

Job Search Assignment: Navigating the Job & Internship Market with Keywords and Skills

This is an activity that can be done in one session or across multi-day modules. The total time for this activity is about 60 to 120 minutes. These activities are meant to help students transition from broad academic majors to specific career positions by effectively utilizing platforms like [Handshake](#), [LinkedIn](#), Indeed, or company websites. Instructors, please edit as you see fit for your course or student population.

Islander Career Competencies Include:

- **Career Navigation & Self-Improvement** (Navigate career pathways and values):
Actively exploring job boards to discover specific roles, evaluating how those roles align with personal career goals, and mapping out a plan for professional development.
- **Digital & AI Fluency** (Future readiness, Adaptive learning):
Navigating complex online job boards, utilizing advanced search filters, and using digital tools to discover opportunities and research employer culture.
- **Critical Thinking & Adaptability** (Innovation & judgment):
Analyzing complex job descriptions to extract key industry requirements, recognizing overlapping skill trends, and performing a personal gap analysis to adjust search strategies.

Learning Objectives:

- Students will learn how to effectively utilize digital job boards to identify at least three specific job or internship titles relevant to their degree.
- Students will learn how to analyze job postings and extract industry-specific keywords to better understand what employers are seeking.
- Students will learn how to perform a *personal gap analysis*, comparing their current academic and work experiences against real-world employer requirements.

Activity Breakdown:

Part 1: The Keyword & Title Search (15-20 minutes) Students will log into a job board (such as Handshake, LinkedIn, or Indeed) to search for entry-level roles or internships. Instead of just searching broad terms like "business" or "management," they must experiment with search filters and keywords to identify 3 to 5 specific, targeted job titles (e.g., "Supply Chain Analyst Intern," "Market Research Coordinator," or "Client Success Associate") that align with their career goals.

Part 2: The Employer Deep-Dive (20-30 minutes) Students select two specific companies actively hiring for their chosen roles. They must step away from the job board and research the employers directly by visiting their corporate websites and LinkedIn pages. They should

document the company's mission statement, identify their target market/audience or primary products, and find one recent piece of news or a current project the company is working on.

Part 3: The Job Description Deconstruction (15-20 minutes) Using the job postings they found in Part 1, students will highlight or list the recurring requirements. They must categorize these into "Hard Skills" (e.g., data analysis, specific software proficiency, financial modeling) and "Transferable Skills" (e.g., project management, collaboration, public speaking).

Part 4: The Action Plan (10-20 minutes) Students compile their research into an action plan. They will map out the required skills they currently possess (and where they learned them, such as in specific courses or past jobs), and which skills they still need to develop. Finally, they will write down two concrete steps they can take this semester to build those missing skills (e.g., taking a specific elective, joining a student organization, or completing an online certification, etc.).

See Worksheets (below).

WORKSHEETS

Job Search Assignment: Navigating the Job & Internship Market

Worksheet Part 1: The Keyword & Title Search

Time: 15–20 minutes

Instructions:

Log into your chosen job board ([Handshake](#), LinkedIn, Indeed, or company website). Experiment with search terms and filters to find job/internship titles aligned with your interests and academic background.

A. Which job board(s) are you using?

- ☐ Handshake
- ☐ LinkedIn
- ☐ Indeed
- ☐ Company website
- ☐ Other (please specify): _____

B. What are your initial search terms?

C. What are your revised search terms that are more specific to your interests?

D. List 3–5 specific job/internship titles you found:

- 1.
- 2.
- 3.
- 4.
- 5.

E. Briefly describe why these roles interest you:

Worksheet Part 2: The Employer Deep-Dive

Time: 20–30 minutes

Instructions:

Select two employers actively hiring for the roles you discovered. Visit their corporate website and LinkedIn profile. Research and answer the following for each company:

Employer 1:

Name: _____

- **Company Mission Statement:**
- **Target Audience / Primary Product/Service:**
- **Recent News or Current Project:**
- **Interesting Job Titles:**
- **Keywords or terms that could translate to resume:**

Employer 2:

Name: _____

- **Company Mission Statement:**
- **Target Audience / Primary Product/Service:**
- **Recent News or Current Project:**
- **Interesting Job Titles:**
- **Keywords or terms that could translate to resume:**

Worksheet Part 3: The Job Description Deconstruction, Time: 15–20 minutes

Instructions: Look at the job description(s) for your most interesting roles. Extract the recurring requirements and categorize them as either Hard Skills or Transferable Skills.

Job Title: _____

A. Hard Skills (e.g., technical expertise, software, languages):

-
-
-
-

B. Transferable Skills (e.g., teamwork, problem-solving, presentation):

-
-
-
-

C. What industry-specific keywords appear in multiple postings?

Worksheet Part 4: The Action Plan, Time: 10–20 minutes

Instructions:

Review your skill lists from Part 3. Map out which required skills you already possess, and where you gained them—then list the skills you need to develop. Identify two actionable steps to build those missing skills this semester. Finally, reflect on your confidence.

A. Skills I Already Have (and how/where I learned them):

EX. Teamwork – Vice-President of Islander Cyber Society

- 1.
- 2.
- 3.

B. Skills I Need to Develop:

-
-
-

C. Two concrete steps I will take to build these skills:

- 1.
- 2.

D. Reflection:

How confident do you feel about pursuing these steps to gain/develop new skills?

Continue Learning with the Career & Professional Development Center

Enjoy these activities? Below are a few resources you can utilize to support resume development, career exploration, graduate school prep, and developing interview skills!

Quinnia [\[Link Here\]](#) * Use your student email to access.

Provides an AI Resume, Mock Interview, Elevator Pitch, and LinkedIn Profile Review.

- Gives thorough feedback and recommendations for changes.
- Like an Applicant Tracking Systems (ATS) which is an AI tool companies use to filter through resumes quickly.
- Helps prepare for interviews at your convenience.

Handshake [\[Link Here\]](#) * Use your student email to access.

- Provides an AI resume review and rewrite feature.
- Connects with internships and jobs both on and off campus.
- Handshake is a way to connect with your career counselor and schedule appointments.

Career Assistance Drop-ins: Career Corner (UC 108)

Hours subject to change due to holidays, staffing, and semester.

Monday through Thursday

- *Spring & Fall:* 10am – 6pm
- *Summer:* 10am – 5pm

Friday

- *Spring & Fall:* 10am – 2pm
- *Summer:* 10am – 2pm

Virtual Drop-In Day

- *Check I-Engage for dates and times.*

Career Counselors

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