

# **Job Searching in Uncertain Times: Smart Strategies for Success (Non-Academic)**

Office of Career Planning & Professional Development

[careerplan@gc.cuny.edu](mailto:careerplan@gc.cuny.edu)

The Graduate Center, room 3300.08

<https://careerplan.commonsgc.cuny.edu/>

The Office of Career Planning & Professional Development serves all students and alumni from the CUNY Graduate Center; our services include:

- **One-on-one career advising sessions** (typically 45 minutes) focused on job search, career concerns, and career self-assessment
- **Career events** featuring alumni and others from various industries, such as big data, government, and community colleges, to name a few
- **Website** with Handshake, information and blog posts on a variety of career-related topics, including faculty and non-academic job search advice, information on specific career fields
- **Workshops and webinars** highlighting career development and job search basics (e.g., writing a CV or resume, the nuts and bolts of the academic job search)



## Webinar Recordings

- This presentation is being recorded
- We will send the recording, the presentation slides, handouts, and resources to all registrants within 1 week
- The recording will be available on our website along with 45+ previously recorded webinars available for listening in our Webinar Library

*Examples include:* Preparing for the Academic Job Market, How to Network and Build Your Connections, Mastering the Job Interview

**Webinar Library:**

<https://careerplan.commons.gc.cuny.edu/services/webinars>

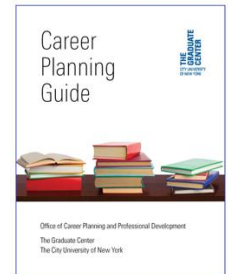


## Career Planning Guide

An introduction to common career-related topics, including:

- Career exploration, networking, applying for grants, job searching, preparing written materials, and interviewing
- Samples of job search materials from GC students

<https://careerplan.commonsgc.cuny.edu/resources/guide>



## Alumni Aloud Podcast

Interviews (100+) with alumni in various fields who share their career journeys and tips for the job search – *examples include:*

- Art History at MoMA
- Economics and Sociology at IBM
- Biology at U.S. Fish and Wildlife

<https://careerplan.commonsgc.cuny.edu/services/alumni-aloud>

# CUNY GRADUATE CENTER

## CP&PD Career Resources



### Imagine PhD

Free online resource for humanities/social science students exploring careers outside of academia – *includes:*

- Career Assessment
- Lists of Job Families
- Career Planning/Goal Setting Tools
- Job Search Resources
- <https://careerplan.commonsgc.cuny.edu/tools/imaginephd>

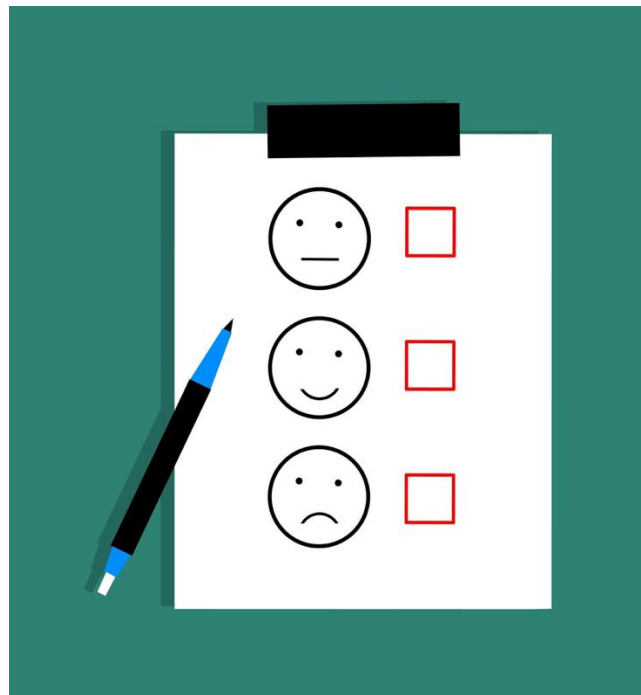


### myIDP

Free online career-planning and exploration tool for students and postdocs in the sciences; includes:

- Interest, skills, and values exercises
- Resources for career paths
- <https://careerplan.commonsgc.cuny.edu/tools/myidp>

# Poll – Your Job Search

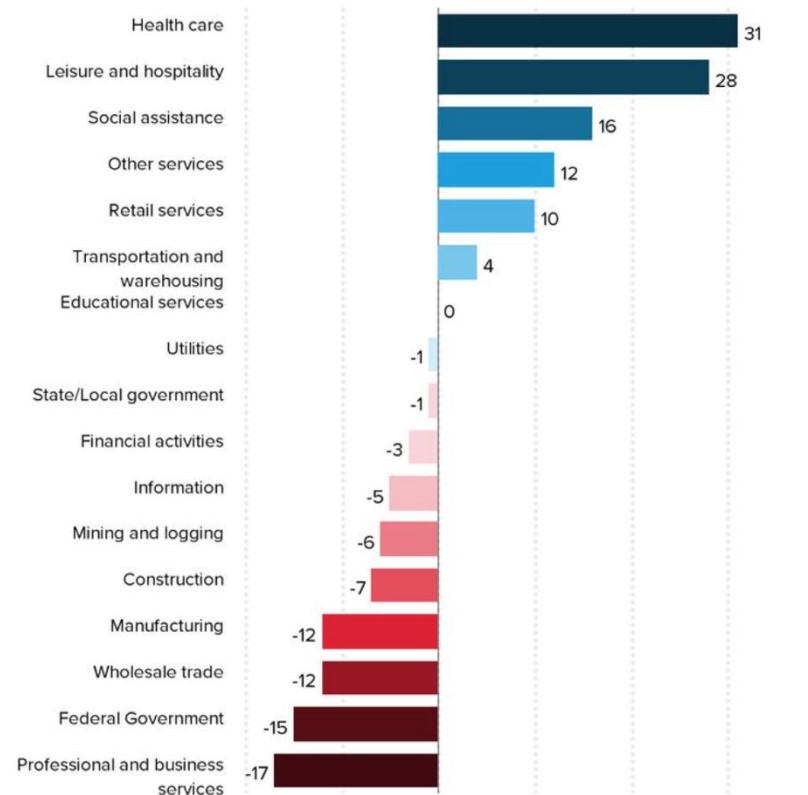


# The Current Market

- **Labor market deterioration:** 22,000 jobs were added in August 2025, lower than economists' expectations for 76,500 new roles.
- **Negative job growth:** For the first time in nearly four years, the economy lost jobs, with a decline of 13,000 positions in June.
- **Rising unemployment:** The jobless rate rose to 4.3%, the highest level since 2021.
- **Stagnation:** The data underscores the extent to which consumers and businesses are struggling to accommodate the weight of tariffs, inflation, the decline in America's immigrant workforce, and overall economic uncertainty.

# The Current Market

Employment change by industry (thousands) between July 2025 and August 2025



Source: Bureau of Labor Statistics' (BLS) Current Employment Statistics, Establishment Survey (CES) public data series.



# What's in Your Control?

- Your mindset
- Your effort
- Your flexibility
- Your preparation and research
- Your networking and job search strategy
- Your interview practice and readiness
- Your follow-up

# Agenda

- **Job search preparation**
- **Job search plan and materials**
- **Job opportunities**
  - Networking
  - Online job postings
  - Recruiters and career fairs
  - Other paths to jobs
  - Creative strategies
- **Summary & next steps**
- **Upcoming events**



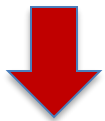
# Job Search Preparation



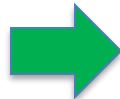
**1-4 weeks:** Prepare job search materials, conduct research, get feedback, create a plan, devise target company and people lists



**1-4 weeks:** Conduct informational interviews (ongoing); Apply to posting and receive message re: first round interview



**1-6 weeks:** Participate in first and second round interviews



# Timeline

**Total Time ~ 4 to 20 weeks**  
from submitting application to starting job

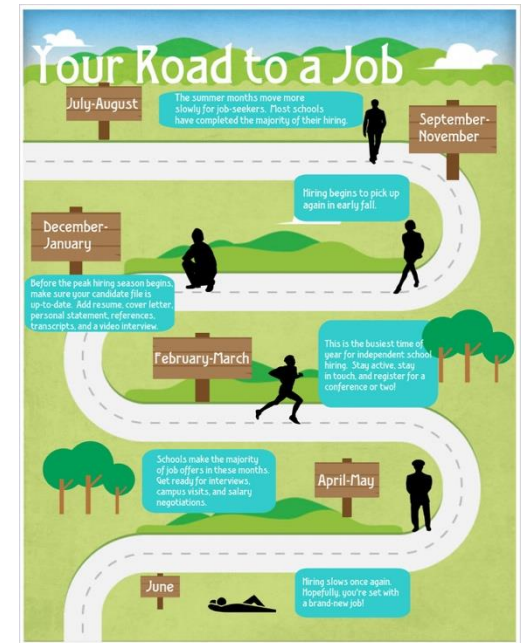
**0-4 weeks:** Begin job



**1-2 weeks:** Receive offer in writing and sign



**1-2 weeks:** Receive verbal offer and negotiate



# Prepare Yourself First

- **Know yourself**
  - Your accomplishments & skills
  - What makes you unique?
  - What is your personal brand?
- **Know what you are looking for**
  - What field? Industry? Position?
  - What do you want in your next job? What is important?
- **Know your field and occupation**
  - What skills are employers looking for in this area?
  - What are the most used keywords?



# 1. Skills & Accomplishments

## Exercise:

- Record each of your past experiences
- What skills did you use & gain from each experience?
- What did you “accomplish” during each experience?
- What skills did you use to reach the accomplishment?
- Make a final list of all your skills



# 1. Skills & Accomplishments

## SKILLS & ACCOMPLISHMENTS EXERCISE

<b>PAST JOBS, PROJECTS, &amp; PROFESSIONAL OPPORTUNITIES</b>  <i>This can include academic projects and roles, jobs, internships, volunteer opportunities, side projects, and so on.</i>	<b>SKILLS</b>  <i>What skills did you use during this experience? Look back at your resume/CV and a skills list to help you.</i>	<b>ACCOMPLISHMENTS</b>  <i>What accomplishments did you realize during this experience? What are you proud of? What action did you take that had a result? What were you praised for or recognized for? Think about performance reviews or feedback from supervisors, advisors, etc.</i>	<b>OTHER SKILLS</b>  <i>What skills did you use to reach this accomplishment?</i>

## 2. Field & Industry Research

### Exercise:

- Collect 3-5 job postings
- Highlight the desired skills, knowledge, and experiences
- List the repeated skills, knowledge, and experiences (key words)
- Record your skills, knowledge, and experiences
- Circle any matches
- Identify any gaps





## Speak to People

- Reach out to professionals for informational interviews (*more later in presentation*)
- Prepare a list of questions to ask about the field, job, and organization
- Connect on LinkedIn



# Address Skill Gaps

## Massive Open Online Courses (MOOCs) & Online Learning Platforms for 2025

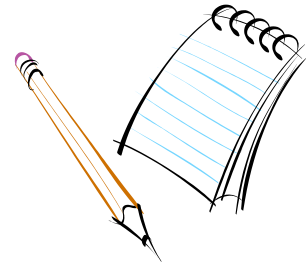
- **Coursera** – wide variety, university level, certificates
- **edX** – wide variety, university level, certificates
- **Udemy** – wide variety
- **Udacity** – tech/data/AI focus focus, nanodegree
- **CodeCademy** – coding fundamentals
- **LinkedIn Learning** – professional training and micro-courses, certifications
- **Skillshare/Creative Live** – creative, arts, design
- **Course aggregators:** Class Central, MOOC-List, My MOOC
- **Books**
- **Experiential Learning**



# **Job Search Plan and Materials**



# Job Search Plan



- **Come up with a job search system**
  - Keep records of jobs applied to, informational interviews, other meetings, and any other items related to search
- **Determine how much time you have per week to dedicate to job searching**
- **Write out your specific job search goals**
  - *Conduct two informational interviews each week*
  - *Attend two industry events per month*
  - *Follow-up with connections within 48 hours and strategically keep in touch*
  - *Search for online job postings for 1 hour per week*
- **For each goal, determine specific tasks you must complete, the approximate time to complete, and your due date**

# Update Materials

- Resume
- Cover letter
- LinkedIn profile
- Portfolio or work examples
- Elevator pitch
- Business cards
- References



# Best Practices for Resumes, Cover Letters, & LinkedIn Profile

- Prioritize relevant experience and skills to fit within standard page lengths
- Identify the best strategy for your background and targets; apply this strategy to your resumes, cover letters, and LinkedIn
- Create master templates for each career area/type of role
- Tailor your resume and cover letter – focus on the match between the job requirements and your background, consider the field and company, incorporate keywords for the position and field
- Once you are satisfied with your resume content, copy bullet points to your LinkedIn Experience section; customize your About, Headline, and Skills sections to match your targeted areas

# Additional Information

## Update Your Resume, Cover Letter, and LI Profile

- **Schedule an appointment:**  
<https://careerplan.commonsgc.cuny.edu/services>
- **Blog posts:**  
<https://careerplan.commonsgc.cuny.edu/blog/category/documents/>
- **Recorded webinars:**  
<https://careerplan.commonsgc.cuny.edu/services/webinars>
  - *Creating a Resume that Stands Out*
  - *Stand Out Online: Optimizing Your LinkedIn Profile*
- **Upcoming workshop:**
  - *The Art of a Cover Letter: Crafting a Message that Gets You Noticed*  
(Wed, Nov 12, 12-1:15pm)  
<https://careerplan.commonsgc.cuny.edu/events>

# Practice Interviewing

- **Schedule a mock interview appointment:**  
<https://careerplan.commons.gc.cuny.edu/services>
- **Practice on your own or with others**
- **Practice with AI Interview platforms:** [Swooped](#), [InterviewPlus.ai](#), [VirtualInterview.ai](#)
- **Recorded webinars on interviewing:**  
<https://careerplan.commons.gc.cuny.edu/services/webinars>





# Job Opportunities



# Finding Jobs

## Primary Job Search Methods:

### 1. Networking (60-90%)

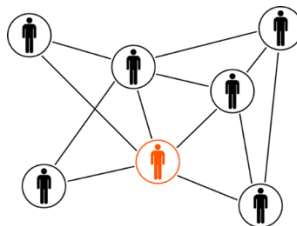
- <https://www.livecareer.com/quintessential/networking-resources>

### 2. Online Job Postings (5-20%)

- Indeed.com, LinkedIn, Idealist.org, Higheredjobs.com, USAjobs.gov

### 3. Recruiters and Career fairs (5-20%)

- <https://www.livecareer.com/quintessential/recruiter-directories>



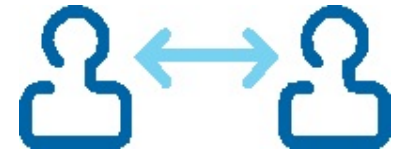
# 1. Networking

- **Build and maintain long-term relationships**
- **Best method for landing jobs (60-90%)**
- **Gain insider information, hidden job market (40-60%)**
- **Start with who you know**
  - Professors, classmates, alumni, past colleagues and supervisors, friends, family members; LinkedIn connections
- **Expand your network**
  - Conduct informational interviews
  - Get introduced to others



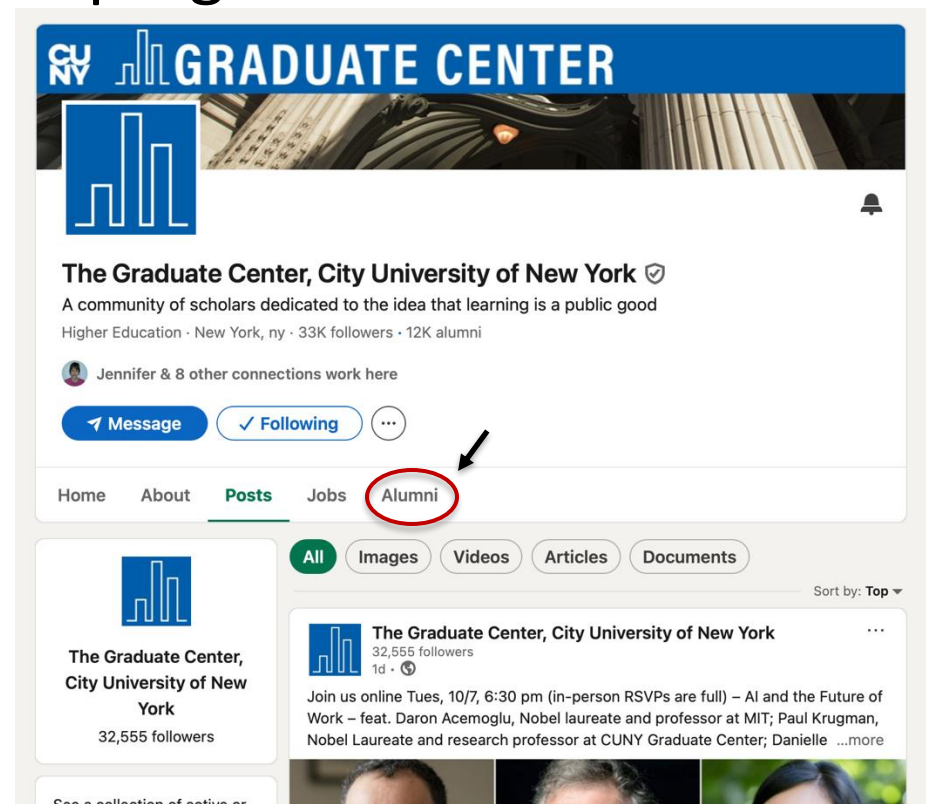
# Informational Interviewing

- **Brief meeting (20-30 min) to gather career info and develop new relationships**
- **One of the most effective forms of networking**
- **May happen in person, by video call, or over the phone**
- **Beneficial for:**
  - Developing relationships in field
  - Learn about industry, occupation, organization
  - Consider your fit with career
  - Practice a form of interviewing
  - Be referred to other professionals (*Snowball sampling method*)



# Finding Professionals

- Start with who you know
- Record of alumni from program
- LinkedIn:
  - Alumni Tool
  - General search
  - Company pages



# Informational Interview Outreach

**Dear Joe Smith:**

I came across your profile on LinkedIn and noticed we have a similar background in terms of degree, school attended, and interests. I am currently a GC doctoral student in Art History, and I am interested in eventually applying my research, writing, and museum experience to a cultural institution, such as the one where you work. I have been following [COMPANY] and am impressed with the work that your group has accomplished [perhaps something specific about a particular project].

If you'd be willing, I would love to schedule a brief (20-30 minute) virtual/in-person meeting with you to talk about the industry, your experiences, and your career path. Of course, if there is anything I can do for you I would be more than happy to do so.

Thank you very much for considering this request, and I hope to talk to you soon.

Sincerely,  
Greta Graduate

# Questions to Ask

- Please describe a typical work day.
- What aspects of your work do you find most challenging/rewarding?
- What led you to work for *[your employer]*?
- What does *[your employer]* look for in a new hire? What skills areas do you think they need to fill?
- How do most people find their way to *[your employer]*? Internal hires? Recruiters? Other organizations (and which ones)?
- What key skills do I need to master to land the kind of job I want?
- How else can I best prepare myself for a transition into this field?



## **Post Info Interview**

- Thank you note
- Send connection request on LinkedIn
- Check-in after following advice
- Strategically keep-in-touch
- Check-in when apply to a job opportunity





## 2. Online Job Postings

- **Handshake**

<https://careerplan.commonsgc.cuny.edu/access-handshake>

**Handshake**

### **General Job Websites**

- Indeed.com
- LinkedIn

**indeed**

- **Industry-specific Job Websites**

- Professional association websites
- Niche websites: Higheredjobs.com, USAJobs.gov, Idealist.org, NYFA.org



- **Company Websites**



- **Department Emails**

[www.gc.cuny.edu](http://www.gc.cuny.edu) Includes links to postings



- Explore
- Feed
- Inbox
- Jobs**
- Events
- People New
- Employers
- Career center

Jobs Search Saved

Search jobs

CUNY GSUC collections

Location

Full-time job

Internship

Part time

Filters

5771 jobs found

Most relevant

Want to see more relevant jobs?  
Update career interests



**Point72**  
2026 Summer Internship -  
MS/PhD Data Scientist, Proprieta...  
\$125-150K/hr · Internship · Jun 8—Aug  
13  
New York, NY · 1wk ago



**CUNY Office of Careers & Internship ...**  
CUNY+DOE Field Computer  
Technician Intern – Brooklyn  
\$20/hr · Internship · Oct 12—Jun 29  
New York, NY · New



**Dow Jones & Co.**  
(#Job\_Req\_48497) Summer 2026  
Internship – Data Analyst Intern  
\$25/hr · Internship · Jun 7—Aug 13  
New York, NY · 5d ago



**Bright Power**  
Data Analysis Intern  
\$20/hr · Internship · Jun 1—Sep 29  
New York, NY · 5mo ago



**Point72**  
Investment / Portfolio Management

## 2026 Summer Internship - MS/PhD Data Scientist, Proprietary Research

Posted 1 week ago · Apply by October 15, 2025 at 6:00 AM

Save

Share

Apply externally

### At a glance



**\$125–150K/hr**



**Onsite, based in New York, NY**  
Work in person from the location



**Internship**  
Full-time · From June 9, 2026 to August 14, 2026



**US work authorization not required**

### ABOUT PROPRIETARY RESEARCH

On our proprietary research team—Market Intelligence—you'll partner with our Investment Professionals and Compliance team to uncover insights about companies, industries, and the

# Other Job Websites



The Office of  
Career Planning & Professional Development

SERVICES EVENTS **TOOLS** BLOG PODCAST ABOUT

RESOURCES FOR

Handshake

ity Employers



Career Planning Guide

Online Job Postings

Career Assessments

ImaginePhD

myIDP

## Tags

academia academic career  
academic conferences academic job  
hunt academic job search  
alumni Alumni

## Featured Resources:



Alumni Aloud

Make an Appointment

Ask a Career Adviser

Access Handshake

Search

## Popular Resources

Job Search Newsletter Sign-Up  
FAQ  
Job Boards & Search Engines  
Database  
Resumes  
Transferable Skills  
Resources for International  
Students

Featured Posts

# Job Websites:

## Finding Jobs Beyond Academia

### Resources for Finding Jobs in Academia

- > Faculty Positions at Colleges and Universities
- > Positions at CUNY and Other Area Institutions
- > Non-Faculty Positions at Colleges and Universities



**Resources for Finding Jobs beyond Academia**

### General Resources

- > General Search Engines and Resources
- > Job Boards for Remote Work

### Job Boards by Job Sector

- > Arts, Archaeology, Museums, and Libraries
- > Business, Consulting, and Finance
- > Education (K-12)
- > Government and Politics

## Company Websites

- Devise a list of organizations that interest you
- Conduct searches to identify additional ones
- Visit websites and search for jobs
- ***Next step:*** conduct informational interviews with connections that work at the company!



# Increase Your Odds

## For a specific job posting:

- On LinkedIn: Is the person who posted the job listed?
- Identify the hiring manager: Search on LinkedIn or on company website for staff that might oversee the department or work closely with the open position
- Send an introduction note: Introduce yourself with a brief email or message through LinkedIn



# Note to Hiring Manager

**Dear Jane Smith:**

I wanted to take this opportunity to introduce myself. My name is Samuel Student, and I just applied for the [POSITION TITLE] at [COMPANY], a position for which I am a great fit. I have a PhD in American Studies along with experience in research and data analysis. I've designed research studies, conducted analyses of quantitative and qualitative data, and written engaging reports of results.

I am sure this posting generated a large response, thus I wanted to reach out to express my strong interest in this position and working at [COMPANY].

I am welcome the opportunity to speak with you further about how I can apply my skills and experience to help your organization reach its goals.

Sincerely,  
Samuel Scholar



## 3. Recruiters & Career Fairs

### Recruiters

- Conduct searches on LinkedIn: [COMPANY NAME] and recruiter
- View job posting – who posted?

### Career Fairs

- Virtual and in-person career fairs
- Meet company representatives and recruiters
- Follow-up with a thank you email





# Note to Recruiter

**Dear Jeremiah Smith:**

I hope this message finds you well. Your organization's name came up recently during my research for internship opportunities.

I am currently a student in the M.S. Program in Data Analysis and Visualization at the CUNY Graduate Center. Through my studies as well as past work experience, I have gained skills in project management, advanced data analysis methods, and visualization tools. In addition, I have experience using R and Python to analyze real-world datasets.

I am currently looking for internship opportunities where I can apply my education and experience in data analysis and visualization to help a socially driven organization such as [COMPANY] grow and meet its goals. I am reaching out to you at this time to inquire about positions at [COMPANY]. I welcome the opportunity to discuss such possibilities and how my skill set could contribute to the success of your organization.

Please feel free to take a look at my LinkedIn profile, or if you prefer, I can send you my resume. Should you have any questions, I can be reached at the number and email address listed below.

## 4. Other Paths to Jobs

- **Passive Job Search**
  - Optimize your LinkedIn profile
- **Project/consulting**
  - Offer to complete a project through consulting
- **Internship**
  - Start with an internship with an organization of interest
- **Fellowships**
  - Find a fellowship doing work you would like to do (e.g., ACLS Leading Edge fellowship)
- **Create a job**
  - Propose a job to an organization you know



## 5. Outside the Box Strategies

- **The Value-Added Project**
  - Custom deliverable for a company – how can you solve their problems?
- **“I’m Hiring” Search on LinkedIn**
  - “I’m hiring” OR “I am hiring” OR “we’re hiring” OR “we are hiring”
- **Focus on where your network works and network changes**
  - Who is hiring? Who has just changed jobs?
- **Use Venture Capital firm lists**
  - Who has just received funding? Who has a portfolio job board?
- **Post your expertise on social**
  - Help hiring managers and recruiters find YOU

## Summary & Next Steps

- **Prepare yourself for the job search process**, keeping the general timeline in mind
- **Create a job search plan and update your materials**
- **Find and create job opportunities by** using mixed methods: networking, online postings, recruiters, other
  - **Network** and reach out to connections, conduct informational interviews, and expand your network
  - **Apply to job postings** and try to reach out to a hiring manager, recruiter, or someone else to increase your odds
  - **Connect with recruiters** if used and in your field and attend career fairs
- **Try out other job search methods**



# Upcoming Events

The Art of the Cover Letter: Crafting a Message That Gets You Noticed

Wednesday, November 12, 2025  
12:00 pm - 1:15 pm ET

The Art of Research: Data Visualization for Academics and Public Policy

Thursday, November 20, 2025  
3:00 pm - 5:00 pm ET

Explore Career Pathways Through Your Strengths

Wednesday, December 10, 2025  
12:00 pm - 1:15 pm ET

**Check these (and more) out here:**

<https://careerplan.commonsgc.cuny.edu/events>

**Register Your Job Search with Us:**

[Job Searching This Year? - Career Planning and Professional Development](#)