



LeBow Office of Undergraduate Career Services
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MAXIMIZING YOUR JOB SEARCH IS YOUR BUSINESS

OVERVIEW

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PLANNING A JOB SEARCH

Have a Plan. Before you search for jobs, be prepared so you maximize time and have a successful job search!

Process of Job Searching

1. Self-assessment: identifying your strengths and skills, knowing what you want to do and where you want to work (industry, possible companies, location), know what you have to offer employers.
2. Write an *exceptional resume* that will get you interviews.
3. Network; Send the message you are looking.
4. Do Informational Interviews.
5. Use all possible methods to find opportunities (posted and unadvertised).
6. Write cover letters, customize each letter to each job.
7. Follow-up on jobs you applied to.
8. Prepare for interviewing by researching common questions, developing answers, and researching companies.
9. Do mock interviews.
10. Interview for jobs.
11. Evaluate offer packages and accept/decline.

We will focus on 5, but will also talk briefly about 3, 4, & 7.

APPLYING FOR JOBS AND ACCEPTING JOBS

Everyone wants to be employed after they graduate. People looking to change jobs often want a new job yesterday. Be careful about applying to any and all jobs you think you can *do*. You should be selective about the jobs you apply to; only applying to those jobs you really *want* or want to learn more about.

LOCATING OPPORTUNITIES

Career Fairs

The SCDC hosts two career fairs per year. These fairs are held in October and April. In addition, there are workshops held to assist students in successfully navigating these events.

EmployOn

This online job portal is available to LeBow students. The portal enables students to perform a fast and accurate job search of millions of jobs from thousands of different job boards, corporate sites, and other venues across the web.

Events on Campus

Various events are held throughout campus that features employer representatives. These events include: student group meetings, and departmentally sponsored events (i.e. Demystifying Co-op and CEO events).

The Steinbright Career Development Center (SCDC)

On Campus Recruiting

The SCDC posts full time permanent positions on the SCDCOnline system during the fall and winter terms. Employers that post positions come to Drexel's campus during these terms to complete the interview process.

Direct Apply Board

The SCDC posts full time, temporary, part time and summer internship positions on their Direct Apply Job Board. This application is always accessible via the DrexelOne portal. Note: Students may have to change their service type to access the postings.

Employer Information Sessions

The LeBow College of Business and the SCDC office invite employer representatives to campus to present information concerning their companies and employment opportunities to students. These sessions provide a great opportunity for you to learn about a company and make contact with someone inside. Definitely talk to the presenter and ask for a business card. This is a great way to start networking and possibly set up an informational interview. Make sure to perform some research about the company prior to attending these events.

Chamber of Commerce

Most cities have one. Sometimes they are the 'township website.' They often have business directories online or ones you can purchase, which lists local companies and sometimes job opportunities. You can also find out information about housing, cost of living, school districts, and recreational activities.

Drexel University Databases (available through the Hagerty Library Site)

<http://www.library.drexel.edu>

Like Hoovers or D&B. You can find companies and information about companies in any geographic area. These databases are also helpful in providing in-depth financial and industry information that you can also utilize to prepare for interviews.

Yellow Pages

Online or in the phonebook. You can utilize this tool to identify smaller companies that may not be listed on databases.

Newspapers

In print and online. Find local job opportunities. This is helpful for some career fields more than others. Higher level jobs are less advertised. The Wall Street Journal's postings are more professional jobs.

Internet Job Postings

Many employers post their available opportunities on general postings sites like Monster.com or Career Builder. In addition, some employers post their positions to industry specific sites such as WallStJobs.com and Dice.com. (See list of websites in the back of packet).

Post Resume Online

You can use these job related websites to search for positions as well as posting your resume to get reviewed by potential employers. We recommend only posting on these sites that have limited access. You may get bombarded with phone calls from recruiting companies if you post your resume to multiple sources.

National Publications / Journals

Trade journals and industry specific publications often have job ads, for example publications relevant for business students include: Harvard Review, The Wall Street Journal, Financial Times, and Business Week.

Professional Associations

Often they list job opportunities on their websites or in their publications. One way to find these is to check this directory: <http://dmoz.org/Society/Organizations/Professional/> . Attend conferences through professional organizations, which provide and excellent opportunity to meet industry professionals.

Post Resume on Professional Association Websites

Better than posting on a general website – more people in your industry will be looking on these sites.

During Informational Interviews

Sometimes a contact will tell you about opportunities when you are meeting with them. They may even offer to be a reference for you or pass your resume along.

At Networking (or social) Events

You never know who you are going to meet. Always have a business card or a networking business card (on the back it gives a professional profile or summary of your qualifications).

Networking

Through friends and family, and *their* friends and family. The more people that know you are looking and what you are looking for, the better the chance of you getting wind of unadvertised positions.

Company Websites

Often, companies will post job openings on their websites. However, if you don't see any, don't rule that company out. There are still often unadvertised positions.

Cold Calling Companies

Making contact with human resources, a manager in the department where you could work, or anyone who can provide you with information.

Temp / Employment Agencies

There are advantages and disadvantages to going through agencies. Some look just to fill jobs and do not necessarily care if it is a "good fit" for you. However, if you are lacking industry experience, this can be a way to gain some, making yourself more marketable. Sometimes companies will only hire individuals through an agency because they can try you out first. And sometimes they use agencies because the agency does the search and screening for them. While this may seem like an "easy" way to find a job, you may be more successful finding a job you really want on your own. If you do decide to go with an agency, we suggest ONLY using an agency that does not charge you a fee. The company hiring should pay the fees.

SUCCESS RATES OF JOB SEARCHING METHODS

Source: *What Color is Your Parachute*, Richard Bolles, 2000

<u>Using ONLY this method:</u>	<u>Success Rate of Finding a Job</u>
The Internet (for technical, computer-related jobs, finance, marketing sales, engineering, and healthcare)	10%
The Internet (for everyone else)	1%
Mailing out resumes to employers at random Not indicating the type of work you are looking for	1-7%
Answering ads in professional trade journals in your field	7%
Answering newspaper ads (lower rates for higher salaried jobs)	5-24%
Going to employment agencies (lower rates for higher salaried jobs)	5-28%
Asking for job leads from family, friends or other personal contacts	33%
Going into companies that interest you, asking about vacancies, expressing interest, meeting people	47%
Using the Yellow Pages to identify fields of interest, calling up employers, asking if they are hiring for the type of position you can do	69%
Job searching with a group of friends – using the call and find out method above and sharing resources	84%
Creative Approach (described below)	86%

CREATIVE APPROACH TO JOB SEARCHING

- Be direct instead of vague when talking about what you want to do.
- Look beyond organizations that indicate/advertise they have vacancies
- (While you should always have a well-written resume,) you can get an interview without sending your resume.

The Keys to This Approach Are:

1. Determine what you have to offer and identify your skills that relate to each employer. Decide which skills are important for you to use. Match them with skills employers are seeking. Look at past jobs in terms of your *transferable skills*.
2. Decide exactly where you want to use your skills – including industry, field, and geographic location. Locate specific companies through research using company websites and databases. Conduct informational interviews to get the inside scoop about the company and meet people within the company. While you want to focus on people whose jobs relate to what you want to do, don't rule out people in other areas of the company besides where you want to work.
3. You must go after the organizations that interest you the most whether or not they are known to have vacancies. This means using your contacts, getting an appointment there, meeting those people who could be in a position to hire you. (Bolles' book has a great section that tells you how to find out who these people are, how to connect, and even gives suggestions for how to talk with them.)

NETWORKING FACTS

- Based on the information above, people who network have the highest success rate at finding a job, **33-86%**.
- The Department of Labor reports that **63%** of jobs are found through networking (leads/referrals from others).
- Somewhere around **80%** of all vacant jobs are unadvertised.
- Despite this information, **the majority** of job searchers look for the “right” job by searching through online postings, the newspaper, and maybe a few limited company websites.
- **No lie** - talking and meeting with people and expanding your network through informational interviews is time consuming. Networking does not always have an immediate payoff, which can be discouraging. However, the long-term benefits of getting a job that you really want and having this network that can last throughout your career as you continue to make shifts and advance in your career is well worth the effort.
- Your network consists of everyone you know... and everyone they know, including your parents, family, friends, neighbors, classmates, friends, faculty and staff, alumni, student organizations, members of professional organizations, professional contacts in your field and not in your field, etc.

INFORMATIONAL INTERVIEWS

An informational interview is a meeting arranged by you with someone in your field, in a job title you want, or in a company you want to work for. These can be people you do or do not know. They can provide insight into the realities of working in the field, give you advice about how to get into the field, and tell you about their career path and experience. Meeting with people in this way can also lead to referrals and information about job opportunities.

Before arranging an informational interview, make sure you are prepared with what you want to say and the questions you want to ask. If you call someone, they may prefer to answer your questions right then over the phone rather than set up a time for you to meet or call later. You should be prepared with:

- **Introductory Statement.** Tell who you are and why you are calling. Include name, major, career objective, and why you want to interview this person. Ask for a 20-30 minute face-to-face meeting, but settle for 15-minutes and/or over the phone if necessary.
- **Company Information.** Know the basics about the company such as their mission and strategic plan, major products or services, integral people (like the CEO), major competitors.
- **List of Questions to Ask.** What do you want to learn from this person. **DO NOT** ask for a job or if there are any job openings in the company. However, you can express interest in the company, tell them what it is you want to do, and ask if they know of any openings in the field. Chances are if there are positions in the company, they will tell you.
- **Respect Their Time.** If you agree to 20-minutes and you still have a few questions, acknowledge that you have reached the time limit, say that you still have some questions you would like to ask and would you be able to call them at another time. This still leaves it open for them to tell you to continue.
- **Ask for a Referral.** Get the name of a new industry contact that you can learn from.
- **Thank Them.** Say ‘thank you for your time’ on the phone and also send a thank you note.
- **Follow-up after a referral.** If you meet someone they referred, touch base and let them know how it went.

WHAT TO DO 1-2 YEARS BEFORE YOU GRADUATE!!!

- Join a campus student organization related to your major.
- Subscribe to at least one trade journal (preferably 2-3) with classified listings. READ IT – to stay aware of industry trends.
- Join a professional association. Most have low membership rates for students.
- Meet with the LeBow Undergraduate Office of Career Services to learn about the services they offer. The earlier you start preparing, the easier your job search will be.
- Get out there – go to campus events (especially those related to your industry) and talk to the presenters.
- Be involved –volunteer or become involved in your community.
- Conduct informational interviews and “shadow” people in jobs you think you might like.
- Make a plan to improve weak skills. Some of the top qualities employers are seeking are:
 - Exceptional communication skills (listening, speaking, writing)
 - Team-oriented and leadership ability
 - Creative problem solver
 - Self-motivated
 - Confidence
 - Ability to learn quickly
 - Desire to learn / interest in the job
 - Easy to work with (outgoing and friendly)

JOB SEARCHING TIPS

1. Apply to targeted jobs and send a targeted resume and cover letter.
2. Keep a job search journal of dates you send your materials, follow-up, interview, etc.
3. To maximize time and effectiveness of your job search, make “To Do” lists and stick to them.
4. Have a professional voicemail for the phone numbers listed on your resume.
5. Check your email every day. Many employers contact you through email.
6. Follow up with employers (the person you addressed your cover letter to) within one week of applying or one week after the application deadline. Call to check status and/or send follow-up letter of interest.

EVALUATING WORK ENVIRONMENT

Take note of the work environment when you visit a company and when you interview. Many candidates never ask to see the area where they will be working or meet some of the co-workers. How do you know whether the work space is something you can deal with or whether you think the co-workers are people you can work with on a daily basis?

JOB SEARCH WEBSITES

GENERAL

Craigslist-<http://craigslist.org>
Craigslist (Philadelphia)- <http://philadelphia.craigslist.org>
CollegeGrad.com- <http://www.collegegrad.com>
Indeed.Com-<http://www.indeed.com>
Job Circle (Positions in the Mid-Atlantic Region) - <http://jobcircle.com/>
Monstertrak (Drexel password is Dragon)- <http://www.monstertrak.monster.com>
Simply Hired.Com-<http://www.simplyhired.com>
USA Jobs (Government Posting Site)- <http://www.usajobs.opm.gov>

ACCOUNTING, FINANCE & ECONOMICS

Accounting.Com-<http://www.accounting.com>
American Institute of Certified Public Accountants - <http://www.aicpa.org/index.htm>
Association for Finance Professionals - <http://www.afponline.org>
CareerBank.com-<http://www.careerbank.com>
eFinancial Careers.Com-<http://www.efinancialcareers.com/>
FINANCIAL Jobs.com-<http://www.financialjobs.com>
Inomics[®] Job Openings for Economists-<http://www.inomics.com/cgi/job>
Jobs in the Money-<http://www.jobsinthemoney.com>
Quant Finance Jobs.com-<http://www.quantfinancejobs.com>
WallStjobs.com-<http://www.wallstjobs.com>

INTERNATIONAL JOB SEARCH SITES

iAgora.com: iWork-<http://iwork.iagora.com>
Contact Singapore-<http://www.contactsingapore.sg>
Escape Artist-<http://www.escapeartist.com>
Eurograduate-<http://www.eurograduate.com>
Going Global-<http://www.goinglobal.com>
Global Gateway (Monster.com)-<http://www.monster.com/geo/siteselection.asp>
ihipo.com (full time/internship postings)-<http://ihipo.com/?q=Jobs-and-Internships>
Irish Jobs.i.e-<http://www.exp.ie>
OverseasJobs.com-<http://www.overseasjobs.com>
US Chamber of Commerce (International)-<http://www.uschamber.com/international/default>
Wall Street Journal-<http://online.wsj.com/careers>

MARKETING, ADVERTISING & SALES

Ad Age-<http://www.crain.com/classified/adage/index.cfm>
Advertising Educational Foundation-<http://www.aef.com/>
AMA in NYC - <http://jobs.nyama.org/>
American Marketing Association (AMA) - <http://www.marketingpower.com/>
Business Marketing Association-<http://www.bma-nj.org/careerlink.asp>
Marketing Jobs.Com-<http://www.marketingjobs.com/>
Media Job Market-<http://www.mediajobmarket.com/jobs/index.jsp>
Philly Ad Club-<http://www.phillyadclub.com/index.php>
SalesCareersOnline-<http://www.salecareersonline.com/>
TalentZoo.Com-<http://www.talentzoo.com/>

NON-PROFITS

Charity Channel-<http://www.charitychannel.com/>
Community Career Center-<http://www.nonprofitjobs.org/>
Idealist.Org-<http://www.idealist.org/>
NonProfit Times-<http://www.nptimes.com/>
OpportunityKnocks.Org-<http://www.opportunityknocks.org/>

REFERENCES

Book: *What Color Is Your Parachute*, Richard Bolles, 2000

Colorado College Career Center

<http://www.coloradocollege.edu/CareerCenter/index.asp>

University of San Francisco Career Services Center <http://www.usfca.edu/career/resources/index.html>