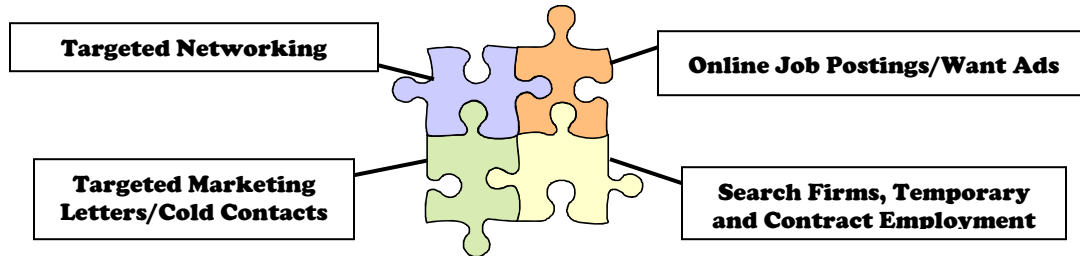


Job Search Techniques

There are many strategies for finding a job. The most productive usually involve networking, but a good search will encompass several methods at the same time.



We recommend you continually apply a variety of job search and lead development techniques until you land in the job you decide to accept. Be proactive and never “wait to see what happens” at any stage of your search.



Targeted Networking

What is it all about?

- The fastest way to find out about jobs is through the people you know and the people you get to know through them!
- According to the U.S. Department of Labor two-thirds of all jobs are obtained through word-of-mouth, informal referrals by relatives, friends and acquaintances.

How do I start?

- The Career Center has an **entire publication** dedicated to the intricacies of networking, including how to make first contact, how to set up an informational interview, the questions to ask and how to conduct yourself during the meeting. This document can be found in the Career Center or online at home.sjfc.edu/careercenter.
- **Meet with a Career Counselor** to review your resume and career goals. Create an introduction for yourself and list of targeted questions you’ll want to ask during an informational interview.
- The CARD System is home to **over 900 alumni ready to assist you** with your career inquiries, whether you are just learning about different fields or ready to enter the workforce. Sign up for the CARD System by visiting the Career Center. It’s the perfect resource to begin building your network!
- Start **creating lists of people** you know. Don’t forget about faculty and staff on campus, your parents friends, your friends parents, neighbors, supervisors, etc. All of these people may become an integral part of your network!
- **Job fairs** are an excellent place to make contacts, hone your communication skills and research potential employers. The Rochester area has a career fair for college students each February and the Career Center hosts a Career and Internship fair on campus every Spring.



Online Job Postings/Want Ads

JobZone

- The Career Center's JobZone (<http://home.sjfc.edu/careerservices/login.asp>) contains job and internship **postings** from employers.
- Each employer designates what you should send (cover letter, resume, etc.) and how to send it (via email, fax, snail mail, apply online).
- This website is **updated multiple times** daily, so make sure you continue to check the page often.
- Although the site is divided into multiple fields of interest, **maximize your search** by reviewing different fields and reviewing a variety of positions.
- The job postings "disappear" off the site after one month. If you find a position of interest, be sure to print it out and note the contact information.

Job Posting Websites

- A variety of **websites** exist where job seekers can identify full time and internship opportunities.
- The Career Center makes no endorsement for any one site and has compiled a listing of some sites that can be found on <http://home.sjfc.edu/CareerServices/relatedlinks.asp>.
- It may be difficult to find a contact when applying online, but do check the company website to see if you can **find someone specific** to direct your application towards.
- As with any job search, be sure to do your research and investigate the company you are applying to.
- If you have a company of interest, be sure to keep checking their website for positions that may interest you and fit with your qualifications.

Want Ads/Newspaper

- No matter what type of ad you pursue, be aware that results of actually finding a position through the want ads is relatively low because it is a public announcement of an opening.
- It may take some time for you to hear about the results of submitting your resume based on an ad. Sometimes you will receive no response at all. **NEVER** wait to see what happens after you respond to an ad – follow up!



Search Firms, Temporary & Contract Employment

Search Firms

- Traditional employment search firms, also known as placement agencies, employment agencies or "Headhunters", can be a valuable resource in your targeted job search. Some firms are considered generalists and handle openings of many diverse functions and industries; others specialize into specific market niches.

- Beware! A search firm is not a career counseling service. A search firm does not contact companies to find a job for you. The objective of the search firm is to meet the client company's requirements and understand the client company's culture to make appropriate referrals. The search firm may refer several candidates for the same opening.
- Be prepared to take computer and typing tests during your interview with the search firm.
- Take responsibility to ensure you understand the processes and agreements you are making with the search firm.
 - When and how do they disseminate your resume?
 - Do you have any responsibility for paying a fee? If yes, under what conditions?
 - What are the firm's expectations of you after an interview?

Temporary Employment

- If you are unsure about your career direction, testing the waters through temporary or contract employment is an excellent way to narrow your choices and investigate different positions in diverse companies.
- Temporary positions may range from a few days to a few weeks assignment.
- The temporary position usually has no benefits, although many temporary firms are now offering benefits to long-term temps who work a minimum number of hours.
- "Temp to Perm" means that if a temp works out in a position, "permanent" regular employment will be offered after 3 to 6 months.

Contract Employment

- Contract positions are often long-term assignments of skilled personnel for a particular project or function.
- Contract positions spell out what is expected of the employee, the duration of the employment relationship, salary and benefits (if applicable).



Cold Contacts & Mass Mailings

Cold Contacts

- Utilizing a targeted cover letter and resume, you can send your career correspondence to companies of interest, even if you do not have specific contacts there.
- Your career correspondence needs to accurately reflect your candidacy and why you have an interest in obtaining a position at those particular organizations.

Mass Mailings

- Whether companies utilize online or traditional application methods, electronic and/or hard copy, mass distribution of your career correspondence will rarely yield the results you are seeking.
- The best way to distribute your cover letter and resume is to present a clear and focused picture of yourself as a candidate to each organization where you apply.