

## Sample One-Year\* Job Search Campaign Plan

---

A high quality job search campaign results in truly desired job offers. Including preparation and implementation, it will take 200 – 400 hours or more. Some campaigns can be condensed to a couple of months; however, most active professionals find that a one-year plan is more realistic. Whatever time you can and do spend on the job search campaign, the process will be more effective and less stressful if you can break it into pieces and proceed by steps. (\*Note: For the Academic Research/Teaching Sector start 18 months ahead; For Commercial/Industrial, Not-For-Profit, Government, Military, Hybrid Organizations, etc., 12-months is recommended.)

---

### Months 1 and 2

- Spend an hour each week on **Self-Assessment**. Investigate the job search process. Schedule your time. Use books, articles, checklists, written exercises, feedback from mentors, colleagues, friends, family members, counselors, advisors, etc.

Results: List of personal strengths and preferences.  
Statement of desired Professional Role/Professional Objective.

### Months 3 through 8

- Spend one to four hours each week doing research on career possibilities, including conducting informational interviews. Define **Target Area(s) of interest**, and list **specific Targets** with detailed contact and organizational information. Draft **communication materials** (Core Message/Elevator Speech, CV/Resume, Research/Teaching Philosophy Statements, etc. Begin to **practice** your delivery, and get trusted feedback. Schedule your time.

Results: Confirm and refine Professional Role/Professional Objective.  
General Target Area(s) defined, and specific target organizations identified.  
Communications Materials prepared.

- Spend one to four hours each week on **Personal Networking**, including practicing your delivery. Connect with targets. Get curious about other professionals, and offer information and help to them as well.

Results: Get the message out about you and your availability.  
Gather information about targets, and potential targets.  
Meet organizational Insiders, gain information and referrals.  
Meet Hiring Officials, gain information and feedback.  
Refine and tailor communications materials to respond to targets' needs and wants.

### Months 9 through 12

- Spend at least one full day each week on actively seeking jobs and sending out applications. Implement  $\geq 2$  appropriate job search strategies (e.g., postings, networking, agencies, direct contact, etc.). Continue **Networking**. Prepare for and conduct Interviews – Telephone, SKYPE, In-Person, etc. – and follow up. Continue to develop and refine target information and communication materials.

Results: Meet/Interview with Hiring Officials and Search Teams.  
Receive and Negotiate Offers.

**Now celebrate the new position you've landed, and prepare to start work.**

---