



Researching and applying to opportunity

We want professionals at all levels to execute a plan prior to applying to an opportunity. Through research, connecting with human resources and line managers on LinkedIn, finding anyone on LinkedIn to refer you to the manager and calling the report to and pitching yourself

This is another course that you will use the information from course one and course three!

Items to refer back to:

1. Course one your key skill to relate to the job
 - a. Practice how you will relate your skill to what they are looking for. **(say them out loud)**
2. Your summary that you created for LinkedIn should be the base for your intro e-mail
3. In-mail template to introduce yourself to the manager
4. Course Three how to search for professionals that can introduce you
5. Using groups to get to the line manager that is hiring for the role
6. Searching other people in the department to see what the hiring profile is

LinkedIn:

1. Make sure your resume is attached to your LinkedIn and all your dates match up
2. Research company and read the latest news
3. Search for the line manager or department that the position reports to
4. You want to click on the line manager's profile, so they see that you are looking at their profile
5. Items that you want to look at to get referred to or be able to in-mail the manager it reports to
 - a. Look at the school the manager went to
 - b. Look at what groups they belong to (If you can join 50 groups leave 10 open to connect with managers) This will give you direct line access to the manager to send an in-mail
 - c. If someone is in your network (friends, family, co-workers, fellow students, alumni), ask them for the introduction to the manager or human resources professional. Referrals are the BEST!
6. Send an invite to connect on LinkedIn to the manager and the HR Recruiter.
 - a. Make sure you proofread the message before sending it!

Process:

1. Research jobs and companies
2. Find managers on LinkedIn
3. Connect with the managers and HR through In-mail on LinkedIn
4. Call the line manager and introduce yourself and let them know you are interested in the role.
5. No apply online to the opportunity

NOTE: If you have your resume posted online and a company would like to interview with you, follow the steps above accept applying to the job!