JOB SEARCH STRATEGIES
Office of Career Services
SUNY College at Brockport

The steps to a job offer
1. Self-assessment
2. How the market works
3. The job search

Steps for a job search:

- Know yourself (knowledge, skills, personality)
- Do a job analysis (knowledge, skills, personality)
- Have a clear job objective
- Know how and where to look for job leads
- Have a system to keep your search organized
- Follow-up on all contacts

Skills

- Adaptive: Describe your personality
- Transferable: Universal skills--can be transferred from one job to another
- Job-Related: Required for a particular job

My preferred co-workers

- Gender/Orientation
- Age Demographic
- Background
- Work Styles
- Educational levels

Holland Codes

- Realistic (Technical)
- Investigative (Analytic/Research)
- Artistic
- Conventional (Business Control)
- Enterprising (Leading/Persuading)
- Social
How people find jobs

- Informal methods (63.4%)
  - Direct contact with employers, networking
- Want ads (13.9%)
  - Newspapers, professional or trade journals
- Agencies (12.2%)
  - Public, private
- Other methods (10.5%)
  - Civil service tests, unions, career services, internet

Stages of a job opening

1. Always looking for good people
2. Insiders know
3. Internal posting
4. Job advertised

Networking objectives

- Self-interest is a secondary consideration
- Find someone who will talk with you and who knows other people
- Present yourself well, learn something and get 2 referrals

8 steps to effective networking

1. Identify your career objectives
2. Create your contact database
3. Do your homework
4. Make the first move
5. Follow up
6. Run the interview
7. Send a thank you note
8. Maintain connections

Tips for organizing your job search

- Set up a schedule to keep yourself on track
- Develop contact cards for your network with name, address and relevant notes
- Use a standard format for researching a company
- Evaluate interviews using a consistent format
- Create a worksheet for each employer
- Designate a place to work on your job search and keep your records

Contact cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Address/Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Date</td>
<td>Result</td>
<td>Date</td>
<td>Result</td>
</tr>
</tbody>
</table>
What employers are looking for

- Academic major, GPA
- Computer literacy
- Work experience
  - related
  - unrelated
- Extracurricular activities
- Motivational fit
- Volunteer activities
- Hobbies
- Athletic achievements
- Personal appearance
- Team player
- Interest in job/company
- Organizational skills

Resume tips

- Write it yourself
- Make it error-free
- Be brief and relevant
- Be honest
- Use action words and short phrases on a traditional resume
- Use keywords on a scannable resume
- Organize it
- Use white or light paper
- Avoid unusual graphics/fonts
- One page preferred
- Be specific
- Consistent formatting

Interview tips

- Dress professionally
- Know the exact location of the interview
- Bring extra copies of your resume. Bring a copy of your portfolio, if appropriate
- Be courteous to all you meet
- Make sure you know the interviewer's name
- Use engaged posture and body language
- Listen actively

Research

- Mission statement and annual reports
- Web site
- Know anyone associated with the company?
- Business periodicals
- Copy of the job description
- Check for salary ranges

Three step process for answering interview questions

Step 1: Understand what is really being asked

Step 2: Answer the questions briefly, in a non-damaging way

Step 3: Answer the real question by presenting your related skills

Be prepared to answer questions

- What courses did you like least/best and why?
- We all have times when the pressure at work or school is extremely high. Describe a time like this in your past experience. How did you react?
- What type of information did you use in choosing your school? How did you utilize that information?
- Situation Task Action Results approach
Be prepared to ask questions

- What is this company like as a place to work?
- What can you tell me about the culture and the company's values?
- What are the challenges your company is facing?
- Could you tell me about the primary people I would be working with?

Be prepared to ask questions

- What career opportunities exist beyond the entry-level position?
- What do you consider ideal experience for this job?
- What type of mentoring program does the company offer?
- What are the opportunities for professional growth?

After the interview

- Follow-up: handwritten note, e-mail, formal letter
- Complete your interview evaluation sheet
- If you do not get the job...
- Don’t burn any bridges, stay in touch.

Assessing the Offer

- Is the job a good match for you?
- Will you have a mentor?
- Are there opportunities for advancement?
- What are the fringe benefits?
- Is the salary in line with your skills and experience?