

# Job Search Strategies



## Job Preparation

### Determine what kind of work you are looking for

(<http://career.utk.edu/students/majors.asp>)

1. Career Assessment
2. Functions
3. Fields of Interest
4. Job Titles

### Identify where you want to work

1. Industries
2. Work Setting
3. Company Location

### Prepare your resume

1. Attend a *Resume Writing* workshop
2. Have your resume critiqued during Take-10 drop-in hours

### Research the job market

([www.bls.gov/oco](http://www.bls.gov/oco); <http://online.onetcenter.org>)

1. Research the employment outlook
2. Determine the salary range ([salary.com](http://salary.com))

## keep in mind...

The average job search takes about six months

Only 10% to 20% of jobs are ever published - which means 80% to 90% of jobs remain hidden in the job market

Obtaining a job is a process. Don't expect to get an interview for every application and don't get discouraged by failure

## Job Search Strategies

- ZotLink online job and internship listings
- Networking Contacts (UCI alumni, former supervisors, Career Connections directory, professors, family, friends, etc.)
- Professional Associations ([http://dir.yahoo.com/Business\\_and\\_Economy/Organizations/Professional](http://dir.yahoo.com/Business_and_Economy/Organizations/Professional))
- Career Month
- Meet The Recruiter Events
- On-Campus Interview Program
- Internet Job Listings
- Career Fairs
- Directories: Online & Career Center Library
- Direct Inquiry (ask employers you would like to work for)
- Temporary/Employment Agencies
- Newspaper Want Ads

## More Job Search Help

✓ Attend a Job Search Strategies workshop at the Career Center

✓ Make an appointment with a Career Counselor - they may have resources pertaining specifically to your area of interest



## Job Search Strategies: Pros and Cons

There are many ways of looking for a job. Some are better than others. Presented below are some of the most popular ways of looking for a job as well as helpful hints, pros, and cons. Combining a number of job search strategies will yield better results than relying only on one method.

| STRATEGY  | TOOLS  | PROS  | CONS  | HELPFUL HINTS  |
|---|--|---|---|--|
| <b>NETWORKING</b><br>Talk to everyone you know to develop a list of possible contacts; ask for information on job/companies; circulate your resume.   | <ul style="list-style-type: none"> <li>List of contacts</li> <li>Resumes</li> <li>Business Attire</li> </ul>   | May learn of unadvertised openings. May result in a courtesy interview. Often results in a closer match of your interests to a job.                     | A contact in itself is not enough to get you a job. You may exhaust all leads without landing a job. Quite time consuming.                                | <ul style="list-style-type: none"> <li>Follow through on all leads.</li> <li>Keep broadening your network of contacts.</li> </ul>  |
| <b>ON-CAMPUS INTERVIEWS (OCI)</b><br>Attend OCI orientation workshop; register with Career Services. Monitor job postings daily.  | <ul style="list-style-type: none"> <li>Resumes</li> <li>Employer literature</li> <li>Business Attire</li> </ul>  | One of the primary ways in which companies recruit for technical and business positions.  | Declining as a method employers use to identify candidates. May be less effective for non-technical/non-business candidates.                              | <ul style="list-style-type: none"> <li>Check postings each week for interviewing opportunities.</li> <li>Use postings as a way to identify possible employers.</li> </ul>  |
| <b>TARGETED MAILING</b><br>Develop good cover letter tailored to a specific type of job and the needs of the company. Send letter with resume to selected companies.  | <ul style="list-style-type: none"> <li>List of well researched companies</li> <li>Tailored cover letters</li> <li>Resumes</li> </ul>                                 | Better approach than the mass mailing method. Investment of time and effort should merit stronger response from employers.                              | Requires a significant investment of time in researching companies and writing cover letters as well as following up with contacts.                       | <ul style="list-style-type: none"> <li>Find out who is in charge of the area in which you want to work; send your materials to that person.</li> <li>Great method when used in conjunction with networking.</li> </ul> |
| <b>WORLD WIDE WEB</b><br>Scan job vacancies on hundreds of databases. E-mail cover letter and resume tailored to jobs.  | <ul style="list-style-type: none"> <li>Access to the Web</li> <li>Electronic Resume</li> </ul>   | Actual job openings. Many employers use a wide variety of job listing services. Many listings have free to low cost access. Worldwide geographic reach. | Competition is growing as use of the Web increases. Many jobs listed are technical in nature, though the visibility of "non-technical" fields is growing. | <ul style="list-style-type: none"> <li>Use the Web frequently as information and sites change quickly.</li> <li>May need to conduct your search at off-peak times (early morning or late at night).</li> </ul>         |
| <b>WANT ADS</b><br>Scan want ads. Mail resume with cover letter tailored to specific job qualifications.  | <ul style="list-style-type: none"> <li>Newspapers</li> <li>Journals</li> <li>Newsletters</li> <li>Trade Magazines</li> <li>Cover Letters</li> <li>Resumes</li> </ul> | Involves minimal investment of time in identifying companies. Resume and cover letter are sent for actual job opening.                                  | Resume and cover letter will compete with large number of others. Ads follow job market; least effective in times of economic downturn.                   | <ul style="list-style-type: none"> <li>Use as a meter on the job market in a certain geographical area.</li> <li>Try to get your materials in as early as possible.</li> </ul>   |
| <b>RESUME REFERRAL</b><br>Register with one of the many national referral services. As employers list jobs, the data bank of registrants is searched for matches. If your qualifications match, they are sent to the employers. | <ul style="list-style-type: none"> <li>Registration form supplied by service</li> </ul>  | Another way to monitor the job market and get your qualifications to the attention of employers.  | May involve a fee. Often more helpful to those in technical or specialized fields. May not learn of any activity of your materials.                       | <ul style="list-style-type: none"> <li>Use only in conjunction with other job search strategies.</li> </ul>  |
| <b>IN-PERSON VISIT</b><br>Visit many companies. Ask to see person in specific department. Submit resume and application, if possible.   | <ul style="list-style-type: none"> <li>Business attire</li> <li>Company address list</li> <li>Resumes</li> </ul>   | Resume and application are on file with the company.  | Requires a great deal of time to make a relatively small number of contacts.  | <ul style="list-style-type: none"> <li>Research the companies prior to your visit; ask for a specific person or ask about a specific type of job.</li> </ul>   |
| <b>EMPLOYMENT AGENCIES</b><br>Respond to employment agency ads in Newspapers; check phone book for names of agencies to contact.  | <ul style="list-style-type: none"> <li>Resumes</li> <li>Business Attire</li> </ul>   |   | Usually of less help to non-technical or inexperienced graduates. Likely to charge fees.  | <ul style="list-style-type: none"> <li>Identify agencies that specialize in your field.</li> <li>Make frequent contact with your counselor to obtain better service.</li> </ul>  |

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