

Get The Job You Want, Even When No One's Hiring

Your Job Search Survival Toolkit

Guidelines for Your Positioning Statement

Your positioning statement must:

- State succinctly what your professional identity is (i.e. “Senior Quality Assurance Manager”)
- Convey approximately how many years of experience you have
- State industries or functions in which you have expertise
- List specific strengths (i.e., “problem-solving, teambuilding, leadership, etc.”)
- State what you’re looking for in a new position

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Exercise: Positioning Statement

Use the following template to jumpstart your writing, and then feel free to rewrite and fine-tune until you have something that works well.

My background is in (provide professional "tag" or identifier)

I have _____ years of experience in the _____ industry, and my work has focused on

My specific roles and functions have included

I am most proud of

I am now seeking an opportunity (describe the type of position or role you are seeking – not the title – as precisely as you can, along with what/how you can contribute)