



## TOPIC A: JOB SEARCH METHODS

The **Job Search** is the act of looking for employment, due to unemployment or discontent with a current position. The immediate goal of job seeking is usually to obtain a job interview with an employer which may lead to getting hired. The job hunter or seeker typically first looks for job vacancies or employment opportunities. Doesn't that sound simple...?

In order to be successful, be sure to know what you are looking for in a job or career. There are many jobs available and THE JOB is out there for you!

First things first, what is it that you are **interested** in?

1. Identify what you are interested in doing; include your leisure interests, too. Create a list of what you are interested in doing. Where do you want to work, inside or outside? Do you prefer to work within a team or independently? What hours will best fit your lifestyle? Can you work overtime? Would you work Saturdays and Sundays? What are your salary or wage needs? What are your current skills and work experience? If you are interested in another career, what type of education or training will you need? Evaluate your answers to reveal a job or career that will work for you!

2. In order to keep your information together, including the job postings for which you have applied, business cards you have acquired through interviews and networking, and copies of your **Résumé**, cover letters, and company notes, create a job search portfolio to assist in organizing your information. Include an information sheet of your prior employment information to assist in completing a job application, too. List your previous employers, supervisor names, numbers, duties, and your starting and ending wage. Make sure to have a list of references to offer when required on a job application or after an interview. It is not necessary to list these on your **Résumé**.



3. Job seekers research the employers to which they are applying, and some employers see evidence of this as a positive sign of enthusiasm for the position or the company, or as a mark of thoroughness. Information collected might include open positions, full name, locations, web site, business description, year established, revenues, number of employees, stock price if public, name of chief executive officer, major products or services, major competitors, and strengths and weaknesses.



### Common methods of job searching are:

- Finding a job through a friend or an extended business network, personal network, or online social network service
- Using a job search engine
- Looking through the classifieds in newspapers
- Using a private or public employment agency or recruiter
- Looking on a company's web site for open jobs, typically in its applicant tracking system
- Going to a job fair

**Classified Ads** Most newspapers have a classified ad section. To locate where the classified ad section is, look at the newspaper's index on page 1 or page 2 of the newspaper. Depending upon the newspaper and the day of the week, the classified ad section can be a stand-alone section, in the sports section or in the business section. When reviewing the classified ad section, look for the category titled "Employment." In this section the jobs are listed alphabetically and by industry. In addition to mainstream newspapers, there are job classified ads in free periodicals that are distributed at your local business establishments. Finally, there are weekly periodicals devoted entirely to job openings. These resources available free at libraries, career centers or on the Internet.

**Career Centers** Employment services are available through a national network of career centers administered by Workforce Investment Boards. To aid members, the career centers provide, free of charge, the use of business tools such as fax machines, computers, copiers, and newspapers. Additional benefits of the career centers are services such as: career exploration, career counseling, job search techniques, career workshops, reference books, trade magazines, videos, interview aids and networking opportunities with businesses. The career centers are an excellent resource for finding a comprehensive list of available local, county, state, national and federal job openings.

**Employment Agencies** Employment agencies are private organizations that provide temporary and full-time employment services to members. Many are free and conduct job searches for members; others charge fees for employment services. Members may consider working with "temp agencies" to acquire part-time employment to develop the needed skills and experience for better long-term employment.

## Internet

The Internet is a great resource for finding jobs. Newspapers have web sites listed that can be used to search classified ads online. At times, open jobs will be listed longer online than they will run in the newspaper. In addition, there are web sites devoted entirely to job listings. Job search techniques using web sites will be taught in the Business Tools and Pre-Employment modules. Career Centers and libraries offer free computer and Internet usage. Examples of internet resources are: [www.monster.com](http://www.monster.com) , [www.careerbuilder.com](http://www.careerbuilder.com) , [www.hotjobs.com](http://www.hotjobs.com) , [www.usajobs.gov](http://www.usajobs.gov) and more. States also have career resources available online for job searches. Do note that internet job searches may require the member to list specific job search criteria for better job matching results based on skills, interest and knowledge.



## Networking

Networking is an effective method of securing employment. At least 80% of all jobs are found by networking. Network by contacting friends, family, neighbors, college alumni, people in associations, or anyone who might help generate information and job leads. Formal networking includes going to a business social, Chamber of Commerce event or an association meeting. Job recruiters may use online social networking sites for this purpose. Use your personal and social networks to increase your job search. The more people know you are looking to find a job, the more they will remember you when they hear about job opportunities. This is a great way to boost your job search.

The Internet has opened up a whole new way of networking for job candidates. Online sites have sprung up to help connect people and jobs. [LinkedIn.com](http://LinkedIn.com) is one of the more popular professional online networking sites currently in use.

Tips for networking include:

- talk to other parents when attending your child's sporting or music events
- visit with other members of your social clubs or religious groups
- strike up a conversation with someone else waiting at the grocery store or doctor's office
- talk to your neighbors
- job fairs, job fairs, job fairs!

**Volunteer**

Individuals who have limited networking resources may consider volunteering to work for an employer. In addition to expanding network resources and providing a community service, volunteering helps jobseekers to demonstrate their business values and skills that may open the doors to an interview and secure a position with that employer.

**Flood the Market**

This can be accomplished through a procedure of cold calling and mass mailing. Begin by contacting Human Resource Departments and inquire about the various jobs that are available in that company - both current and future. Ask the Human Resource Representative if they plan on having Career Fairs; this allows for networking opportunities. Determine a contact name and address to mail or e-mail a résumé to when seeking employment. Remember, even if the business says they are not currently hiring, send them your résumé so they have a copy on file for future openings. Within 48 hours of sending your résumé, follow up with and ask if they had received your Résumé.

## Top Online Job Search Tips

Offered by CareerBuilder®.com

While the popularity of online job boards puts millions of jobs at one's fingertips, it has also made the job applicant pool that much bigger. For this reason, national job search sites and the Internet as a whole have gotten a bad rap from some industry professionals as an ineffective job seeker tool; on the contrary, the Internet actually can be a great resource for job seekers—they just need to know how to use it.

When it comes to a fruitful online job search, successful job seekers follow these guidelines.

### **If you build it, they can come.**

Instead of simply posting your résumé on a Web site, take it one step further and design an easily-navigable Web site or online portfolio where recruiters can view your body of work, read about your goals and obtain contact information.

### **Check yourself to make sure you haven't wrecked yourself.**

Google yourself to see what comes up -- and what potential employers will see if they do the same. If you don't like what you find, it's time to do damage control.

### **Narrow your options.**

Many job boards offer filters to help users refine their search results more quickly. You should have the option to narrow your job search by region, industry and duration, and, oftentimes, you can narrow it even more by keywords, company names, experience needed and salary.

### **Go directly to the source.**

Instead of just applying for the posted job opening, one of the best strategies to finding a job is to first figure out where you want to work, target that company or industry and then contact the hiring manager. Also, many employers' career pages invite visitors to fill out candidate profiles, describing their background, jobs of interest, salary requirements and other preferences.

### **Find your niche with industry Web sites.**

Refine your search even more by visiting your industry's national or regional Web site, where you can find jobs in your field that might not appear on a national job board. More and more employers are advertising jobs on these sites in hopes of getting a bigger pool of qualified applicants.

### **Try online recruiters.**

Recruiters will help match you with jobs that meet your specific skills and needs. Not sure where to start? Sites such as [recruiterlink.com](http://recruiterlink.com), [onlinerecruitersdirectory.com](http://onlinerecruitersdirectory.com), [searchfirm.com](http://searchfirm.com) and [i-recruit.com](http://i-recruit.com) provide links to online headhunters for job seekers.

**Run queries.**

You run searches on everything else, from your high school sweetheart to low-fat recipes, so why not jobs? Enter a query that describes the exact kind of job you're seeking and you may find more resources you wouldn't find otherwise (but be prepared to do some sorting).

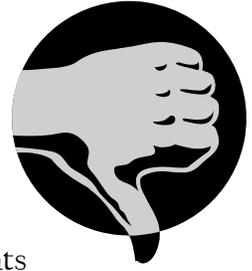
**Utilize job alerts.**

Most job boards have features that allow you to sign up to receive e-mail alerts about newly available jobs that match your chosen criteria. Or go a step further and arrange an RSS (really simple syndication) feed from one of these job sites to appear on your customized Internet homepage or your PC's news-reader software.

**Get connected.**

How many times have you been told that it's not what you know, but who you know? Thanks to the emergence of professional networking sites like LinkedIn.com, job seekers no longer have to rely on the old standby of exchanging business cards with strangers. These sites are composed of millions of industry professionals and allow you to connect with people you know and the people they know and so forth. (A word of caution: When you sign up for online social networking sites, you are in a public domain. Unless you are able to put a filter on some of your information, nothing is private, and it can be difficult to erase once it is posted.)

## JOB HUNTING MISTAKES



- Negative Thinking** If members think negatively about themselves, life in general, the job, or the company for which they are interviewing, negative thoughts will more than likely cost them the opportunity to get the job. When a member presents themselves with a positive attitude and confidence, it increases a possible job offer. Remember, it is much easier to decline a job offer – so think positive!
- Procrastination** Sitting home and waiting for something to happen is not an effective job search strategy. Members must develop a plan to include positive and concrete every-day efforts to secure employment. Successful people make things happen!
- Relying Totally** Although it is helpful for members to utilize counselors, recruiters, professionals, friends, etc. to help them in their job search, ultimately it is the members' responsibility to put forth the greatest amount of effort to secure employment. It is important for members not to totally rely on others for their own career destination!
- Pride** Members are cautioned to not look at the compensation or job title as a pride issue or a statement of their self-worth. Members are encouraged to be willing to look at the whole package when analyzing an employment opportunity. Benefits are often as important as compensation. Also take into account growth potential with the company, the industry and how it aligns with the individual's career focus. Accepting a lower paying position may lead to future career growth opportunities with greater financial compensation and benefits.
- Desperation** It is important for members to appear confident rather than desperate for employment during an interview. Employers want to know that the individual who accepts the job offer did so because of a desired choice. Employers will not offer a job to an individual who displays an attitude of desperation, because a desperate employee often stays in a position for only a short period of time.
- Too Flexible** While flexibility is often good on the job, it can be a hindrance in job searches. Members should determine their self-worth, strengths and skills when seeking employment in a preferred industry. Employment outcomes will be more successful when members are career focused.
- No Follow Through** Don't stop your job search preparation after obtaining an interview. After the interview, it is important to send a "Thank You" letter to the prospective employer. Also, if at all possible, call the interviewer within a week to determine if a decision has been made on your application for employment.