



OFFICE OF CAREER SERVICES
HARVEY MUDD COLLEGE *Your Future Opportunities*

THE JOB SEARCH PROCESS

*How to Conduct an
Effective Job Search*

Some Important Points

- 1. Awareness of your goals and skills**
- 2. Understanding of the labor market**
- 3. Having a planned campaign**
- 4. You get jobs by talking to people**
- 5. You need 100 leads at all times**
- 6. Look for work in channels**



Six Steps to Successful Job Search



Step 1 –Analyze Career Goals

Take inventory

**Self-assessment facilitates
career decisions and
prepares you to market
yourself**



Step 2 – Explore Career Options

- Find “matches” between your skills, interests, and values and occupational fields and organizations.
- Use printed and computerized resources as well as informational interviews.

Tip: No single occupational area will utilize all your skills, allow you to develop all your interests, and incorporate your value system.



Step 3 – Target and Organize Your Job Search

- **Research possible occupations to find several options.**
- **Conduct a targeted search to insure a high rate of success.**
- **Establish a date for getting a job.**
- **Decide how much time you can devote to your search. Use a weekly planner.**

***Tip:* Develop strategies for overcoming fear and procrastination.**



Step 4. Prepare Job Hunting Tools

Resumes - each resume should be tailored to a specific type of job emphasizing aspects of your qualifications that are applicable to that job.

Cover Letters - two basic types:

letter of application for an advertised position

letter of inquiry about possible jobs

Applications - Complete each item thoroughly, preferably typed or neatly printed. Usually required by government and school districts.

References should be arranged in advance.



Step 5. Develop and Conduct a Job Search Campaign

- A campaign requires a decision on which employers you want to contact and the geographic area.**
- Thorough research on employers give you the competitive edge.**
- Use multiple strategies.**

...Step 5

Sources of Job Leads

Networking

Research

Internet

Active

Passive

Headhunters

Newspapers



A. Develop a Contact Network

Become acquainted with professionals in your selected career field or specific organization.

Join professional associations and attend conventions/conferences.

Expand your network to family members, friends, classmates, professors, doctors, and so on.



B. Contact Employers Directly

- 1. Send a letter of application and your resume then follow up with phone calls.**
- 2. Request an appointment to even if they have no positions currently available.**
- 3. Emphasize your knowledge and interest in the organization.**
- 4. Always follow up all interviews with thank-you letters, phone calls, and possibly a revised resume.**
- 5. This direct contact method can often lead to a new position being created.**

C. Pursue Advertised Vacancies

**Employment web sites, such as
MonsterTRAK**

**Newsletters from professional
associations and trade journals**

Newspaper classified ads

Employment services and agencies



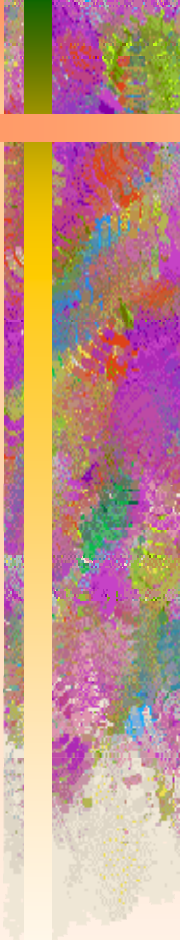
...Step 5

To increase your success in responding to advertised vacancies, here are some tips:

- **Use your cover letter to answer every requirement in the ad.**
- **Personalize your response as much as possible.**
- **Direct your materials to specific individuals, not "To whom It May Concern"**



RESEARCHING EMPLOYERS

- 
- **what they do**
 - **how they do it**
 - **what type of jobs exist in the company**
 - **what financial state are they in (are they expanding or laying people off)**
 - **what they might expect of you in terms of skills, education, and previous experience**
 - **what you can offer them**



Where Do You Find Information on Employers in a Particular Career Field

Internet web sites

Here are just a few

Jobweb <http://www.jobweb.org>

Wall Street Research Net <http://www.wsrn.com>

Yahoo <http://www.yahoo.com>

Hoover's Online <http://www.hoover.com>

100 Hot Web Sites <http://www.100hot.com>

Vault Reports <http://www.vault.com>



MonsterTRAK Company Profiles – many have direct links to company's own web site

Directories – geographic, business, occupational, professional, industry, and financial status directories available in libraries

Annual Reports – usually obtained through the organization's public relations/HR office

Trade Associations – journals, publications, conferences for networking/information gathering,

Telephone Directories - blue pages for government and yellow pages for private employers



Newspapers contain articles about local companies (Wall Street Journal, Business Week)

Fortune and other magazines

Dun & Bradstreet Reference Book

Moody's Manual

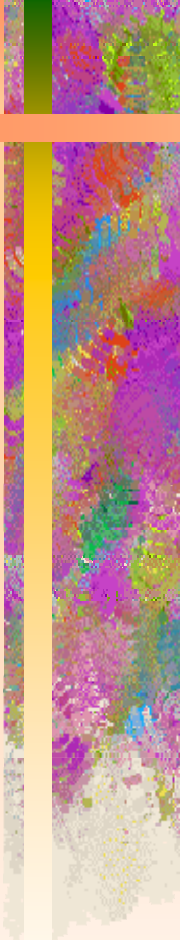
Standard & Poor's Register of Corporations

Directory Of Corporate Affiliations

Chamber of Commerce directories



JOB HUNTING TIPS

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- Tell everyone you meet about what you want to do
 - Don't be afraid to pick up the phone
 - Always get a contact name
 - Mass mailing resumes and waiting for the phone to ring is not a job search nor sitting on the Internet
 - Remember only 20% of jobs are advertised
 - Go where you can learn the most and get the best experience – not necessarily the money
 - Be patient - success doesn't happen overnight
 - Don't compare yourself with others
 - Don't be seduced by titles
 - Have a mentor or job coach
 - Be persistent, have a good attitude, and think positively
 - You **MUST** follow up
 - Be yourself