

# How to Navigate Virtual Recruiting @ WFU



OFFICE OF PERSONAL AND  
CAREER DEVELOPMENT  
WAKE FOREST UNIVERSITY



WAKE FOREST  
UNIVERSITY

Your step-by-step guide for navigating and adjusting to the changes in virtual recruiting at Wake Forest University

- ☰ Overview
- ☰ Update your personal branding
- ☰ Attending events, workshops, and fairs
- ☰ Practice, prepare and apply
- ☰ Next Steps

# Overview

---

## Here's what you need to know about recruiting and the job/internship search this year

- 1 The job search in 2020 and 2021 will be different than it was in 2019.
- 2 Employers are recruiting Wake Forest talent, but for now all employer interactions will be virtual that will require you to rethink the way you interact with employers.
- 3 Employers may be looking at more candidates for fewer opportunities - so it's important for you to put your best foot forward every time you interact with employers.
- 4 You can be successful in this environment! Strong relationships between employers and Wake Forest along with a dedicated team of career development professionals at Wake Forest are here to help you.

## If you do nothing else... do these things

These steps are REQUIRED for you to participate in the Wake Forest Career Fair on February 3rd and other Handshake-hosted virtual events.



**Set your Handshake profile to "Community"**

[Here's how to do that](#)



### Upload your resume and make it "visible" on Handshake

- [Here is how to make your resume "visible"](#)
- [Get help writing your resume with steps and templates](#)



### Check and respond to all communications

- Read all messages from your career coach and the [WFU Career Team](#)
- [Sign up to receive regular Pathway communication about key industries](#)
- [Follow our instagram account for frequent updates](#)



### Apply, Apply, Apply

The more you apply, the better your chances. Be open-minded to opportunities.

- [Check Handshake for opportunities](#)
- [Set up a job search agent in Handshake](#)

# Update your personal branding

---

## Update all your personal branding

In a virtual world, your personal branding documents and profiles are an employer's first impression of you. Make it a good one.

---

## Refine your resume

Often your first impression with an employer, your resume needs to be polished, because this may be the first way that employers interact with you.

- Start or refine your resume with [this step-by-step guide and templates](#).
- [Check out this video](#) to get a few tips on preparing your resume for online applications.
- Once you have a final draft, [talk with a Wake Forest career coach for a 15-minute resume review](#).

## Create and update your LinkedIn profile

While Handshake is your first option for many job searches, you should definitely create a [LinkedIn](#) profile. Use LinkedIn to network for information, research the organizations to which you are applying, and seek additional opportunities.

## Update your Handshake profile

The Career Fair requires a complete and public profile in Handshake in order to participate. And having a public profile increases the chance that you will be found by employers who are searching Handshake for students with the skills to fill their roles.

- Here's how you can change/update your profile settings.
- Watch the video below for how to complete your Handshake profile.



# How to create a Handshake Profile



# Attending events, workshops, and fairs

---

The more you put yourself in front of employers, the greater the likelihood that you will draw the attention of those employers. Some employers make interview decisions based on who attends their information sessions.

## Things to check before attending virtual events

Whether it's a WFU event or one hosted for other schools, **be sure your audio and video are working.**

### TIPS & TOOLS

- Maintain eye contact by looking at the camera and not at the computer screen.
- Don't lean in too close to the camera.
- Sit up straight, sit still and don't get or touch your face or hair.
- Consider elevating your computer, so the camera will be at eye level.
- Cover your own image with a Post-it note, so you'll look at the camera and not yourself.

- If the connection is lost during the event/interview, remain calm and simply call the interviewer back and explain what happened.
  - Relax and speak clearly. Smile and be enthusiastic.
-

## Signature Events

---



### **WFU Career Fair** February 3, 2-6pm ET

Employers from all industries are ready to recruit you!



### **Diversity Matters** February 2, 6:30 ET

Employers are ready to recruit diverse WFU talent. DO NOT MISS THIS EVENT if you are a diverse student looking for a job or internship.



### **STEM Slam** February 24, 6:30 ET

Whether you are actively looking for a job or internship, or trying to gain knowledge, everyone interested in the STEM & Analytics careers should attend the STEM Slam where organizations are specifically looking for WFU students.



### **Analytics Networking Forum** March 10, 6:30 ET

Students interested in a career in analytics will be provided insights on opportunities and hiring organizations. Representatives from multiple organizations with a focus on analytics will be available for to have conversation with.

[REGISTER FOR EVENTS HERE](#)

# Practice, prepare and apply

---

1

## Do Your Research

Know the skills that an employer is seeking for the role, do a [quick news search](#) to see what's going on with that employer, and check out their social media accounts to see what they are highlighting.

2

## Prepare for Interviews

Submitting your resume and landing the interview is step one. Convincing the employer you have what it takes in the interview is key. Here are three ways you can prepare:

### Our Website

Review the "Learn to Interview" page

LEARN TO INTERVIEW

### Practice Online

Get online practice by using InterviewStream.

INTERVIEWSTREAM

### Practice with a coach

Schedule a mock interview with a coach for live help.

MOCK INTERVIEW

 **YOUTUBE**



**Andy Chan**  
Vice President, Innovation and Career Development

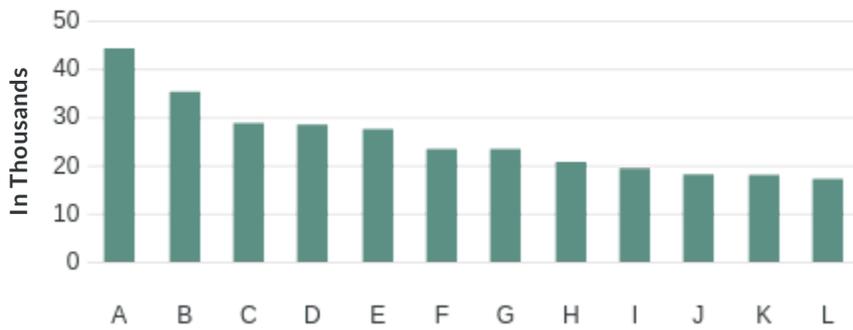
### 3 Tips for Virtual Interviews

Download the [Elevator Pitch Worksheet](#) here.

## Understand the market and target employers

You should target employers who have historically hired Wake Forest students and knowing what skills are in demand increases your chances of being hired.

### Skills in Greatest Demand



- A. Microsoft Office | 44.2
- B. Project Management | 35.2
- C. Business Process | 28.7
- D. Customer/Client Support | 28.4
- E. Budget Management | 27.5
- F. Software Development | 23.3
- G. General Sales | 23.3
- H. Scheduling | 20.7
- I. System Design | 19.3
- J. People Management | 18.1
- K. SQL Database | 18
- L. Business Strategy | 17.2

## Apply to Many Opportunities

Apply for the roles that you want. Importantly, you also need to apply for roles that match SOME of your skills and interests, even if they aren't perfect.

**In fact, it typically takes 50 applications to yield 10 interviews and secure one job offer; be sure to apply broadly.**

### To Make Your Life Easier

Set up job search agents in Handshake.

HOW TO SET UP



**We take no-shows for interviews very seriously, and so do employers!**

*If an employer reports me as a "no show" for a scheduled on-campus interview, I understand that Wake Forest career offices have the right to deactivate my access including but not limited to: Handshake, career coaches, resources and services, access to on campus interviews, and access to previously scheduled interviews. I further understand that I will be required to send a written apology to the interviewer for missing my interview and that I will be required to copy the Director of Employer Relations on the message.*

# Next Steps

---

## Have Questions or Need Assistance?

We are here to help! Call us at 336.758.5902 or:

Email us

[SEND AN EMAIL](#)

Schedule an appointment

[SCHEDULE APPOINTMENT](#)