



CareerShift has proven to be a valuable resource to many students and alumni. It is a meta- search engine that compiles posted job opportunities from various sites such as Monster as well as individual corporate sites. **No job listed will have been posted longer than 30 days** and you can specify jobs that have been listed for a shorter period of time.

To access *CareerShift*, log into Polar Careers. On the 'Home' tab, click on 'Jump to *CareerShift*'.

FIND JOBS IN CAREERSHIFT

- Click on the 'My Jobs' tab.
- Enter keyword(s) desired.
- If you'd like to see what a particular company is offering, enter that company name.
- Click the + next to 'Geography' to expand that section and specify a geographic range.
- Clicking + next to 'Additional Criteria' will display more options.
- Click 'Search'.
- You can click the job title to see additional information.
- At the bottom of each job you'll see other options.
 - 'Save Job' allows you to create a list of jobs to look at later.
 - 'Find Contacts at this Company' will list contact information as well as any article written by or about that person that can be found on the Internet. It will also display a picture if one is available. You can Save Contacts to use later in campaigns.
 - 'Locate this Job' will display a map.
- Each search can be saved and scheduled to run. New jobs will be emailed to you from @careershift.com

CREATING A CAMPAIGN

- Search 'My Jobs' for companies and contacts you're interested in pursuing.
- Click the contact to whom you'd like to reach out.
- Click 'Save Contact'.
- Click 'My Documents' and either create or upload cover letters and resumes.
- Click 'My Campaign'. You can create either paper or email campaigns.
 - First the system asks you to select the contact. Click 'Next'.
 - Select the resume and cover letter you'd like to use and click 'Next'.
 - Fill in the blanks, replace the [information] with the appropriate information such as recipient name, title, company and job information.
 - We strongly recommending clicking 'send a preview' so you can see exactly what will be sent.
 - Clicking 'finish' will send the cover letter and resume to the person you designated.
- One really nice feature of the campaign is that it will ask you how soon you'd like to follow up with this contact if you don't hear anything. If you say '3', for example, the system will email you in 3 days letting you know what you sent and to whom so you can follow up.
- CareerShift keeps a record of everything you've sent and to whom!

MORE....

However, *CareerShift* is more Than Just a Job Meta-Search Engine

Now that you've learned the basic mechanics of using **CAREERSHIFT** to find jobs, use it as a **RESEARCH TOOL**.

SEARCH FOR EMPLOYERS BASED ON A KEYWORD

Don't just search for jobs; search for employers. Why, you ask? Many employers will hire undergrads but don't always list their experiential opportunities. This will introduce you to possible employers you have not previously considered or known about as a potential place to work.

READ JOB DESCRIPTIONS

Learn about what skills, abilities and knowledge are expected of candidates as well as the typical tasks you are expected to undertake. Knowing what the employer is looking can help guide you about what courses to take, extra-curricular activities to participate in, skills and abilities to develop and knowledge to gain in order to be considered for employment. It will also help you target your resume/CV and cover letter to the specific industry or employer!

NOTICE THE SOURCE OF EACH JOB

While many of the jobs will be sourced from employer websites, watch for jobs sourced from job boards. Big job boards like, Monster, Career Builder, Indeed or USA Jobs are familiar however, know there are thousands of job boards on the Internet, many of which are unknown and unfamiliar. These unknown job boards are often "niche" boards where only certain segments of an industry frequent. They can be a valuable place to post your resume and see if it can generate any interest from an employer passively.

NOTE! When posting your resume on any open job board, make sure you limit your personal information to your name and email address. This helps protect your privacy and identity. Also consider adding a career objective to this resume since it is not accompanied by a cover letter. (Normally, it is not recommended to include career objectives on your resume; they are currently out of favor with employers. You should use a letter of introduction or cover letter to introduce your resume and your reason for sending it to someone.)

In this situation only, a career objective should include your target career field/industry, skills/experience you have to offer and any geographic preferences you may have.

USE "FIND CONTACT AT THIS COMPANY"

Look at the employee contacts for phone numbers and/or email addresses as a networking resource. Cross-check employee information in LinkedIn for possible connections to help strengthen your connections and reasons for reaching out to them.

Then, reach out to employees to learn more about the company, the possible jobs, the hiring timeline typically used by the employer for their career field and to generally conduct any conversation to establish rapport. Employees may opt to "put in a good word" for a candidate after a conversation. Further, some companies offer rewards to employees who identify candidates who are hired.

#POLARPARDISE #SKILLSFORLIFE #WeGotThis #PolarCareersRocks #OrangeDoor2ndFloor

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