

NextGen DNA

My Marketing Plan

A Personal Plan developed by:

NextGen DNA
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Introduction

This document was created to help you to develop a detailed plan for your job search. Whether you are a hourly or salary worker, recent college graduate, returning to the work force, currently employed or under-employed (working but not in your ideal position), if you are considering a job search it is best completed with a plan.

Looking for a job requires a plan. One cannot just wake up in the morning and start looking for work. Where do you look? What do you want to do? What type of company do you want to work for? What skills are required and are there any new skills I must learn? Who do you know that might be able to help you?

This document should help you in your journey. It will not provide you all the answers, but it will help you to develop your road map to finding that next step in your career.

Remember to take time to plan. Take time to reflect on what you have done. When this document is completed use to aid you in your search. Additionally, share this document with friends, family and others that may be able to assist you during search.

Chapter 1 – My Marketing Plan

My Value-Proposition

My Positioning Statement
Describe who you are and the how you want to be perceived in the market based upon your skills, competencies, and experiences. Approach this in the manner of only having thirty seconds with someone how would you quickly describe yourself, why should they want to hear more about you?

My Core Competencies
Describe your skills and competencies that will help to see you apart from anyone else. In other words, what do you bring to the table or their organization?

Chapter 1 – My Marketing Plan

My S.W.O.T. Analysis

Internal	My Strengths
	Describe what makes you successful, technical abilities, etc. If you were to ask one of your peers what would they say?
	My Weaknesses
	Describe areas that you are not as strong. Perhaps these are areas you don't want as requirements in a new role based on your personal preferences and values. If they are areas you wish to improve, consider how this can occur.

My S.W.O.T. Analysis

External	My Opportunities within my Field
	What is going for you right now? Who have you networked with? What positive trends do you see in your industry? How can your skills, interests and experiences be leveraged? Be creative and be confident!
	My Threats within my field
	What challenges exist for you in your desired field(s)? How can you overcome these? What solutions are possible? Don't get buried in the threats. Consider whether these are temporary or long-term.

My Career Goals

My Goals
<p>Describe key goals you have during your career journey.</p> <ul style="list-style-type: none">• Examples might be to reach a certain level position in next three years, complete education, earn a certain amount of money annually, etc

My Goals Timeline
<p>The goals you have set for yourself should be what you hope you can accomplish in these periods. . For instance if you are out of work it may be more important for you to get a job that helps to pay the bills now and then look for a more senior position in the 2-3 years</p>
<p><u>Next 6 Months</u></p>
<p><u>Months 6-12</u></p>
<p><u>Years 2-3</u></p>
<p><u>Years 3-5</u></p>

Chapter 1 – My Marketing Plan

My Preferences

My Likes
Describe those things that are important to you in the job you perform Examples might be you like to manage people, enjoy travelling, hands-on job, project management, working as part of a team working outside, working with customers, etc

My Dislikes
Describe things that you dislike, do not like to perform in your ideal job. Examples might be you ... Do not like to manage people - Do not enjoy travelling – Do not like project management Financial responsibility - Working more than 40 hours per week – Do not like working alone

Chapter 1 – My Marketing Plan

My Ideal Employer

My Geographic Preference
Identify a list of areas where you want to work. Areas could be local, state level, regionally, international, etc. If there specific areas you do now want to live or work be sure to make note of them as well.
My Industry Preference
In this area you should list out the ideal types of industries/markets you like work in based on your education, experience, knowledge, etc.
My Ideal Organization Size and Type
Describe the size and type of company you like to work for. Consider revenue size, number of locations, employees, local, state, regional, nationwide, global, public, private, government, etc.
My Ideal Organizational Culture
Describe the type of company culture you thrive in. This could be such things as innovative, customer focused, internally focused, etc

Chapter 1 – My Marketing Plan

My Job Scorecard

My Job Scorecard				
Today's job market is more competitive than ever before. As you embark on your path to a new position you need to evaluate your current skills, education, training, etc. compared to the requirements of the job. By completing this self assessment it will help you to determine what training you may need to fine tune your knowledge or to develop a new skill. (Make additional copies if required)				
Desired Job (position)		Possess	Develop	My Current Skill or Development Plan
Skill Required				
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Chapter 1 – My Marketing Plan

My Personal Development Plan

My Development Goal	
Establish detail development plans on areas of weakness or new skills to develop that will help you in your new career choice. <i>If needed, you can make copies of this document if required.</i>	
Career Development Goal:	
Actions: Identify two specific actions you will accomplish in the next 12 months which will help you to develop in your career.	
Action to be taken:	Completion Date:
Support needed to accomplish this action:	
My Development Goal	
Career Development Goal:	
Actions:	
Action to be taken:	Completion Date:
Support needed to accomplish this action:	

Chapter 3 – My Commitment

My Commitment Sheet

My Commitment
To help you in your search we recommend meeting with a career partner once a week or once every other week to review your activities and progress. Utilize this form to help you plan and review your meetings.
What I said I was going to do
Write down the items you wanted to accomplish over the past week or two weeks, depending upon time between meetings
What I did
Highlight key things accomplished during the last period of time, including meetings, resumes sent out, jobs applied for, training, etc
Issues. Concerns, outcomes
What I am going to do next

Chapter 3 – My Commitment

My Activity Scorecard

My Activity

Activity Week		
	Starting	Ending
Week		
Week		
Week		
Week		
4 Week Total		

Resume/Application Source for Job Lead				
Newspaper Posting	Internet Job Board	Direct Contact to Employer	Networking	Recruiter

Week		
Week		
Week		
Week		
4 Week Total		

Week		
Week		
Week		
Week		
4 Week Total		

Week		
Week		
Week		
Week		
4 Week Total		

25 Job Search Engines for Job Seekers

Posted on 28. Jan, 2009 by [ResumeBear](#)

Job hunting always tends to be a bit of a struggle whether you're qualified or not, between finding the right job and making the right impressions, let's face it; it's no walk in the park. But here to help and whose use is growing in popularity are the online job search engines. No longer do these Job Boards only provide job seekers infinite numbers of job listings but now also offer job advice and helpful tips on such important aspects of the job hunt as resumes and interviews. Many job search engines are now solely dedicated to certain career fields helping to cut the process of the job search in half. Below is a list of the top 25 search engines for your arsenal!

1. Monster.com (www.monster.com)

This well-known engine allows you to run searches within your location as well as internationally. It also extends useful tidbits of advice ranging from job-hunting strategies, resumes and interviews to workplace issues and getting promoted. Job seekers are able to post their resumes on the site as well.

2. Dice.com (www.dice.com)

If you are trying to scrounge out a technologically related job Dice's search engine is purely devoted to jobs in the technology field. Dice supplies a forum in which they call "Dice Discussions" with categories such as tech market conditions, salary discussion, customer support as well as categories straying away from tech career information with topics as the election and current events.

3. ComputerJobs.com (www.computerjobs.com)

ComputerJobs is another engine if your area of expertise happens to lay in the computer and technological industry. ComputerJobs is also now part of JobServe, one of the largest and most acclaimed job boards out there on the web.

4. Net-Temps.com (www.net-temp.com)

Net-Temps has ranked among the top Internet job boards since 1995 and concentrates on the temporary and staffing industry. Net-Temps' services are free to all job seekers. As a job seeker you are allowed to search jobs, post resumes and cover letters and apply online all for free.

Appendix – My Resources

Resources

5. FederalJobSearch.com (www.federaljobsearch.com)

Looking for a US government job? FederalJobSearch is the place for you. The Federal Job Search Alert is one free service offered; this service has the ability to search a large quantity of job databases at any given time. When a job match is found users are sent the necessary information in regards of the said job such as salary, location, application dates, duties, federal grade, and agency name.

6. Yahoo Hot Jobs (www.hotjobs.yahoo.com)

If you have a Yahoo account, try giving Yahoo's Hot Jobs a whirl. Hot Jobs enables you to conduct job searches and scout out all the available jobs within your area, all from the same familiar interface and ease-of-use you've come to expect from Yahoo!

7. Craigslist.com (www.craigslist.com)

Whether you're looking for an antique French Louis XVI giltwood tri folding vanity dresser or that blonde you had a missed connection with at that pizza place on the corner of 7th and 9th you can bet on it that Craigslist has the solution. While Craigslist may not be considered a search engine per se it still proves to be a highly useful tool when it comes to the job hunt due to its vast amount of classified ads. You can skim through the numerous jobs open to you within your location or perhaps run a search on available jobs in a new area you may be planning on relocating to and simultaneously use the same exact site to pinpoint a new apartment.

8. LinkedIn.com (www.linkedin.com)

Quite often finding a job all boils down to who you know. With LinkedIn.com you get the best of both worlds, you get a social networking site and a job search engine. LinkedIn helps you grow your professional network. You can manage your professional information that is publicly made available, find and meet perspective clients and partners, collaborate with other LinkedIn members, discover business opportunities, partake in online discussions, and more.

9. CollegeRecruiter.com (www.collegerecruiter.com)

CollegeRecruiter provides an ample amount of entry-level job posting ads perfect for college undergrads, grads and recent graduates. It also offers employment related articles and blogs.

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9. SimplyHired.com (www.simplyhired.com)

SimplyHired offers some pretty cool and unique features. One nifty feature offered is what they call their “Job Widgets”. Spend a lot of time on MySpace? Go ahead and add job alerts to your MySpace page and view new jobs on a regular basis. Always on the go? No problem. With SimplyHired’s Job Widgets you’re able to gain access to millions of jobs right from your mobile phone. You can even view the newest job alerts straight from your computer desktop. Another awesome feature is their Special Searches. Within their special searches you can find out what companies are geared towards those aged 50+, what companies are mom-friendly and eco-friendly and even what company will allow you bring your dog to work!

10. America’s Job Bank (www.jobbankinfo.org)

Job seekers can use America’s Job Bank (AJB) Quick Search to search by category, keyword, and location or use AJB’s advanced search to filter out unwanted results. AJB users can create and post their resumes online and also apply online for jobs. One handy advantage offered by AJB is that users are able to track their applications. You can also save up to five different cover letters on your user account. AJB will also inform you on wages and employment trends.

11. CareerBuilder.com (www.careerbuilder.com)

CareerBuilder throws a generous amount of freebies your way. They offer a free career test with CareerPath.com along with a free salary calculator. Another considerate freebie is a resume critique. CareerBuilder also informs you of Job fairs taking place in your area.

12. Indeed.com (www.indeed.com)

Indeed.com is a meta search engine. With one search on Indeed you gain free access to millions of job listings on all the notable search engine websites not to mention along with newspapers, associations and company career pages. Indeed has a user-friendly interface and is quite simple to navigate for those who are not too computer savvy.

13. SnagAJob.com (www.snagajob.com)

Find a job with the nation’s largest job site for part-time and full-time hourly jobs. Find jobs by your location or by employer on SnagAJob. You can create a free profile and with that said profile you are able to apply to jobs, have employers contact you directly, and receive email job alerts and newsletters. You can also run searches for specific job categories such as teen, summer and seasonal jobs.

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14. WorkTree.com (www.worktree.com)

WorkTree.com is a job portal that links you to job search sites and other career resources on the Internet. Search for government, industry, national, and international jobs. WorkTree also provides access to many newspaper classifieds, eliminating the need to manually search through multiple papers to find all the jobs.

15. Career Journal (www.cj.careers.adicio.com/careers/jobsearch/results)

The Wall Street Journal offers job seekers job-hunting advice, salary news, management news and a job search engine. It also offers a free resume critique. If you already subscribe to the WSJ (and if not, you should seriously consider it), flip through the pages and give the Career Journal section a try!

16. Vault.com (www.vault.com)

Vault's Career Library can provide you with its best-selling collection of education and career guides such as the Vault Guide to Finance Interviews and Vault Guide to the Top 100 Law Firms. Vault offers a message board, which contains corporate and career news and information. Vault also supplies customized help on resumes, cover letters, and admissions essays.

17. Idealist.org (www.idealist.org)

Idealist.org is a non-profit organization that provides an interactive site that aids in discovering job opportunities as well as volunteer opportunities. Search for contract, full-time, part-time and temporary jobs at your specific levels and needs such as education level, language, area of focus, and location. Idealist keeps you informed on upcoming job fair dates in your area. You can also track down volunteer jobs for kids 12 years and under to seniors 65 and over.

19. MediaBistro.com (www.mediabistro.com)

Mediabistro is the site for editors, writers, producers, graphic designers, book publishers, and others involved in such industries as magazines, television, film, radio, newspapers, book publishing, online media, and advertising who are in need of employment or are just seeking out advice. You can use Mediabistro to network with others in your line of work and to connect to job opportunities relating to your field.

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20. Job-Hunt.org (www.job-hunt.org)

Job-Hunt is a free employment search website that links to thousands of employers and job search resources. It also includes job search support groups and advice. If you have a Twitter account you can also follow Job-Hunt with Twitter.com. You can search for jobs on Job-Hunt by industry or profession.

21. TheLadders.com (www.theladders.com)

TheLadders.com caters to the \$100k and up market. This job search engine is beneficial to job seekers in Sales, Human Resources, Finance, Law, Marketing, Technology, Operations and many other \$100K+ careers. Basic free members can search listings and post resumes. Premium members can link up with corporate and executive recruiters.

22. Hound.com (www.hound.com)

Hound.com eliminates the spam that bombards you on the many job-searching sites out there and because Hound does not charge employers to post jobs on their site employers will most likely be more than thrilled to post available positions, which means for you a larger variety of choices to choose from.

23. Guru.com (www.guru.com)

Guru.com can assist in landing you a freelance job. Employers can post their projects and contract work for free. Guru offers a free basic membership or a subscribing membership. Employers and Freelancers can also put to use Guru's SafePay Escrow and Dispute Resolution services, which decreases transaction risks.

24. AfterCollege.com (www.aftercollege.com)

On AfterCollege.com you have two options: you can find your school and join your network which will allow you access to exclusive jobs and events or you can run a quick search for over 200,000 job listings. You can browse job categories such as internships, part-time, and full-time along with specific areas of expertise such as teaching, accounting, law enforcement, healthcare, and physical therapy just to name a few.

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25. JobCentral.com (www.jobcentral.com)

JobCentral offers job-seeking assistance for all industries and occupations. Run searches from entry-level to chief executive and receive up to date information on employment and career opportunities available throughout the nation. You do not need to register to gain access to the site's features and are able to post resumes and cover letters. With these search engines at your fingertips you'll be sure to land that perfect job in no time. Good luck!

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