

CREATING A TARGET STATEMENT

The target statement is the rudder of your job search. A clear target statement will lead to an effective job search.

A target statement is one sentence description of your job-hunting target. It is the response to the question “What type of job are you looking for?” This target statement will help you to create your other marketing materials, including your resume, your Linked In profile, your cover letter and your “Tell Me About Yourself” statement. It will help networking contacts quickly understand -- and remember! -- what you are seeking.

Most people who are struggling in their job search, or even struggling to start a search, do not have a clear target statement.

The information you put in your target statement should be general enough to be covered in one sentence, maybe 2 if you need to add a little detail. It should be detailed enough that your listener could use that statement to sort through a pile of want ads and find the jobs most likely to meet your needs.

Below are some parameters that will help you create your target statement. Note that not all of these parameters will apply to every target statement-you can't get all of these into a single sentence.

- I am looking for a job in the following field(s) or profession(s) (e.g., international development, accounting, systems support, marketing, COO):
- I want to use the following skills, abilities, experience or expertise (e.g., languages, country-specific experience, management, problem-solving):
- I am interested in working in the following industries or organizations (e.g., transportation, non-profits, government contractors, pharmaceuticals, high tech.)
- I am interested in (small, medium, large) organizations or companies. I am looking for a job in the following geographic area(s):
- The job I want might have any of these titles:

Here are some examples of target statements:

“I am looking for a project management position in international public health. I am exploring government agencies like US AID, NGOs, including the World and Pan American Health Organizations, as well as government contractors.”

“I am seeking a position as a communications director for a small- to medium-size non-profit organization that focuses on education.”

“I am looking to use my fluent Spanish and background in international tax policy to work in the government relations or international division of a large, multi-national corporation based anywhere in the southern half of the U.S.”