



University Centre  
Peterborough

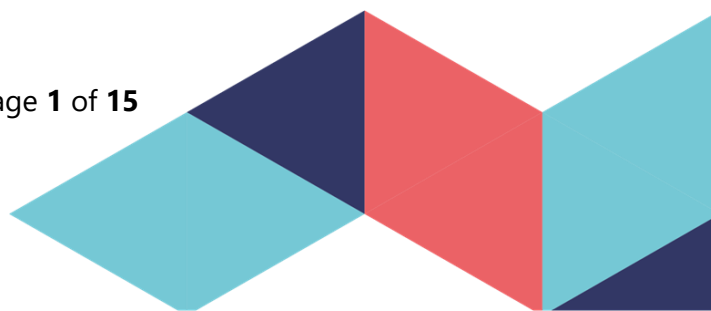
# Job searching

**Applies to:  
graduate roles,  
internships,  
volunteering, jobs**

[employerhub@ucp.ac.uk](mailto:employerhub@ucp.ac.uk)

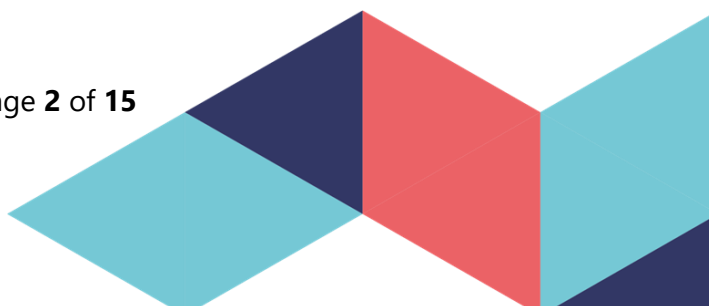
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## Job hunting - Objectives

This course aims to provide you with the knowledge to enable you to engage with job searching effectively and efficiently, including internships and graduate schemes.

### Understand how to

- Prepare for job searching
- Effectively engage with job hunting channels
- Protect yourself from job scams

### Supporting materials

Please see the additional supporting materials including a glossary of terms and websites for job searches, graduate jobs, volunteering, and internships.

## Job searching explained

We know that job searching can feel overwhelming but there are key steps that will reduce the stress.



Image: [https://www.live-recruitment.co.uk/blog/2018/02/how-to-approach-your-job-search-when-youre-already-employed\\_](https://www.live-recruitment.co.uk/blog/2018/02/how-to-approach-your-job-search-when-youre-already-employed_)

### Preparation

- What kind of job would suit you?
- What are your skills and experiences?
- Have you got a CV showing impact? (Master CV and tailored versions for each role)
- Is your LinkedIn profile reflective of your CV?
- Do you have an elevator pitch?
- How are you going to record who you've applied to, which CV you sent, the research conducted about the company?
- Do you know the key words being used in the industry & are using these in your applications/CV/LinkedIn etc?

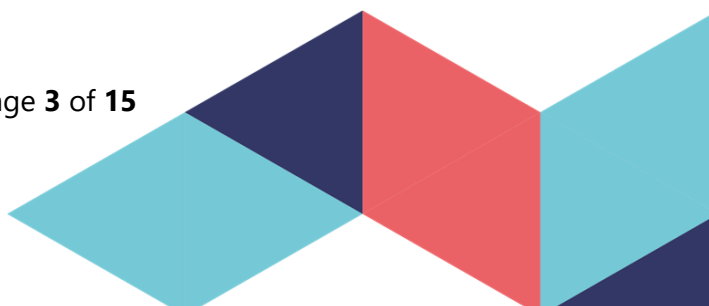
### Job searching

- Identify the employers you would like to connect with/follow
- Familiarise yourself with job searching channels (general and specific/niche) and register
- Identify specific recruiters you could work with
- Network (online & face to face)

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Make yourself relevant (keywords), consistent (CV, LinkedIn & recruiters have same info), attitude (professional & polite), and authentic (genuine interest in the role/opportunity).

We will explore these steps within this module.

## Preparation schedule

Job hunting can be difficult. There is no easy solution to guarantee success, but there are several strategies you can put in place to facilitate the journey. The first is to identify a schedule to help you with the preparation.

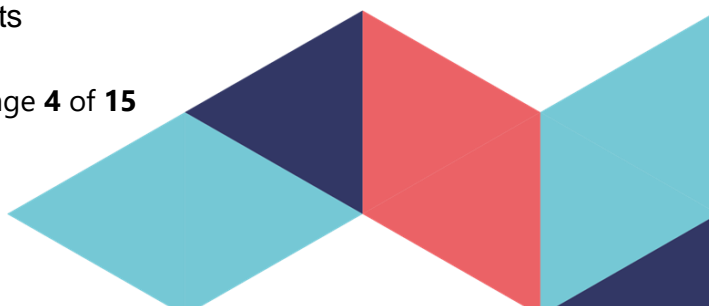
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:30 AM	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
9:00 AM	Determine target						
9:30 AM							
10:00 AM	experience and complete target companies (25)	Attend a career "Meet Up" event  AND Learn about ways to participate in the SB Alumni Association	Learn about 5 more target companies	Search for jobs through Handshake, LinkedIn & NY Jobs Express and keep track of the jobs you like in an excel sheet	Increase market intelligence by reading occupation/ industry publications		
10:30 AM							
11:00 AM	Have coffee with Sam from X company					Family wedding – talk to three people you do not know and ask them about their job and how they got into their career	
11:30 AM							
12:00 PM	Lunch		Lunch	Lunch	Be active (e.g. walk/run/swim/gym)		
12:30 PM		Have lunch with Mary, friend from college, working at X company	Look through career-related Group postings on LinkedIn; read articles and respond, with thought	Informational Interview with Scott. (he's working in your field of interest)	Lunch with friend  AND Learn about 5 more companies on your target list		Be active (e.g. walk/run/swim/gym)
1:00 PM	Learn about 5 companies on your target list						
1:30 PM		Be active (e.g. walk/run/swim/gym)					
2:00 PM		Customize resume and cover letter for five target experience	Reach out to some old friends you haven't spoken to in a while and see what they are up to	Meet with Career Counselor to review your target companies and customized resumes and cover letters	Revisit LinkedIn profile and make sure summary and positions are branded for your future job		
2:30 PM							
3:00 PM						Follow up with friends/ new contacts and confirm lunch of coffee for the following week	
3:30 PM							
4:00 PM	Create or work on your LinkedIn Profile		Send Sam and Mary a follow-up email. Reach out to two others; schedule lunch or coffee		Write and send thank you email to Scott		
4:30 PM							

**BLUE** = NETWORKING | **GREEN** = Market Intel | **ORANGE** = Career Plan Mgmt. | **PURPLE** = Wellness

Image: <https://www.stonybrook.edu/commcms/career-center/alumni/jobhunt>

Make a schedule & stick to it! Plan time to:

- Know yourself: really get to know your strengths and weaknesses, skills and preferences (*See Skills module - name TBC*)
- Know what you want from a job (*See Career Module - name TBC*)
- Update your CV & LinkedIn profile, using industry key words (*See LinkedIn and CV modules*)
- Create ways to organise your job searching (e.g. Notes, Word, Excel etc.) including
  - CV/application sent, research conducted, when applied, to whom, when expecting answer, follow up email date
- Identify who can provide your references & ask them if that is OK
- Ask for LinkedIn recommendations & endorsements
- Explore recruitment sites and sign up for alerts



- Update your answer phone msg., change your email address to a professional name
- Follow specific companies and professional organisations
- Develop network group (*See Networking module*)
- Attend career fairs, open days, events and conferences

## **Boolean job searching techniques**

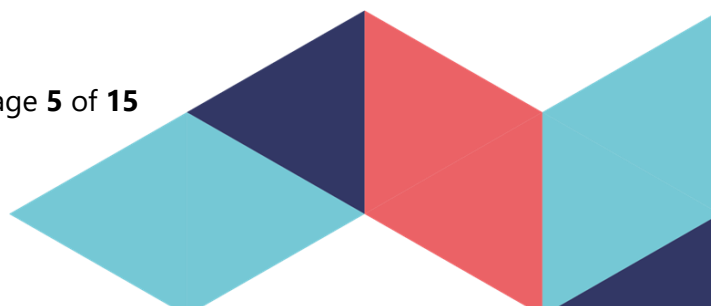
If you are doing an internet search, remember to apply the Booleana operator. This ensures your searches are specific and relevant .



Image:<https://www.theguardian.com/careers/10-step-guide-effective-job-hunting>

For example, Google provides a guide on how to refine your search  
[https://support.google.com/websearch/answer/2466433?hl=en&visit\\_id=637278231934065358-3818829217&rd=1](https://support.google.com/websearch/answer/2466433?hl=en&visit_id=637278231934065358-3818829217&rd=1)

- If you are looking for an accounting job, consider where you want to work and what experience you have. Your search could look like, [Accounting job, Peterborough, no experience]
- You could look for a specific phrase in quotation marks such as ["Graduate trainee", Peterborough]
- Using the minus sign removes words from your search e.g. [-London] would exclude London
- Specific sector searches e.g. [accounts assistant site: gov.uk]
  - Education establishments general end in ac.uk e.g. [www.UCP.ac.uk](http://www.UCP.ac.uk)
  - Government end in .gov.uk



## Job boards & alerts



Job boards/sites enable companies and recruitment agencies to list vacancies, and for jobseekers to find roles to match their needs.

We would suggest you register with an aggregate site, a generalist site and a few specialist sites where possible. Depending upon the role, some employers will only recruit through specialist sites to increase the chances of them matching the role to the individual and reducing the possibility of time waster applications

- Aggregators - search across multiple job sites in one go (Prospects, Indeed, Workhound, Simplyhired, Careerjet, LinkedIn)
  - Downside is that you will see duplication but upside is that, hopefully, you will not miss anything!
- Big generalist sites have thousands of jobs across all sectors (e.g. Reed, Monster, Totaljobs, Jobsite)
- Specialist sites focus on a sector or function (e.g. retailweekjobs, jobsgopublic, salesjobs, technojobs.co.uk, charityjob.co.uk)

### **Job sites**

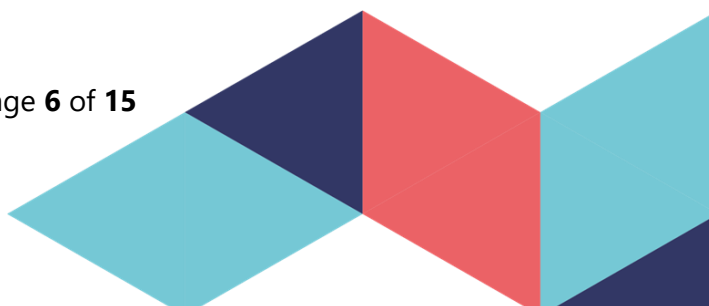
See the additional handouts relating to job sites, graduate jobs, internships and volunteering.

### **Job alerts**



Image: <https://www.fish4.co.uk/newalert/>

Job alerts will send new jobs to you! Always use the advanced search options to set your criteria - get the right jobs sent to you rather than hundreds that are too general. If the jobs being emailed to you are not suitable, reset your parameters rather than ignoring the email.



## Rules for posting your CV



Image: <https://greenacre-recruitment.com/2014/06/02/5-ways-to-tailor-your-cv-to-a-particular-role/>

Your CV should be tailored for the job board/site you are uploading to. A few considerations include:

- Your CV is written as a graduate CV with impact (*See CV module*)
- Identify what type of roles are being advertised on the selected job board/site
- Keep a note of which job boards/sites you have uploaded your CV to
- Keep a note of what dates you have uploaded your CV to
- Embed key words
  - explore the job descriptions and advertisements of similar roles to the ones you wish to apply for
  - highlight how you meet these requirements
- Re-post your CV every few weeks
  - This highlights that you are still actively looking and will prevent people wondering why you may have been job hunting for a long period of time

## Approaching recruiters

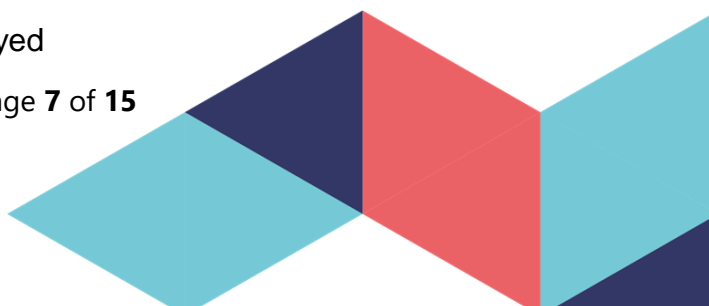
Recruiters have provided the following advise:

- Database of agencies, you can see who is niche within your sector area
  - OnRec <https://www.onrec.com/directory/overview>
  - UK Recruitment Agencies [https://www.freeindex.co.uk/categories/human\\_resources/recruitment\\_agency/](https://www.freeindex.co.uk/categories/human_resources/recruitment_agency/)
- Target your specific sector, at the right level e.g. graduate level (look at job boards will also help)
- Be proactive and call them (not just an email) to make yourself stand out
- Be honest, clear, precise and accurate about your skills and wants
- Have your own appropriate email address and phone number
- Have your CV ready
- Check what social media is out there about yourself and have already addressed any concerns
- Follow up your conversation with an email
- Include your contact details at the end of every email so they do not need to find them!
- Tell the recruiter when you have been employed

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## Cold calling



Image: <https://www.thebalancecareers.com/how-to-make-a-successful-job-search-cold-call-2062610>

Cold calling is an unscheduled call with aim of achieving a goal e.g. sell a product, ask for a job. It can be unnerving, intimidating and will frequently result in rejection but do not take this personally. Here are a few helpful hints.

- Identify what companies are expanding, relocating or developing a new product/service
- Find out the name of the department manager
- Send your CV and cover letter in ahead and explain that you will be calling to explore opportunities
- Ask if it is a convenient time to talk first. If it isn't, ask what time you could call back
- Be able to speak intelligently about the company website and industry news
- Whilst you shouldn't read from the script when you call, writing a script will help you to get your thoughts in order and give you something to refer to
- Learn from each encounter, improve your script and continue to make a positive impression on every hiring manager you contact.
- No matter what the outcome, send an email thanking the person

### **What to write/structure**

If you are unsure of what to write in your email, see the 'Cover letter' module under CVs

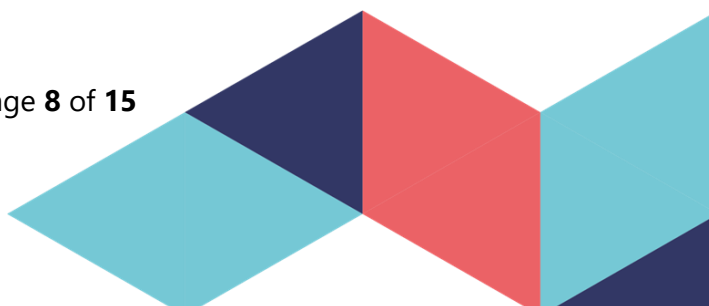
### **When to send your email/when to call**

There are certain times to avoid: Monday morning, lunch times and Friday afternoons. A mid-afternoon and the midweek slot offers the highest chance of your email being read/phone being answered.

### **Follow up**

Send a follow up email after a week. Politely phone or email to ask if they had a chance to read your email and whether they can provide further information. Include your tailored CV and contact details at the bottom of the email.

Do your due diligence, take care over your email, and you'll have very little to lose.





## Build your network



Image: <https://careersblog.enterprise.co.uk/a-beginners-guide-to-networking/>

Sometimes it really is who you know not what you know!

The wider your network, and the more often you use it, the better it works. Talk to friends, relatives or people you meet as they may know where there are jobs that are not advertised. Maintain contact with ex-colleagues and meet with them as well as recruiters and past employers. Networks need to be maintained regularly (even when you're in employment) to get them to work effectively for you.

These modules may be of use

- *Networking & making connections*
- *Working with mentors*

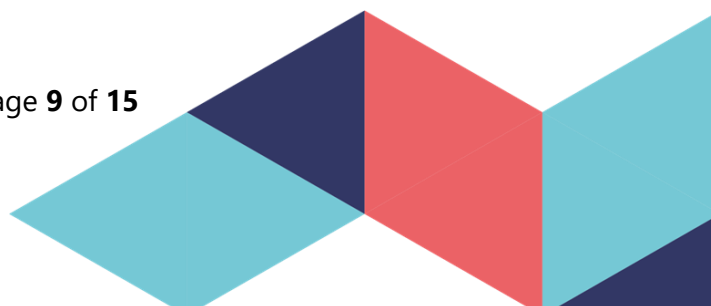
## Fill your diary



Attending career events, networking events and conferences allow you to network with people face to face: potential employers, recruiters, mentors, connectors.

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Join networking groups on LinkedIn and take note of events being held; attend alumni meet-ups, breakfast meetings and talks and lectures. Ideally, you should be aiming to attend at least two or three gatherings each month.



### **Websites promoting career fairs:**

- [www.ukcareersfair.com/candidates](http://www.ukcareersfair.com/candidates)
- [www.thejobfairs.co.uk/network/jobseeker](http://www.thejobfairs.co.uk/network/jobseeker)
- [www.prospects.ac.uk/events](http://www.prospects.ac.uk/events)
- [www.gradjobs.co.uk/exhibitions](http://www.gradjobs.co.uk/exhibitions)
- [www.stemgraduates.co.uk/blog/2019/09/graduate-fair-guide-the-ultimate-guide-to-uk-careers-fairs](http://www.stemgraduates.co.uk/blog/2019/09/graduate-fair-guide-the-ultimate-guide-to-uk-careers-fairs)
- [www.grb.uk.com/careers-advice/graduate-career-fairs](http://www.grb.uk.com/careers-advice/graduate-career-fairs)
- [www.eventbrite.co.uk/](http://www.eventbrite.co.uk/)

### **Websites promoting conferences & networking events**

- [www.prospects.ac.uk/events](http://www.prospects.ac.uk/events)
- [www.eventbrite.co.uk/](http://www.eventbrite.co.uk/)
- LinkedIn groups (*See LinkedIn module*)

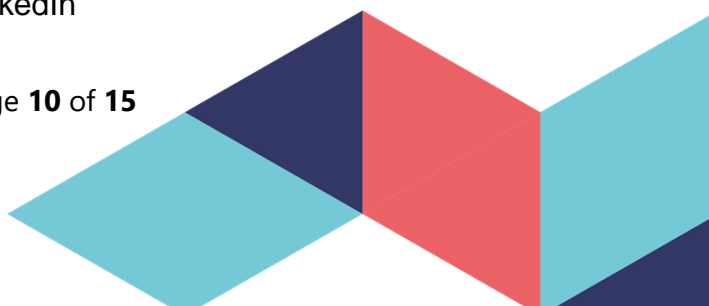
Consider approaching your local Chamber of Commerce, Federation of Small Businesses or networking groups for a one-off visit. Generally, there is a fee to join but they may be open to one-off attendance by a local student.

### **Preparing for career fairs/networking events**

These are a great way to explore work experience, internships, and graduate opportunities. Speak to recruiters and employers to gain valuable insight into the industry and identify potential opportunities.

- Identify who will be there and research about the employer
- Follow them on LinkedIn
- Have your CV printed, with a few different versions, depending upon who you are talking to
- Ensure your LinkedIn profile is up to date and matches your CV
- Consider having business cards
- Develop your elevator pitch
- Dress in appropriate business attire
- Networking – it's tough but consider having a few questions to hand such as, "What direction is your company going in over the next few years", "What changes have you recently seen in your sector", "Is there anything I do to help ..."
- Consider what questions you may be asked and how you want to answer them
- Be approachable, polite & professional
- Exchange contact details and connect on LinkedIn
- Follow-up on any good leads

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- Thank them for their time
- Highlight what you were discussing
- Outline your objectives
- Provide them with your CV

## Elevator pitch structure

An elevator pitch is quite simply the way you will alert your network as to your career intentions.

Imagine you get in an elevator with the manager of the company you want to work for - can you create a powerful first impression in 60 seconds?



Image: <https://justcreative.com/2020/05/04/elevator-pitch-guide>

- Who are you?
- What do you do?
  - Both with your studies and outside
- What are you looking for?
  - Is your vision clear to who you are speaking to

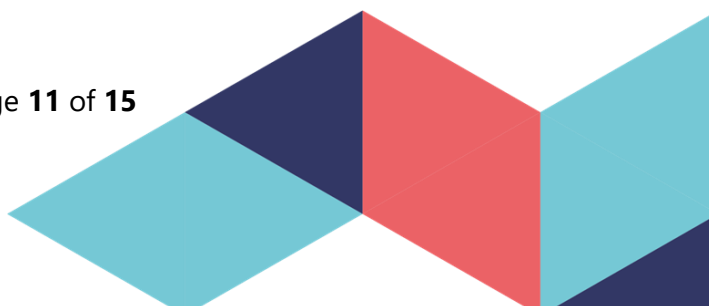
### When preparing it, consider:

1. **Where you are:** Careers fair, employer presentation, on Twitter, Facebook or LinkedIn, email an application, preparing for an interview?
2. **Who you are:** What motivates you, what you are skilled at
3. **What you want:** Work experience, mentor, internship, graduate role, placement, advice
4. **Who you are speaking to:** A recruiter, a CEO/manager, a colleague, an academic, as the tone will change
5. **What you have to offer:** What is your unique selling point? What is your proposition? What can you bring? Why should they give you their time?

### Your elevator template

An elevator pitch can take the following forms:

- CV personal profile/career objective/summary
- LinkedIn summary
- Job interviews
- Speculative applications
- Networking



At networking/career events, the following template may help.

"Hello, my name is \_\_\_\_ and I am a \_\_\_\_ year \_\_\_\_ (degree) student at University Centre Peterborough/Anglia Ruskin University. I am aspiring to work in \_\_\_\_ industry as a \_\_\_\_ /become fully qualified and experienced in \_\_\_\_ . During my time at university, I have been involved in \_\_\_\_ (societies, projects, interests etc.) and have developed skills in \_\_\_\_ . I also have had an internship/work experience/experience as a \_\_\_\_ with \_\_\_\_ and found that I really enjoyed and excelled in \_\_\_\_ . Could you please tell me more about \_\_\_\_ ?"

## Help doors open



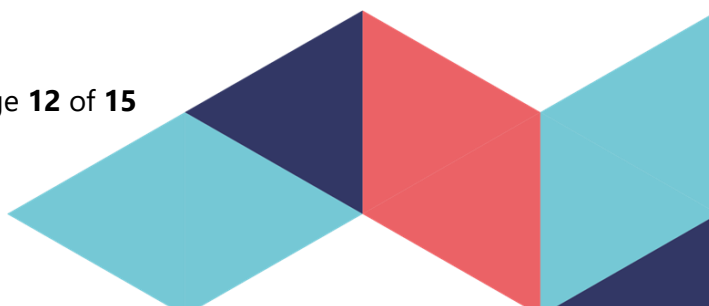
Image: <https://unsplash.com/photos/IHtVbLRiTZU>

Gaining experience to open doors can be difficult so consider how you use social media, and exploring unpaid or temporary work to help build your CV, acquire new skills, evidence a passion for the sector, develop networking opportunities, provide additional references and help you identify roles you may wish to explore further.

## **Volunteering/work experience**

Volunteering can be for a short a period of time as you and the employer agree, you can decide how much of your time you can give.

- **Approach an employer directly:** Employers want top candidates who really love what they do, and doing it for free says exactly that. It also shows you are willing to go the extra mile to get the relevant skills and experience you need. LinkedIn will provide you with a contact.
- Consider who may benefit from your skills and offer your support e.g. media/marketing/accounting support for a small business, local school or charity, mentoring a student (any age), help a company arrange an employee/charity event
- **Volunteer** (physical and virtual) – see Volunteering handout



## Temp roles

Sometimes it is easier to look for work when you are already employed. It can provide a transition role between study and full time work. You can go back to Job boards & alerts to explore websites and alerts. See Jobs handout

## Using social media

You can use social media to contribute to your sector and help raise your profile.

- Use LinkedIn to identify a mentor and network, explore potential opportunities and job opportunities
- Use Facebook to connect with ex colleagues/peers and ask friends/family help identify opportunities
- Use Twitter to promote what you are looking for, networking and attracting employers

## Get a referral

Ask family and friends if they would refer you for a role. Some companies financial reward staff who provide referrals or introductions. Reach out to your contact and highlight your skills so that they will have a better understanding of your professional qualities.

## How to protect yourself from job scams

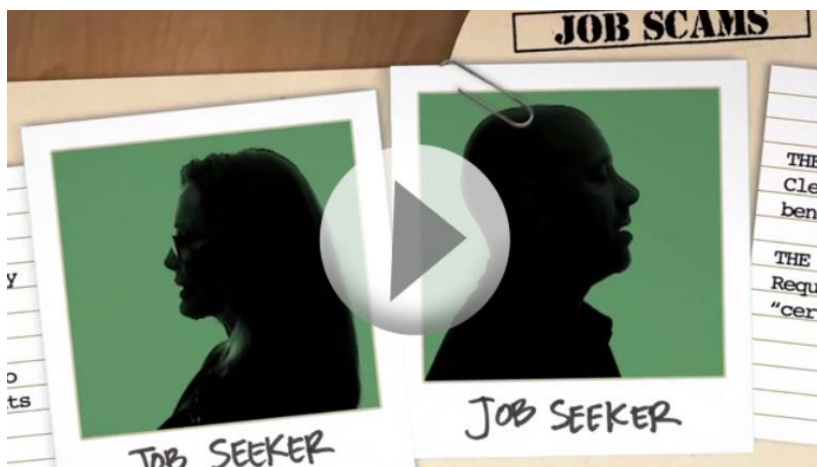
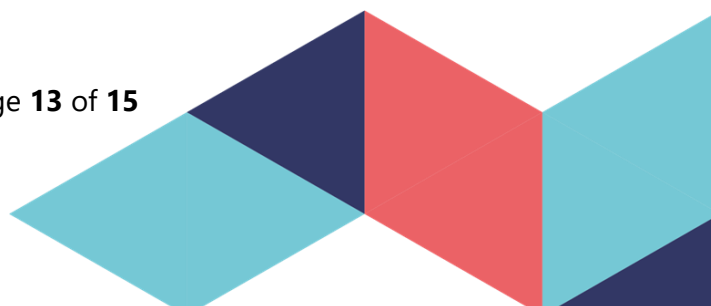


Image: <https://www.consumer.ftc.gov/articles/0243-job-scams>

There is an increase in job scams (identity theft, financial theft) so be mindful of the following:

- Being asked for money for CV writing, background checks, training programmes
- Being asked for personal information during the application process such as driving license number, date of birth, passport number
- Being asked to call a premium number for information/phone interview



## What to look for

- Jobs too good to be true (excessive pay & minimal expectation)
- Vague job description and requirements
- Poorly written job adverts or emails
- Missing contact information
- Personal email used by employer or email is not to the standard company's format
- They contact you about role you have not applied for
- You are offered a role without interview

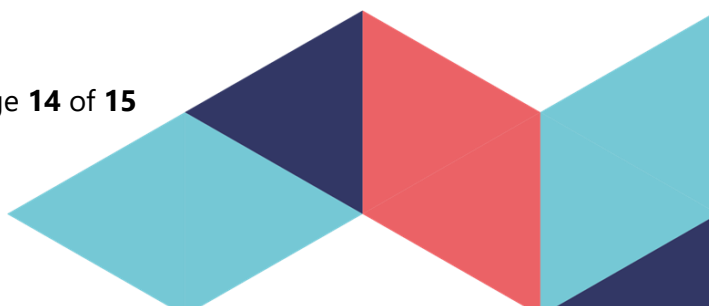
## Doing your checks

- Look at company website and check standard email address (although be mindful that small companies may not have a website)
- Check the company on Companies House
- Search for the [company name 'scam']

## Further information

- [www.agencycentral.co.uk/articles/2017-06/what-jobseekers-need-to-know-about-fake-job-ads.htm](http://www.agencycentral.co.uk/articles/2017-06/what-jobseekers-need-to-know-about-fake-job-ads.htm)
- [www.which.co.uk/consumer-rights/advice/job-scams-employment-fraud](http://www.which.co.uk/consumer-rights/advice/job-scams-employment-fraud)
- <https://luminare.prospects.ac.uk/the-rise-of-fake-job-adverts-and-recruitment-fraud->

If you think you've stumbled across a fake, you can report it to SAFERjobs or Action Fraud. They may decide that the advert needs removing or that the fake company's website needs taking down.



## **Staying motivated during job hunt**

Rejection can make job hunting feel like a struggle.

# **JOB SEARCH FATIGUE**

Remember to sustain a belief that you will gain employment even if you have to be a little flexible in your search criteria. You are more than your career!

Are persistence and motivation skills that you can learn? The more opportunities you engage with, the more experience you gain and the greater your network.

### **A problem shared is a problem halved**

Sharing your woes with a trusted friend/family member or with the Employability Hub in UCP010. An open mind is crucial and a different perspective may be what's needed.

[www.themuse.com/advice/18-different-ways-to-rebound-when-your-job-search-is-wearing-you-down](http://www.themuse.com/advice/18-different-ways-to-rebound-when-your-job-search-is-wearing-you-down)

[www.nytimes.com/2019/05/27/smarter-living/how-to-deal-with-job-search-depression.html](http://www.nytimes.com/2019/05/27/smarter-living/how-to-deal-with-job-search-depression.html)

