The Non-Academic Job Search

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About Me

- Senior Assistant Director of Talent Acquisition and Development at Info Tech
- 15+ years experience in recruiting, career coaching and admissions counseling
- Speaker, trainer, thought leader on networking, LinkedIn and the modern job search
- Trained over 700 recruiters on LinkedIn Recruiter software and coached thousands of job seekers
Academic v. Non-Academic Job Search

Typical Academic Search
- Applications
- Application Screens
- Interviews
- Offers
- Deposits/Job Offers

Typical Non-Academic Job Search
- Applications
- Application Screens
- Phone Screens
- Interviews
- Offers
- New Hire
**Academic Search**

- Thorough application materials
- Recruitment timing tied with academic year
- Academic/Research language
- Focus on research
- Graduate programs have multiple spots to fill each year

**Non-Academic Search**

- Concise, focused application materials
- Recruitment timing tied with company need
- Industry, results-focused language
- Focus on execution
- Employer may only have one position to fill
Hiring is risky, expensive and time-consuming
Many If Not Most Employers Hunt for Job-Hunters in the Exact Opposite Way from How Most Job-Hunters Hunt for Them

The Way a Typical Employer Prefers to Fill a Vacancy

1. From Within: Promotion of a full-time employee, or promotion of a present part-time employee, or hiring a former consultant for in-house or contract work, or hiring a former "temp" full-time. Employer’s thoughts: “I want to hire someone to do work I have already seen.” (A low-risk strategy for the employer.)

Implication for Job-Hunters: See if you can get hired at an organization you have chosen—as a temp, contract worker, or consultant—aiming at a full-time position only later (or not at all).

2. Using Prowl: Hiring an unknown job-hunter who brings proof of what he or she can do, with regards to the skills needed.

Implication for Job-Hunters: If you are a programmer, bring a program you have done—with its code. If you are a photographer, bring photos. If you are a counselor, bring a case study with you, etc.

3. Using a Best Friend or Business Colleague: Hiring someone whose work a trusted friend of yours has seen (perhaps they worked for him or her).

Implication for Job-Hunters: Find someone who knows the person who has the power to hire at your target organization, who also knows your work, and will introduce you two.

4. Using an Agency They Trust: This may be a recruiter or search firm the employer has hired, or a private employment agency—both of which have checked you out, on behalf of the employer.

5. Using an Ad They Have Placed (online or in newspapers, etc.).

6. Using a Resume: Even if the resume was unsolicited (if the employer is desperate).

The Way a Typical Job-Hunter Prefers to Fill a Vacancy

Source: Richard Bolles, "What Color is Your Parachute?"
<table>
<thead>
<tr>
<th>Scarcity</th>
<th>Abundance</th>
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<tbody>
<tr>
<td>Little-to-no qualified applicants</td>
<td>Record application numbers</td>
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Job Seeking: The Ultimate Research Experiment
Step 1: Frame the question

+ Where have others with my academic background applied their degrees?
+ How does one get employed as an academic advisor?
Step 2: Complete a Lit Review

- LinkedIn
- Meetups
- Professional Associations
- Networking Meetings
- Career Fairs
- Job Boards
Step 3: Narrow the Scope

+ Develop a LAMP list of 40 target companies
+ The trifecta of job search:
  + Interest in the company
  + Companies where you have or have the potential to have advocates
  + Companies with current openings
Get Peer Reviews

+ Networking is just another form of research
+ Ask for advise, don’t ask for a job
+ Share your LAMP list
+ Ask for additional sources
+ People like to help those who help themselves
Form your Thesis

+ **Thesis Statement:** I am a strong candidate for a UX/UI position

+ **Supporting Points:**
  - *PhD in Sociology*—I understand how to complete objective research on large populations. I see technology users first and foremost as humans.
  - *Tech-Savvy*—I worked as an IT help-desk rep while in college.
  - *Active Listener*—I know how to remain unbiased and ask open-ended questions. I do not insert my bias by asking leading questions
Share your Research

- RESUME
- LINKEDIN PROFILE
- COVER LETTER
- INTERVIEWS
Additional Resources

- Steve Dalton, the “2 Hour Job Search”
- Josh Doody, “Fearless Salary Negotiation”
Questions?