

JOB SEARCH PLAN SAMPLE

NAME

Phone/Email/Social Media Contacts

HEADLINE: Marketing and Communications Leader

POSITIONING STATEMENT- *1st person, conversational*

I am a strategic, results-oriented corporate communications and marketing leader with deep experience researching, developing and executing communications and marketing programs in fast-paced, global corporate environments. My experience includes both strategy and execution for internal and external communications, marketing and brand initiatives.

COMPETENCIES: *At least six, but no more than 12 keywords; include those things you are both good at and want to do in your next role*

Strategic planning	Brand positioning	Content development
Media relations	Employee communications	Crisis communications
Content /Digital marketing	Event planning	Executive communications

TARGET: *This is your job search target - include details about the type of company, the corporate culture, or other key factors that are considerations in your search*

Geographic Target: Seattle and surrounding area (primary); San Francisco Bay Area (secondary)
Types of industries: Consumer focused organizations in technology or telecommunications
Size of organizations: Mid-sized to large companies (more than 4,000 employees); Revenues of more than \$1 Billion.
Culture: Purpose driven organization; employee-centric

TARGET COMPANIES - *Here you list companies that match what you say you're looking for shown above. You should have a minimum of 30-50 companies. Put them in columns that are in a logical order such as by industry or geography*

Target Companies:

Amazon	F5 Networks	Starbucks	OfferUp
T-Mobile	Tableau	Nordstrom	Remitly
Microsoft	Facebook	Zillow	Limeade
Salesforce	Disney	Vulcan	Dreambox Learning
Google	AT&T	Boeing	Rubica
Adobe	KPMG	AlaskaAir	Nintex

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