

GUIDE TO A COMPLETE JOB SEARCH CAMPAIGN

Myths About Job Search Campaign:

MYTH: Someone will find a job for me -- an employment agency, the career office, etc. and all jobs are advertised.

REALITY: Most jobs are not well advertised. A federal study shows that fewer than 6% find jobs through an employment agency and fewer than 5% by newspaper ads. Most people locate job openings through referral networks; nearly 50% of the jobs you'll have in a lifetime you will find because of a referral.

MYTH: Degree = job. I spent four years here and I deserve a job.

REALITY: Your degree, or amount of formal education, while extremely important, does not guarantee a job. Having more education, a "better" degree, doesn't necessarily mean getting the job you want either. An employer seeks many variables. Assuming you do meet the minimal educational requirements set forth by an employer, much of your success in landing a job lies in your ability to assess your life experiences, relate them to your career goals and to the job opening you are pursuing. *Your ability to sell yourself is all-important.*

MYTH: Job hunting is something that should be done in as little time as possible.

REALITY: Looking for a job is time-consuming. Most people who complain about "not being able to find anything" spend only about five or so actual hours per week looking for a job -- the rest is talk!

Alternative Methods of Using the On-Campus Recruiting Program:

A. Possible scenarios:

1. Sign-up sheets are full - you didn't get an interview.
2. The company didn't request your major or degree.

B. What to do?

1. Send a cover letter and resume to the contact person in your Placement Manual indicating your interest in the company - request an interview.
2. Leave your cover letter and resume with our office and we will personally give the materials to the on-campus recruiter.
3. Attend the group meetings which are often held the night before the scheduled interviews - talk with the recruiter before or after the meeting.
4. Try to see the recruiters during the breaks of their on-campus schedules.

Becoming a Marketing Specialist

During the job search you become a Marketing Specialist and the product is you. The steps to take in organizing your job search in the style of a good Marketing Specialist are:

1. **KNOW THE PRODUCT --YOU**. What are your work values, goals, interests and skills? What are your strengths and weaknesses?
2. **DEVELOP GOOD SALES TOOLS -- YOUR RESUME AND COVER LETTER**. These resources accurately reflect you: your goals, accomplishments, and your style. They should be brief and concise. The resume and cover letter should be focused toward the type of industry and/or company of interest to you. As a sales tool, they will be influential in securing an interview.
3. **IDENTIFY YOUR MARKET -- EXPLORE CAREER OPTIONS**. There may be many alternatives. Think about what you want and start a priority list. Identify the organization most desirable to you and best suited to your talents and values. From there list those you would choose second, and so forth. Utilize company literature and conduct exploratory interviews (more on this later) to help you clarify which companies fit your needs. (Refer to handout "CAREER INFORMATION: RESEARCHING OCCUPATIONS AND EMPLOYERS".)
4. **JOB SEARCH STRATEGIES**

A) Develop a Referral Network: The most effective way of securing a position is by making personal contacts. To take advantage of this fact, you have to build a referral network. In other words, try to identify the people you already know and the people you could meet who would be able to refer you to open positions. Why is this so important? Because a personal face-to-face impression means more and lasts longer than any letter, phone call or resume. And the people you meet, if favorably impressed with your skills and attitudes, will be more helpful in referring you to open positions than any agency or newspaper will be. Remember, the majority of job openings are not well advertised.

Information Interviewing (method of networking): Sit down and make a list. Whom do you already know who might be a potential referral person? Relatives, friends, former co-workers, faculty, schoolmates – any of these groups can be valuable, Call or sit down with these people and make them aware of your skills and of the job search you are undertaking. Ask them if they know of any companies that hire graduates with your skills; do they have any leads to job openings; or do they have the names of other people you could contact who may have information. Remember that your goal is to obtain information. They are not getting you a job. You will need to follow up on any leads that are developed as the result of this process.

B) Direct Contact: You conduct research that targets companies which hire your major. You are not waiting for an ad; you are inquiring about possible job opportunities within companies that could potentially hire you. You should develop a good cover letter and accompany it with a resume. Job search directories are available in the Career Library. The Career Planning Guide and NACE Job Choices Magazine are also great resources to use.

C) The World Wide Web: There are more and more sites on the Internet for job seekers. A good place to begin is the Career Center homepage which will direct you to additional sites. Also, if you are registered with the Career Center, your resume is located on the web through eRecruiting (<http://clarkson.erecruiting.com/>). Because of this your resume is accessible to companies at their convenience.

D) Replying to Want Ads: This is the method by which you respond directly to advertised positions. Check newspapers, professional journals, and the job binders. Although not as effective as the first two methods, it can be effective if a company has asked Clarkson students to reply specifically to their openings.

E) Use of Employment Agencies/Search Firms: This is one of the least effective means for college graduates to find jobs. First and foremost, you can usually do a better job of identifying jobs for yourself than any agency. Secondly, most agencies and search firms aren't interested in working with you since they make very little money from entry-level placements. If you wish to use this method, the "National Job Bank of Employment Services" is available in the Career Library.

5. **KEEP RECORDS.** A log is an excellent way to keep your job search organized. For every contact you make, fill in all the pertinent information on the person contacted, the company, the content of your discussion, and any action you need to take. Date the logs. You never know when someone you talked with two weeks ago will call you about an appropriate job opening. Your records will be a handy reference and enable you to respond quickly.
6. **FOLLOW UP.** Always follow up on your visits or phone calls with a letter thanking the person you contacted. You may want to send an additional copy of your resume.
7. **LOOK FOR OTHER REFERRAL SOURCES OR LISTINGS OF JOB OPENINGS.**

Be creative! Some ideas:

- Career Center -- register for on-campus interviews.
- Career Library -- use the job binders containing postings submitted by employers unable to interview on campus, but who are interested in hiring Clarkson graduates. Many additional resources in this collection advertise specific openings. Other reference materials -- such as company literature, industry information and telephone books -- will help you identify potential employers.
- National Job Fairs (such as those sponsored by Career Conferences of America).
- Chambers of Commerce and community service groups.
- State employment agencies (free service).
- Federal Employment Listings -- contact your nearest Federal Employment Information Center.
- Alumni Career Assistance Program -- utilize only to gather information; don't ask for a job!
- Attend alumni chapter meetings when invited.
- Professional associations and publications -- identify and make valuable contacts and also review advertised openings.
- Faculty and friends.

PLEASE ENLIST THE HELP OF THE CAREER CENTER. Counselors are available to help you through your job search and many publications and reference listings are at your disposal in Career Library and ERC.