

JOB SEARCH {AND RESCUE}

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What ways can you find a job?

- Mailing resumes
- Answering want-ads
- State/Federal Unemployment
- Private employment agencies
- Internet
- Asking Friends, Family, and Community Members
- Professional Journals
- Temp agencies
- Career/Alumni Services
- Knocking on doors
- Searching the yellow pages
- “Job clubbing”
- Thorough self-inventory
- Going to places employers pick up workers
- Civil Service Exam
- Volunteering
- Social Media Sites

Which way is best?

- ⦿ Each way can be good or bad
- ⦿ Determined by you and employer
- ⦿ Best to use several methods
 - Out of 100 job-hunters using only one method 51 abandoned their search by the second month
 - Out of 100 job-hunters using several methods typically only 31 abandoned their search by the second month
 - From *What Color is Your Parachute? 2007*

Step 1: Self-Assessment

- Skills
- Strengths and Weaknesses
- Values
- Interests
- Goals

Step 1: Tools and Resources

- Personal Growth Classes
- Career Center
- Assessments (MBTI and Eureka)

Step 2: Target Your Job Focus and Objective

- Where do you want to work?
- What do you want to do?
- Research! Research! Research!
 - Type of position, organization and industry?
 - Best utilize skills and background
 - Best satisfy values and goals
 - Geographic location (where you want to live)?
 - Do you want to work for a small, medium, or large company?
 - What types of clients/customers?
 - What level of responsibility/career advancement opportunities?
 - What aspects of a work environment are important to me?

Step 2: Tools and Resources

- Career Center
- Informational Interviews
- Websites
 - <http://Online.onetcenter.org>
 - www.bls.gov/oco
 - www.careeronestop.org

Step 3: Research and Identify Potential Employers

- More effective than mass mailings
- Who fits your preferences
- Often employers evaluate candidates based on whether they have done their homework
- Need to have knowledge of the employer's needs for the interview (and cover letter)
- Able to make a more informed decision

Step 3: Tools and Resources

- Your Network
- Contacts within the field
- Company websites
- Brochures and other promotional materials
- Informational Interviews

What should YOU know about an employer?

- ◉ Mission, philosophy, history
- ◉ Services and products
- ◉ Competitors within the industry
- ◉ Customers or clients
- ◉ Growth pattern/expansion plan
- ◉ Reputation and ranking
- ◉ Culture of the company
- ◉ Organizational structure
- ◉ Divisions
- ◉ Name and title of “key” people
- ◉ Size; number of employees
- ◉ Training programs
- ◉ Sales, assets, earnings
- ◉ New products or projects
- ◉ Foreign operations

Step 4: Prepare Tools for the Job Search

- Resume
- Cover Letter
- List of References

Choose a Resume Format

⦿ Chronological Resumes

- Highlights experience
- Reverse order

⦿ Functional Resumes

- Highlights skills and qualifications

⦿ Combination Resumes

- Highlights skills but also shows experience

Electronic/Scan-able Resumes

- ⦿ Uses nouns instead of action verbs
 - Customer Service vs. Provide customer service
- ⦿ “Keyword” searching for industry buzzwords
- ⦿ Want to have a high rate of “hits”
- ⦿ Include words directly from the job description
- ⦿ Put a Keywords section under your name and contact information

Resume Content

- Header
- Objective (optional)
- Education
- Experience or Relevant Qualifications
- Relevant Courses (optional)
- Skills (optional)
- Other Optional Sections: Honors, Projects, Community Service, Associations, Activities, Leadership, Athletics—All must be relevant to the objective!

Do NOT Include:

- ⦿ Age or date of birth
- ⦿ Marital status
- ⦿ Addresses of former employers
- ⦿ Salary with prior employers
- ⦿ Religious or political affiliations
- ⦿ “I” statements

Formatting and Other Details

- Limit to 1 page
- Use black ink and white or off-white paper
- Check verb tense (use past for previous jobs and present for current jobs)
- Don't use abbreviations
- Never use specific dates and always write dates the same
- Use an easy-to-read font, 11 pt. font size minimum
- .5 inch margins minimum
- Do not bend, staple or fold your resume

Eye Relief Techniques

Bold and Center Your NAME
and contact information

- ◎ CAPITALIZE CATEGORIES AND HEADINGS
- ◎ Bold the **Job Title**
- ◎ Indent and use bullets
- ◎ Use white space between sections

References

- ⦿ Do not list “References available upon request”
- ⦿ If listing references on an application or before an interview, “check-in” with each reference first
 - Provide each reference with a copy of your current resume

Don't Forget!

- ⦿ Make sure the voicemail greeting for the phone number you list is professional.
- ⦿ Use an e-mail address that conveys professionalism.
- ⦿ Spell check and review your resume carefully.
- ⦿ Get feedback!

Resume No-No's

- ◎ From actual resumes, as reported by Fortune Magazine:
 - “I have lurnt WordPerfect 6.0 computor and spreadsheat programs.”
 - “It’s best for employers that I not work with people.”
 - “Am a perfectionist and rarely if if ever forget details.”
 - “Wholly responsible for two (2) failed financial institutions.”
 - “Note: Please don’t misconstrue my 14 jobs as “job-hopping.” I have never quit a job.”
 - “Reason for leaving last job: They insisted that all employees get to work by 8:45 every morning. Could not work under those conditions.”

Cover Letters

- ◎ A successful cover letter will:
 - Catch the employer's attention
 - Persuade the employer of your benefit or value
 - Move the employer to call you for an interview

Cover Letter Content

- Header: Same as resume
- Date
- Company
- Salutation
- Body
- Closing (Sincerely and your signature)
- Enclosure(s)

The Three Paragraphs

- ① 1st paragraph: identifies the position you are interested in and how you learned about it.
- ② 2nd part (one or two paragraphs): highlights your value to the employer, backed up by factual evidence; matches your skills, training and experience with those required for the position; avoid simply repeating the contents of your resume in the letter.
- ③ 3rd paragraph: refers the reader to your resume, indicates how and when you can be contacted, and asks for an interview.

Step 4: Tools and Resources

- ⦿ Resume/Cover Letter Handouts
 - Available today
 - Available online
 - Available at Career Mall
- ⦿ Resume/Cover Letter Reviews
 - Career Mall
 - Career Center, MV 20

Step 5: Interviewing

- ⦿ Remember to practice!
- ⦿ Show confidence and enthusiasm!
- ⦿ Control what you can!
- ⦿ No interview is a failure!

Interview Preparation

- ◎ Research the company and the job.
- ◎ Practice answering questions.
 - Usually you'll be asked only 10-15 questions but which 10-15?
 - Preparation is key!
 - Be aware of illegal questions.
 - Support general answers with specific examples
- ◎ Job descriptions are guidelines

Practice Interview Questions

- Tell me more about yourself.
- Why do you want to leave your current job?
- What are your strengths and weaknesses?
- Describe a time when you had a conflict with a co-worker.
- Why should I hire you?

What are employers seeking?

- ⦿ Articulate, well thought out responses.
- ⦿ Professional appearance.
- ⦿ Promptness.
- ⦿ Confidence.
- ⦿ Willingness and ability to adapt/be flexible.
- ⦿ Enthusiasm and eagerness.
- ⦿ Knowledgeable about the position and the company.
- ⦿ Politeness (say “Thank You” verbally/written note)

Positive Impressions: Dressing for the Interview

⦿ Do's

- Dress conservatively.
- Dress similarly to other employees.
- Have clean, neatly styled hair.
- Carry a portfolio with extra copies of your resume.
- Wear shoes you can walk easily in.

⦿ Don'ts

- Wear torn, soiled, wrinkled clothing.
- Dress casual.
- Wear athletic shoes.
- Wear sexy clothing.
- Wear heavy make-up.
- Wear “cutesy” ties.
- Wear a mini-skirt.
- Chew gum or smoke.

Dress one or two levels up from the job you are applying for.

“Fun Food for Thought”

- ① You never get a second chance to make a good first impression!
- ① Personnel executives of 100 major corporations were asked for stories of unusual behavior by job applicants. Here's what they said...

Appropriate Interview Behavior???

- ⦿ “When I asked him about his hobbies, he stood up and started tap dancing around my office.”
- ⦿ “She wore a walkman and said she could listen to me and the music at the same time.”
- ⦿ “Candidate said he really didn’t want to get a job, but the unemployment office needed proof that he was looking for one.”
- ⦿ “During the interview, an alarm clock went off from the candidate’s brief case. He took it out, shut it off, apologized, and said he had to leave for another interview.”

What if...you don't get the job

- ⦿ Keep trying
- ⦿ Next interview will be easier
- ⦿ Concentrate on your strengths
- ⦿ Consider factors you can control/guard against
- ⦿ Consider what is out of your control
- ⦿ Opportunity to reassess and reaffirm

What if... you are offered the job

- ⦿ How does it fit into long-range goals?
- ⦿ What are the pros and cons to accepting?
- ⦿ What comes with the job?
 - Scope of job, reputation, advancement, move, salary, benefits
- ⦿ Negotiate a salary

Step 5: Tools and Resources

- Mock Interviews
- Career Center Handouts

Step 6: Negotiate a Salary

- ◎ Be as general as possible while writing cover letter and during interview
 - Don't want to place yourself too high or too low on salary scale
 - What are you/your time worth?
 - Tricky business
 - If asked on a job application good idea to answer with "negotiable"
 - Go in knowing what is the lowest offer you will "settle" for
 - Remember salary doesn't just include pay, but also benefits package (medical, vacation, housing, etc.)

Other Job Search Resources

- Directories and Reference Books
- Internet and Electronic Resources
- Employer Recruiting Brochures
- Career Fairs
- On-Campus Interviewing
- Networking and Informational Interviews

Confidence Boost...

The economy is slowly improving...jobs are becoming available...find your hidden job market...things are looking better this year than last...

BELIEVE IN YOURSELF AND WHAT YOU HAVE TO OFFER!