

# The AI-Powered Placement Lifecycle

Best Practices for Career Services Teams  
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# Why Placement Needs an Upgrade

- Rising marketing and lead costs
- Career services teams stretched thin
- Students facing a competitive job market
- Compliance pressure from accreditors  
→ **AI isn't a luxury — it's a necessity**

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# The Graduate Job Application Lifecycle

There are 9 critical steps your grads must get right:

1. Resume
2. Job targeting
3. Application execution
4. Application volume
5. Communication with employers
6. Enthusiasm for the role
7. Interview performance
8. Follow-up
9. Offer negotiation

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# Step 1 – Build a Great Resume

## AI Solutions:

- Resume generators that use job descriptions for tailoring
- Keyword optimization for ATS compatibility

### **Best Practice:**

Use GPT-powered tools to instantly generate and customize resumes for each job

## Sample Prompt:

- "Create a resume tailored for an entry-level [job title] role. I graduated from [school name] with a certificate in [program name], and I have experience in [internships/part-time jobs, if any]. Use industry-specific keywords and keep it ATS-friendly."

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# Resume Prompts

## Prompt 1: Resume Summary (Single Sentence)

*"Based on the attached resume, provide a 1-sentence professional summary that describes the candidate's overall career profile and key strengths."*

## Prompt 2: Rewrite Personal Summary for [OCCUPATION]

*"Rewrite the PERSONAL SUMMARY section of the attached resume to be tailored for [OCCUPATION] roles. Do not use personal pronouns. Provide only the revised PERSONAL SUMMARY."*

## Prompt 3: Rewrite Experience for [OCCUPATION] (x3 Bullets Each)

*"Rewrite the EXPERIENCE section(s) of the attached resume using exactly 3 bullet points per role. Tailor each role to emphasize relevance for [OCCUPATION] opportunities where possible. Be truthful. Provide only the updated EXPERIENCE section."*

## Prompt 4: Rewrite CERTIFICATIONS AND SKILLS Section

*"Reformat the CERTIFICATIONS AND SKILLS section of the attached resume into the format below. Group technical skills into only 2 categories. If a security clearance is present, include it in a section labeled 'Security:' under Certifications. Format it like this:*

**CERTIFICATIONS AND SKILLS**

**Certifications:** Certification 1, Certification 2

**[1st Category]:** Skill A, Skill B

**[2nd Category]:** Skill X, Skill Y"

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# Step 2 – Identify the Right Jobs

**Challenge:** Most grads don't know what jobs they're truly qualified for

**AI Solutions:**

- Job matching based on skills, training, certs
- Filtering for compliance (e.g., 90-day hire windows)  
**Best Practice:**  
Use AI to surface roles where students have a 70%+ profile match

**Sample Prompt:**

- **Prompt 1: Match Jobs to Resume & Field of Study**
  - *"Based on the attached resume and the candidate's field of study, list 10 realistic, entry-level job titles that the candidate qualifies for. Focus on roles that match their certifications, education, and skills. Only include roles that are compliant for postsecondary career education graduates."*
- **Prompt 2: Evaluate Fit for Job Posting**
  - *"Based on the attached resume, determine if the following job description is a strong match for the candidate's skill set and training. Give a rating from 1 to 10 for fit, explain why, and suggest 2–3 things to improve fit if needed.  
[COPY AND PASTE JOB DESCRIPTION]"*

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# Step 3 – Apply Accurately and Effectively

## AI Solutions:

- Autofill applications based on resume and known data
- Auto-correct for formatting, missing fields, etc.

### **Best Practice:**

Train staff or students to use tools that flag low-quality applications before submission

## Sample Prompt:

- "Answer the following job application question as if you are the candidate with the attached resume. Use their tone, background, and training. Ensure the answer aligns with the job description provided.

Question: [INSERT JOB APPLICATION QUESTION]

Job Description: [INSERT JOB DESCRIPTION]"

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# Step 4 – Apply in Volume

## **Why this matters:**

The job market is a numbers game

## **AI Solutions:**

- Automate repetitive apply tasks across job boards and employer sites
- Track apply status across applications

## **Best Practice:**

Students should be applying to 30–50 jobs to land 3–5 interviews

## **Sample Prompt:**

- *"Create a structured 7-day schedule to apply to 30 jobs, broken down by day. Include resume customization, job search tools, time allocation, and follow-up reminders. Make it efficient and easy to follow."*

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# Step 5 – Communicate Professionally

## **AI Solutions:**

- Message generators for email/text replies
- Calendar integration for scheduling

### **Best Practice:**

Use templates trained on successful employer interactions to boost response rates

## **Sample Prompt:**

- "Write a professional and enthusiastic response to an employer who invited me to an interview. I'm available Thursday and Friday after 1pm. Keep the tone warm and businesslike."

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# Step 6 – Show Enthusiasm

## **AI Assistance:**

- AI-powered job research summaries
- “Reasons to be excited” scripts based on job/company

## **Best Practice:**

Students who show enthusiasm win interviews, even without perfect experience

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# Step 6 – Sample Prompts

## **Prompt 1: Career Path Message**

*"Here's some context on the career path for this job: Write a message to a candidate with the attached resume to get them excited about the following job posting. Include what roles they might qualify for within 12–24 months after success in this role and how much they can expect to make living in Conyers, GA.  
[PASTE JOB DESCRIPTION]"*

## **Prompt 2: Pros & Cons of the Role**

*"Here are some of the pros and cons of this role as it pertains to this career path: Write a message explaining the honest pros and cons of this job for a candidate with the attached resume. Slightly spin the cons in a constructive light.  
[PASTE JOB DESCRIPTION]"*

## **Prompt 3: Career Advancement Guidance**

*"Here are some of the things you can do if and once you land this job to ensure your career advances: Write a message recommending next steps the candidate should take once in the role (certifications, self-study, etc.) to grow their career."*

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# Step 7 – Interview Effectively

## AI Solutions:

- Mock interview bots with feedback
- Script generators for common behavioral questions

### **Best Practice:**

Use AI tools to rehearse and self-correct before every real interview

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# Step 7 – Sample Prompts

## **Prompt 1: Questions & Strategies for Interview Prep**

*"Provide a list of 6–8 common interview questions and recommended strategies to answer them for the following job posting, assuming the candidate has the attached resume.*

*[PASTE JOB DESCRIPTION]"*

## **Prompt 2: Career Services Coaching Outline**

*"Act as a career services manager. Create a step-by-step coaching plan to help prepare the candidate (resume attached) for an interview for the following job. Include coaching goals, exercises, and focus areas.*

*[PASTE JOB DESCRIPTION]"*

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# Step 8 – Follow-Up with Employers

## AI Solutions:

- Follow-up email templates
- Timing nudges (based on average recruiter response times)

### **Best Practice:**

Following up can increase offer rates by 25% — use AI to do it right and on time

## Sample Prompt:

- "Write a professional follow-up email I can send after an interview for a [job title] role. Mention appreciation, reaffirm interest, and politely ask about next steps. Keep it brief and direct."

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# Step 9 – Negotiate the Offer

## AI Solutions:

- Offer benchmarking tools
- Salary comparison models

### **Best Practice:**

Even entry-level roles have room for negotiation. Help your grads ask the right way.

## Sample Prompt:

- *"Help me write a short and professional response to a job offer of \$X/hour for a [job title] position. I was expecting closer to \$Y/hour based on market averages. Keep the tone respectful, appreciative, and focused on alignment."*

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# Pulling it All Together

**Key Takeaway:** Every step of the placement lifecycle is AI-enhanceable

- Saves staff time
- Improves student outcomes
- Drives placement and compliance  
→ **You can do this with free tools or integrated platforms**

**Sample Prompt:**

- "Create a resume tailored for an entry-level [job title] role. I graduated from [school name] with a certificate in [program name], and I have experience in [internships/part-time jobs, if any]. Use industry-specific keywords and keep it ATS-friendly."

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# Thank You

For Questions:

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