



MAINTAINING MARKETABILITY IN UNCERTAIN TIMES- A ROADMAP FOR SUCCESS

The following are suggested actions to maintain engagement in the veterinary marketplace if current public health conditions impact summer plans for work or experiential learning.

1. Consider **Skills You Can Offer Employers Remotely**

- If you had a summer job or experience lined up but were forced to put your plans on hold, think about alternative ways you can stay connected to the clinic or practice.
- Offer to help with marketing, social media, emails, client follow-up calls, etc. In addition to adding value to the clinic, these are excellent ways to demonstrate and practice your communication skills.

2. Polish your **Resume/CV and Cover Letter**

- Take time to improve and personalize your resume and cover letter. Be sure your application documents showcase your experiences, highlight your skills, and convey your passion. Show employers you are a qualified and desirable candidate.
- **TIP:** Proofread your work and have someone else review it.
- **TIP:** Showcase your responsibilities to demonstrate how active (versus passive) you are in your role as well as your ability to collaborate and be an independent worker.
- **TIP: Incorporate keywords from the job description into your cover letter.**
- **TIP:** Use impactful verbs. For ideas see the link below.
- **LINK:** Review this list of action verbs to use in both your resume and cover letter:
<https://www.theladders.com/career-advice/100:-resume-action-words-for-major-success>

3. Enhance your **Online Professional Brand**

- Create a LinkedIn account and develop a strong profile. If you have other social media accounts, be sure they are updated, professional and appropriate or make them private.
- **TIP:** Carve out 1 hour per week to build your **LinkedIn** profile. It is important to maximize your presence and put your connections to work for YOU.
- Add awards and volunteer experience in separate categories rather than combining under one heading (veterinary experience).
- In the summary section of your profile, use keywords that showcase technical skills instead of buzzwords (motivated, dedicated, detail-orientated). **This is a great way for institutions and companies to search for candidates** or to network within the field.
- Share articles relevant to the veterinary field and participate in conversations with individuals within your area of expertise or interest; doing so increases your visibility.

4. Conduct **Market Research**

- Using the internet, journals, and contacts, explore a variety of veterinary professions (including telemedicine and other positions that might be more viable at this time). This research will also be helpful in interview situations.
- Remember that LinkedIn, and groups associated with the veterinary field can be useful for news, trends, updates, and learning about programs and webinars. Be sure to join groups and companies you are interested in.
- Conduct **informational interviews** by phone, email, or an online meeting platform such as Zoom. Talking to people in various career fields (including faculty) will broaden your perspective and allow you to gain additional information and contacts.

5. Explore **Job Openings**

- Research locations and employers of interest. When looking for locations, adjust the radius option so you don't miss opportunities in surrounding areas. In industry specific companies, don't just look at the headquarters but also satellite locations.
- Visit and query University, veterinary-related (including professional associations), and other job boards.
- Expand your job search to include professional organizations including state, local and regional veterinary associations and follow discussion boards on diverse topics of interest.
- Visit veterinary recruiter websites (animal health careers, vet recruiter, vetsu.com), general sites (Career Builder, Glassdoor, Monster, indeed) and organization specific (Royal Canine, VetCor, etc.).
- Consider a **targeted job search to find alternate career paths and unadvertised, etc.** Google industries or companies of interest (or in a particular area you wish to live), write an introductory email outlining your skills, interest and what you have to offer while also attaching a cover letter and your resume. Remember: 70-80% of jobs aren't advertised!

6. Connect with and Expand your **Network**

- Contact and network with people in the field in which you are interested.
- When you network, you are asking for advice, information, and possible referrals to increase your visibility in the job market.
- Networking also allows you to find out about jobs never advertised – *the hidden market*.
- Networking may take you out of your comfort zone and that's okay! The more you do it, the more comfortable you will get while also seeing the benefits that come from it!