



# Job Search Techniques

414.288.7423 ■ [career.services@marquette.edu](mailto:career.services@marquette.edu) ■ [www.marquette.edu/csc](http://www.marquette.edu/csc) ■ Holthusen Hall, 1st floor

Throughout the job search you will be in constant contact with employers. You will be evaluated on your ability to present yourself. Before you are in a position to present your skills and strengths to an employer, you must first know them yourself.

## Know Yourself and Know Your Career Goals

Interests: What do you like to do?

- What activities were involved in growing up? How do you spend your free time? What are your hobbies? If there are activities you enjoy, then consider these your interests.

Skills: What are you good at doing?

- Sit down and start by making a list of your strengths. What have former supervisors or co-workers complimented you on? When do you feel proud of yourself for a job well-done? What do your friends and family tell you they appreciate about you?

Work Values: What is important to you?

- Think about your next job. Whether it be an internship or full-time position. What will you need in that experience for it to be satisfying?  
Some examples may be...
  - Fit with career goals
  - Room to grow with company
  - Opportunity to go back to school
  - Distance from home
  - Pay vs. cost of living
  - Fit with co-workers
  - Training program
  - Size of city
  - Setting/environment

## A Word about Internships

If you need to gain skills and have time until graduation, internships are a great way to...

- Gain career-related skills and abilities
- Apply theories learned in the classroom to the workplace
- Acquire a better understanding of the professional demands and requirements of a particular career field
- Gain confidence in making the transition from the academic atmosphere to the world of work

An internship may be...

- Related to a student's academic major/minor
- Helpful to a student who is DECIDING on a major or minor area of study
- Conducted during the summer or the academic year
- Paid or volunteer, depending on the employer
- For academic credit or not, determined by each college at MU

## Perfect Your Materials

- Resume
  - Based on your resume, would YOU hire you?
  - When you register for MU Career Manager, your resume will be critiqued by a career services professional. Be sure to have at least two people critique your resume.
  - Examples can be found online at [www.marquette.edu/csc](http://www.marquette.edu/csc).
  - **Optimal Resume:** Access online at [www.marquette.edu/gateway](http://www.marquette.edu/gateway)
    - Create, present, and manage customizable resumes
    - Create online resume marketing skills and abilities while saving significant time

- Cover Letter
  - Always send a cover letter. Prepare a rough draft that can be tailored for each position.
  - Include a paragraph that speaks to your subjective strengths; those that set you apart from others with your same educational background.
  - Examples can be found online at [www.marquette.edu/csc](http://www.marquette.edu/csc).
- Interviewing
  - Practice makes perfect! Practice using the *Twenty Most Frequently Asked Interview Questions* handout.
  - Ready to try-out your interviewing skills? Schedule a *Mock Interview* with a career counselor or our new online interviewing program.
  - **InterviewStream:** Access online at [www.marquette.edu/csc](http://www.marquette.edu/csc)
    - Interactive interview coaching program
    - Online video-based practice interviewing with feedback of non-verbal behavior

### Three Ways to Find an Internship or Full-time Position

1. Respond to position openings
2. Develop target list of employers
3. Network with potential contacts and employers

#### One: Respond to position openings

Develop a list of job search sites that list openings related to your field and check them regularly. Start your search with these Career Services Center favorites all found at [www.marquette.edu/csc](http://www.marquette.edu/csc)

**MU Career Manager:** Access online at [www.marquette.edu/csc](http://www.marquette.edu/csc)

- Internships and full-time positions
- Online resume submission for on campus interviews; searchable by employers
- Calendar to track positions and upcoming career events

**Going Global:** Access online at [www.marquette.edu/gateway](http://www.marquette.edu/gateway) (Fall 2007)

- Country Career Guides packed with country-specific information
- Job Postings and Internship Listings for any country in the world
- Global Key Employer Directory contains 25,000 country-specific company profiles

**Golden Eagle Search:** Access online at [www.marquette.edu/gateway](http://www.marquette.edu/gateway)

- Comprehensive web-crawler job search engine
- Search internships and jobs by skill area from over 5 million national job postings

Additional websites directly related to your career goals may be found by searching the internet. The most effective ways of finding what you are looking for is to search by career field then using the words "jobs" or "careers." Another way is by searching for professional association websites.

#### Field-specific search

- Go to favorite search engine such as Google
- Type: <your field> jobs or <your field> careers
- See what comes up
- Example: Forensic Science Jobs

#### Professional Associations

- Go to favorite search engine such as Google
- Type: <your field> association
- Example: Public Relations Association
- See what comes up
- Look for words like: career, employment, jobs

## Two: Develop a Targeted List of Employers

Targeting employers puts you in full control of your search. Think about those employers for whom you would like to work. You choose a specific industry or facet of your field on which to focus.

For example, communications graduates can work in public, academic, corporate, or other special settings, or they can opt to not work in a "traditional" role but expand out into sales, management or even consulting.

In order to select your industry, you have to know *Who Hires People With Your Skills*. You can use business rankings from several sources to help you create lists of target employers. There's no reason why you can't target a specific area for your job search and then find all the potential employers within that area.

### Creating Your List

**"Where in the World are MU Grads?":** Access online at [www.marquette.edu/csc](http://www.marquette.edu/csc)

- Listing of Job Titles and Hiring Organizations of Marquette Grads

**Vault:** Access online at [www.marquette.edu/gateway](http://www.marquette.edu/gateway)

- Online career library including company and career field information
- Research employers, industries, and career subjects

**Reference USA:** Access online at [www.marquette.edu/gateway](http://www.marquette.edu/gateway)

- Identify employers to actively pursue for positions
- Research industries/companies; executives, corporations, company descriptions

**MU Connect:** Access online at [www.marquette.edu/gateway](http://www.marquette.edu/gateway)

- Database of thousands of Marquette alumni who have volunteered to be a source of networking and career advice
- Research career fields and where alumni work
- Find alumni in a particular city, industry, or organization

### Searching for a Full-time or Internship Position

- Actively pursue employers on your list
- Check out their web pages looking for words like career, jobs, and employment
- Use MU Connect: Career Alumni Network to locate MU alumni within the company. Try to find a contact within the department for whom you would like to work
- Get past the human resources gatekeeper!

## Three: Network with potential contacts and employers

There are two types of job markets, formal and informal. The formal job market consists of jobs that can be seen, are advertised, and are made known to the public. They are also known as "traditional" or "visible" sources of job leads.

The formal job market makes up 25% of the job openings. These positions are advertised through job search websites, newspaper ads, positions posted with the career services office, private employment agencies, state employment services, and job search/employer websites.

The informal job market consists of jobs that cannot be seen, are not advertised, and are not made known to the public in a formal way. As many as 75% of jobs are not available through any publicly available process. In fact, most employers prefer referrals from employees or others since they know these are more reliable and less trouble. These positions are found through personal contacts, friends, relatives, direct contact with employers, and networking.

Networking is a necessary tool to access this informal job market. There are two ways to begin your networking process, through warm and cold contacts.

**Warm contacts begin by networking with people you know. Examples of warm contacts include:**

- Parents and Relatives (friends of relatives)
- Friends (relatives of friends)
- Neighbors
- Alumni, using the MU Connect: Career Alumni Network
- Present and former co-workers
- Teachers and faculty (past and present)
- Members of professional organizations
- Service clubs
- Social groups (Young Professional of Milwaukee, Young Professional of Chicago)
- Religious institutions

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**Questions to ask these contacts include:**

- Do you know of any openings for a person with my skills?
- Do you know of anyone else who might know of an opening?
- Do you know someone who has a good network of professional contacts?

It is important to follow up on this information because it can lead to several other contacts.

**Set Goals and Time Commitments**

Finding a job is a full-time job. Set weekly goals for working on your job search.

- Send "cold letters" to former internship sites that you enjoyed
- Create a list of contacts in areas to which you are interested in relocating; send them all a cold letter and resume.
- Each week set aside a few hours to check the websites that you have identified as helpful and send out resumes and cover letters. The Kimberly-Clark Career Library is a nice, quiet setting to do this. The library also has computer access, a laser printer, and job search experts all around!
- Stay Positive. Feeling a little frustrated, stop by for a pep talk from Career Services.
- Throw away rejection letters! Onward and upward!
- Celebrate how far you have come. A bachelor's degree deserves to be celebrated!