



# JOB SEARCH CHECKLIST

**Turn activity into a focused, trackable campaign.**

For graduates, job seekers and career changers

**Assess > Analyse > Advise > Activate**

## Start with a strategy

A successful job search is not measured only by the number of applications sent. It depends on clear targeting, credible evidence, consistent visibility, strong applications, professional follow-up and learning from results. Work through this checklist in order, then use the tracker to manage your campaign.

**A useful rule:** Do not send the same generic CV everywhere. Target a realistic role family, understand what employers require and present the evidence most relevant to each opportunity.

### My job-search objective

**Primary target role(s):**

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**Alternative or adjacent roles:**

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**Preferred sectors / organisations:**

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**Location, work format and travel limits:**

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**Minimum practical requirements (income, hours, accessibility):**

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# 1. Clarify and position

- [ ] I have selected no more than two or three related role families.
- [ ] I can explain the value I offer in one clear paragraph.
- [ ] I know my strongest transferable and technical skills.
- [ ] I have examples and results that prove my claims.
- [ ] I understand the qualifications, experience and skills commonly requested.
- [ ] I have identified gaps I can realistically close.
- [ ] I know which requirements are essential and which may be flexible.

## My positioning statement

**Template:** I help [type of employer/customer] achieve [value or outcome] through my strengths in [skills/experience], supported by [evidence].

My statement:

## Evidence inventory

| Skill / strength | Example | Result / evidence |
|------------------|---------|-------------------|
|                  |         |                   |

## 2. Prepare your job-search assets

- ☐ My master CV is current and factually accurate.
- ☐ The first page quickly shows my relevant value.
- ☐ Achievements include outcomes, scope or numbers where accurate.
- ☐ My CV uses keywords naturally and avoids decorative elements that block readability.
- ☐ I tailor the profile, skills and evidence to each role.
- ☐ My contact details and location are correct.
- ☐ My LinkedIn headline communicates my target and value.
- ☐ My LinkedIn About section, experience and skills support the same story as my CV.
- ☐ My profile photograph, email address and voicemail are professional.
- ☐ I have a portfolio or work samples where relevant.
- ☐ I have a short, accurate biography for networking and introductions.
- ☐ My referees have agreed and know what roles I am targeting.

### File naming

Use a clean filename such as Name\_Surname\_CV\_Role.pdf. Follow the employer's requested format and never send editable documents when a PDF is expected.

### 3. Build multiple opportunity channels

| Channel             | Weekly action                                                 | My source / contact |
|---------------------|---------------------------------------------------------------|---------------------|
| Direct applications | Search selected boards and company career pages.              |                     |
| Target employers    | Track 15-30 organisations and check them regularly.           |                     |
| Networking          | Have useful conversations; ask for insight, not simply a job. |                     |
| Recruiters          | Identify reputable specialists relevant to your field.        |                     |
| Communities         | Join professional bodies, alumni and industry groups.         |                     |
| Experience          | Pursue projects, internships, volunteering or freelance work. |                     |

#### Networking checklist

- ☐ My request is specific and respectful.
- ☐ I explain my direction without sending an unsolicited life story.
- ☐ I personalise messages and show genuine interest.
- ☐ I keep a record of conversations and promised actions.
- ☐ I thank people and report back when their advice helps.
- ☐ I do not pressure contacts to create a vacancy.

**Five people or communities I will contact this month:**

## 4. Apply with care

- ☐ I read the entire advert and follow every instruction.
- ☐ I check the closing date, location, work eligibility and essential requirements.
- ☐ I verify the employer and vacancy before sharing personal information.
- ☐ I tailor the CV and cover note to the actual role.
- ☐ I answer screening questions accurately.
- ☐ I review spelling, dates, formatting and attachments.
- ☐ I save the advert and my submitted version.
- ☐ I record the application immediately.
- ☐ I never pay a fee to secure an ordinary job interview or offer.

### Application quality check

**Before pressing submit:** Can a recruiter see, within the first part of my CV, why my experience is relevant to this particular role?

### Avoid recruitment scams

Be cautious when the organisation cannot be verified, communication comes only from informal accounts, the offer is made without a credible process, money is requested, banking credentials or one-time PINs are requested, or the role sounds materially different from the advert. Verify independently using official contact details.

## 5. Job-search tracker

| Date | Organisation / role | Source | Stage | Next action / date |
|------|---------------------|--------|-------|--------------------|
|      |                     |        |       |                    |

## Recommended stages

Saved | Applied | Follow-up | Screening | Interview | Assessment | Reference check | Offer | Closed

## Monthly conversion review

| Measure                  | Number | What it may indicate                |
|--------------------------|--------|-------------------------------------|
| Targeted applications    |        | Activity and opportunity volume     |
| Screening calls          |        | CV / role alignment                 |
| Interviews               |        | Interview conversion                |
| Offers                   |        | Overall fit and process performance |
| Networking conversations |        | Relationship-building activity      |

## 6. Weekly job-search rhythm

| Day / block | Primary focus                                         | Completed |
|-------------|-------------------------------------------------------|-----------|
| Monday      | Review targets, vacancies and priorities.             | [ ]       |
| Tuesday     | Tailor and submit high-quality applications.          | [ ]       |
| Wednesday   | Networking, recruiter and community outreach.         | [ ]       |
| Thursday    | Skills development, portfolio and interview practice. | [ ]       |
| Friday      | Follow up, update tracker and analyse results.        | [ ]       |

### Protect your wellbeing

- Set working hours for the search and take planned breaks.
- Separate rejection from personal worth.
- Use a tracker so the search does not live entirely in your head.
- Maintain sleep, movement, connection and responsibilities.
- Ask for support if anxiety or low mood becomes difficult to manage.

### Review and improve

If applications do not generate screening calls, review targeting, keywords, evidence and CV clarity. If screenings do not progress, review role alignment and communication. If interviews do not lead to offers, strengthen examples, preparation and delivery. Treat results as feedback, not a verdict.

### My priority for next week:

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### One thing I will stop, start and continue:

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## READY FOR YOUR NEXT STEP?

Career Ignite provides career assessments, personalised feedback, CV and LinkedIn optimisation, interview preparation and job-search strategy.

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