

# JOB SEARCH

## QUESTIONS TO ASK YOURSELF WHEN RESEARCHING CAREERS

### TECHNICAL AND PROFESSIONAL

1. Do I understand the duties and responsibilities of this career field?
2. What general or special skills, credentials, or licenses are needed? What experience is required to enter this career at the entry, middle and senior levels?
3. Am I competitive in this field? At what level? Entry, middle, senior, or executive?
4. Do I have the required skills and abilities? What am I missing? Do I need more training or education? What skills will require continual updating? Do I need to start in a different position in the same field to gain experience?
5. What other types of jobs are related to this career field?

### WORK ENVIRONMENT

1. Do I enjoy the work environment typical for this work?
2. Do I know the types of employers who generally hire people for this work?
3. Do I know what a typical day is like for someone in this career field?
4. Where are the jobs in this field located? Am I willing to relocate?

### PERSONAL VALUES AND INTERESTS

1. Is this a career I can see myself doing every day for the next 5 or 10 years?
2. How will my skills, interests, values and other considerations be affected if I choose this career or job?
3. How does this career fit with my short-and long-range career goals?
4. What is an entry-level salary? Mid-level? Senior-level? Executive?
5. What time commitment is required with this job? Can I work full-time, part-time as a consultant or contractor or as a temporary employee?
6. Is job satisfaction high in this field?
7. Does this career provide opportunities to fulfill my personal interests, such as travel or working outdoors?
8. What are the promotional opportunities?

### EMPLOYABILITY AND SUSTAINABILITY

1. What is the unemployment rate in this field?
2. Where can I find further information about trends and changes for this career?
3. What is the projection for growth in this field during the next decade?

*Temporary/Employment Agencies: Many employers have moved to hiring temporary workers to screen the worker before they hire him/her for the job. This is an excellent way to get your foot in the door!*

# JOB SEARCH

## QUESTIONS TO ASK WHEN RESEARCHING JOB LEADS

### HOW TO RESEARCH AN ORGANIZATION

The more information you have about a prospective employer, the better prepared you will be during the interview. Knowing about the organization's products, trends and employment requirements is vital to your interview preparation.

### GENERAL KNOWLEDGE ABOUT COMPANY OR ORGANIZATION:

- Name of company or organization.
- Age of company or organization.
- The senior level executives (names) of the company or organization.
- Products or services of company or organization.
- Growth history of company or organization.
- Anticipated growth of company or organization. (Current size within industry).
- Current problems of company or organization. (Chief competitors).
- Location and number of plants, offices and stores of company or organization.
- Subsidiaries of company or organization.
- Major activity of company or organization.
- Description of position.
- Major duties of position.
- Geographic location of position.
- Deadline for application and starting date of position.
- Salary range.
- My related experience.
- My indirectly related experience.
- My community or school activities as they relate to the position.
- Recent items in the news concerning the company or industry.

# JOB SEARCH STRATEGIES

## Strategy One: On-Campus Interviewing

Each year hundreds of employers visit campus to recruit and hire Kennesaw State University students for internships, entry-level, summer, and full-time positions!

- OwlLink (<https://careerctr.kennesaw.edu>) is an online system that lists a variety of opportunities. You can find job and internship postings, employer research resources, and company information session listings.
- Career Fairs and other Career Services Center events such as Employer Information Tables and Resume Workshops are listed on the website calendar.

## Strategy Two: Networking

- This is establishing relationships with professionals in your field of interest and others for the purpose of making contacts and sharing information for personal or professional gain. Students can network through your current relationships and ready-made networks such as professional organizations, religious organizations, social organizations, and the KSU Alumni Association.
- Informational Interviewing is a great way to establish a relationship with people in industries of interest.
- Social media tools can be leveraged to connect with various companies and other professionals.

## Strategy Three: Industry Specific Job Search

- Brainstorm a list of companies or organizations within a particular geographic area.
- Visit their websites and search for open positions.
- Send a formal prospecting letter. Attach a resume inquiring about upcoming opportunities.
- Make an on-site visit to inquire about opportunities.
- Search industry specific job boards and professional association websites for job listings.

## Strategy Four: Alternative Job Searches

- Volunteer for nonprofits or work for an organization in your industry to gain relevant experience for your resume. Check out [www.idealists.org](http://www.idealists.org) to find an organization.
- Enhance your experience on your resume and network simultaneously by completing an internship.
- While you continue to search for full-time employment, secure a part-time job to “pay the bills.” You may be able to build your network through your coworkers at your place of employment.
- Some industries look for a specific skill set or training. Take additional coursework if you need to develop additional skills to make yourself more competitive in the market.



# JOB SEARCH METHODS

**Successful job candidates identify the best potential employers and seek out information on their job openings.**

Too many candidates for employment rely on only a few sources of information and may fail to obtain the best job possible. Here is a list of resources which may help to identify employers and jobs—most job seekers should be able to augment this list with a dozen or so using their own special contacts.

• The Career Services Center	• Job or resume banks
• Campus Interviews	• Service commissions
• Campus Events	• Executive search firms
• Job fairs and employer open houses	• Federal job centers
• Family	• Chambers of Commerce
• Fellow job seekers	• Newspaper classified ads
• Former teachers and counselors	• Professional magazine ads
• Friends	• Professional Journals
• Mentors and senior level contacts	• Atlanta Book of Lists
• Neighbors	• On-line Resources
• Sports contacts	• “My Major Is...Now What?” on-line tool
• People you usually cite as references	• Financial pages of newspapers to learn of business employers
• School or college associates	• Holiday card list
• The National Association of Colleges and Employers	• Fellow employees
• Bulletin board job postings	• LinkedIn, Twitter, and other Social Media
• Former employers	• Walk-in contacts
• People you worked with previously	• Place want ads for yourself
• “Information interview” employers for advice and leads	• Unsolicited letters of application
• Guidance/counseling offices	• Private employment agencies
• Placement services	• Professional association services
• Professional and Trade Associations	• Volunteer, unpaid and temporary or part-time work
• Libraries	• Convention placement centers

**Additional Note:** You could also think about asking people who turned you down for a job for a job lead.

**Resource:** Georgia State University Career Guide 2011

# JOB SEARCH

## METHODS FOR UNCOVERING HIDDEN JOB OPPORTUNITIES:

**Newspaper Subscription:** Once you've decided on the town, city, or area where you want to work, order a subscription to the biggest newspaper. It will contain news of company expansions, new employers moving into town, etc.

**Professional Journals:** Not only do they list specific openings in specific occupations, but they also educate you to the important people in your profession that you can write to and create contacts.

**Family and Friends:** This includes everyone from sorority sisters to your uncle at IBM. Make a list of everyone you know well, to whom you have access, and start asking questions. "How did you get started?" "Do you know anyone who does what I want to do?" You'll be surprised to see how easy it is to get referrals this way.

**Temporary Office Work:** This might be somewhat boring work, but it can give you direct exposure to people on the inside who know where the jobs are.

**Information Interviewing:** This is a great way to become educated and make contacts in your field.

**Other College Career Offices:** Preferably those at larger colleges and universities. A) Read whatever job listings they may have. B) Notice which companies and other organizations have interviewed there during the past year.

**Volunteer Work:** If you've found some places where you'd really like to work someday, volunteer to help them without pay. This is the best way possible for getting to know the people well, and you'll be the first to hear about future job opportunities.

**Chamber of Commerce:** As with newspaper subscriptions, once you target an area, write its chamber of commerce for a listing of corporate members in the area. Career Library: There are a variety of resources that list companies and/or job openings.

**Department of Labor:** Most large cities have civil service employment offices for local, state and federal positions. All you need to do is go to one of their offices and give them your resume and you then will receive civil job listings.

**Personal Contacts/Networking:** Experts say that between 60 to 80% of all employment is gained through networking. More jobs, and better positions, are obtained through networking than through all other job search methods combined.

REMEMBER APPROXIMATELY 85% OF THE JOBS AVAILABLE AT ANY GIVEN MOMENT ARE NEVER ADVERTISED PUBLICLY! ALSO REMEMBER 70% OF LAST YEAR'S GRADUATES GOT JOBS BY MEANS OTHER THAN ON-CAMPUS INTERVIEWING.



# FEDERAL JOB SEARCH

Resource: [www.jobchoicesonline.com](http://www.jobchoicesonline.com). *Job Choices: Diversity Edition 2012* by Lindsey Pollak

## *Why choose a federal career?*

- 1. The nation's largest employer is hiring:** More than half of all current federal employees are eligible to retire.
- 2. There's a job for every interest:** There are federal jobs suited to every interest and skill, from architecture to zoology.
- 3. You can make a difference:** The work of government employees has an impact on the life of every American. You can play a vital role in addressing pressing issues.
- 4. There are federal jobs around the country:** Only 16 percent of government employees work in the Washington, DC area, and more than 50,000 work around the world!
- 5. Federal jobs pay better than you think:** Average government salaries are competitive for most professions. Pay can increase quickly for top candidates with strong experience and education.

## *Where do I start?*

1. Consider a student program: The Federal Government offers many opportunities for students, under the Pathways for Students and Recent Graduates program. Information about this program can be found at <http://www.usajobs.gov/StudentsAndGrads>
2. Do some research: Visit [www.makingthedifference.org](http://www.makingthedifference.org) for a variety of resources, step-by-step instructions on starting your job search and testimonials from federal employees.
3. Check Current Openings: Visit <http://www.usajobs.gov/StudentsAndGrads> for a listing of current job openings and contact information.
4. See your Career Adviser; they can help you craft a federal resume, find positions, and more!

Additional information for other agencies and independent organizations can be found at:  
<http://www.usajobs.gov/SpotlightsAll/SpotlightDetails?contentID=70>.

## *Partnership for Public Service*

The Partnership for Public Service is a nonprofit, nonpartisan organization that works to revitalize our federal government by inspiring a new generation to serve and by transforming the way government works. Visit their site at <http://www.ourpublicservice.org>

Also check out <http://www.wherethejobsare.org> for more details about whom in the federal government is hiring.

# ORGANIZING YOUR JOB SEARCH

## ORGANIZING YOURSELF FOR SUCCESS

**First things first:** Your research will only be valuable to you if you have a way to keep track of your findings and refer to them as needed in your job search. If you think you don't need a spreadsheet to remember all the leads you're pursuing, then you probably aren't generating enough opportunities to secure your next career move. Two organizational tools you can use are a **filing system** (either electronic or paper) and/or a **spreadsheet**.

Use a **filing system** to organize information on:

- Industries and sub-sectors  
(e.g. a healthcare industry folder, with sub-sector folders on pharmaceuticals, medical devices, and hospitals).
- Companies of interest  
(information such as company profiles, executive bios, articles, financial results, market strategy)
- Functions and roles  
(e.g. finance & accounting function folder, with subsector folders on finance, accounting, controller roles)
- Current job opportunities  
(company information described above as well as job description and information provided to you by potential employer)

Use a **spreadsheet** to track current job opportunities and your contact with potential employers.

An alternate use would be to capture networking contacts.

Date Applied	Company	Position Available	Contact Name	Contact Title	Contact Info.	Application Deadline	Next Step	Notes
mm/dd/yyyy	Coca-Cola	Marketing Manager	Mary Jones	Senior Director of Marketing	404-123-4567	7/17/20XX	Interview	
mm/dd/yyyy	UPS	Product Development Manager	John Rowles	VP, SMB	jrowles@ups.com		Hold	
mm/dd/yyyy	Delta	Marketing Coordinator	Sherry Howell	Regional Manager	770-123-4567		Call	

**Highlight high-priority opportunities** so you don't overlook them as the list grows, and commit to spending at least 15 minutes a day reviewing your progress and planning for next steps.

**NOTE:** If you run across jobs that are interesting, but for which you aren't qualified, make a note of possible professional development opportunities you can pursue.