

# 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](http://www.bls.gov/oco)
  - [www.careeronestop.org](http://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 computer 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<sup>st</sup> paragraph: identifies the position you are interested in and how you learned about it.
- ◎ 2<sup>nd</sup> 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<sup>rd</sup> 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!**