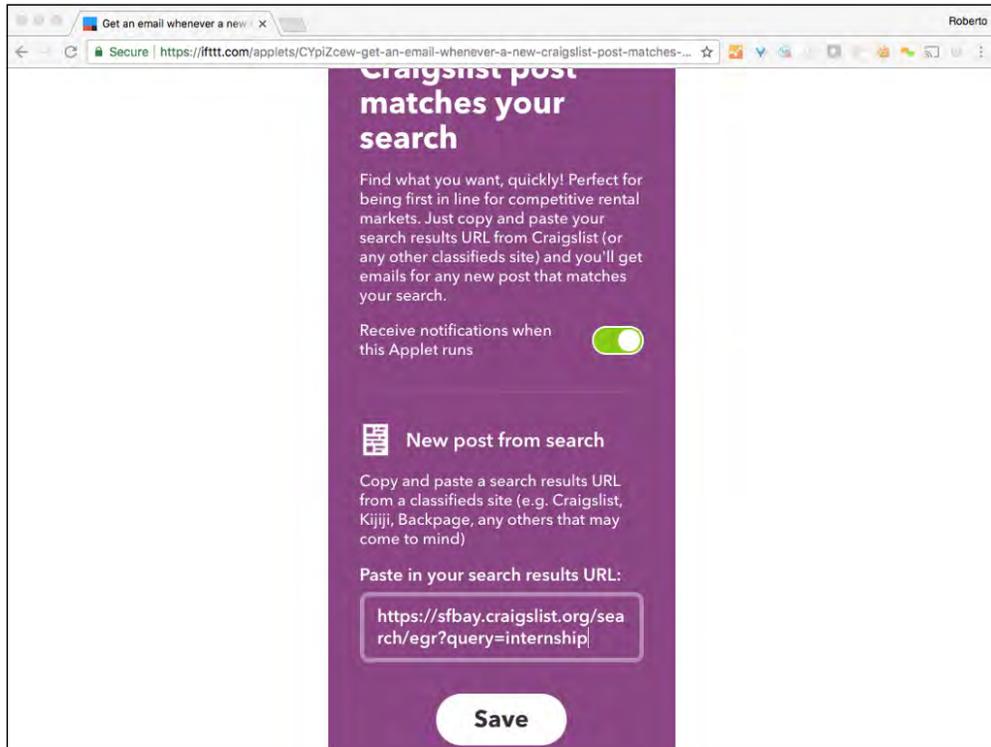


FIGURE 6-12:
Activating your
Craigslist
notification
on IFTTT.

8. Click Save.

You can discontinue your IFTTT notifications and edit them at any time.

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About the Author

Roberto Angulo is co-founder and CEO of AfterCollege, the largest career network for college students and recent graduates. He came up with the idea for AfterCollege while studying economics at Stanford University. Not knowing what to do with his degree, he set out to start a service that helped students figure out what to do based on their field of study. Today, AfterCollege is used by millions of students and grads annually and counts more than 18,000 professors and academic contacts as subscribers who receive targeted job content for their students.

Roberto is also the CEO of Recruitology, a leading recruitment platform that helps small and medium employers hire the right candidates at the right time. The platform gives employers access to best-of-breed job sites and includes intelligent job distribution, an applicant tracking system, and analytics.

He collaborated with President Obama's administration on various initiatives, including the launch of Summer Jobs+, which created summer opportunities for youth ages 16 to 24. He also co-founded US2020.org, an initiative to engage STEM professionals as mentors to students from kindergarten through graduate school.

Roberto enjoys traveling, running, and developing new product and partnership ideas for AfterCollege and Recruitology.

Dedication

To the entire team at AfterCollege. Without you, this work would not have been possible. To my wife, Ana Bertran who's been my biggest fan and supporter. She encouraged me to write this book. And to Sophie and Lucas, who think it's really cool that their dad wrote a book.

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