

Job Search Techniques

Internship & Job Search Series

Perform a self-assessment

Consider the following questions:

- What are one's interests: What do you like to do?
- What are one's skills: What do you do well?
- What are one's strengths: What can you offer to an employer?
- What are one's values: What is important to you?
- What are your personality traits: How do they translate into an occupation?
- What are one's job preferences or criteria: What do you want your job "to look like"?

Know the types of skills/strengths you have to offer from the following categories

- *Skills you have learned through your major and degree*
Examples: physical therapist, accountant, engineer, teacher, social worker, business manager
*In these professions you tend to be trained in specifics
- *Transferable Skills*: Skills that are acquired through one's quest in higher education and the study of the arts and sciences. These skills are needed in all fields.
Examples: written and oral communication skills; the ability to research, analyze, critique, problem-solve
- *Personal Characteristics*
Example: adaptability, leadership, concern for people, reliability, enthusiasm, energy, flexibility

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 coworkers 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 is 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 | - Distance from home | - Training program |
| - Room to grow with company | - Pay vs. cost of living | - Size of city |
| - Opportunity to go back to school | - Fit with co-workers | - Setting/environment |

Develop effective interview skills

If an interviewer were to ask one question, would you be ready? "Why Should I Hire You?"

Know what you have to offer and be ready to articulate your strengths, abilities and experience

Be prepared for "behavioral interviewing" questions like:

Tell me about a time when...

- you had a problem and how you dealt with it
- you went above and beyond what was necessary
- you had a problem with a co-worker or a supervisor

Different types of interviews:

- Telephone screening
- Second interview or organization interview (company visit)
- Panel interviews

The best way to be prepared is to anticipate the questions

At the interviews make a good impression verbally and non-verbally

Follow up within five working days

- Call to see if the organization has received your resume
- Ask when you can expect to hear from them
- In two weeks, if you have not heard, make another call; ask when you might anticipate hearing from them
- Keep your name in front of the employer without being pushy—be interested, friendly, enthusiastic and competent

Start Out on the right foot by “doing the right thing” with your new boss

Send thank you letters.

- Express genuine appreciation for employee trust in you
- Reaffirm your commitment to the organization
- Express enthusiasm for the job and that you are more convinced that you are an excellent match for both the position and the organization

Conducting the Job Search

- Be Reactive**—Respond to position openings
- Be Proactive**—Develop target list of employers and network with potential contacts and employers (over 75 % of positions are obtained through networking!)

1. 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

- **MU Career Manager:** Online system posting internship and position openings, managing resumes for referral to employers, and coordinating on-campus recruiting activities.
- **Internship Listings:** Subscriptions and links to internship listings.
- **All Job Listing Sites:** Local, national, and field-specific sites for job listings.
- **Occupational Listings:** Learn about different careers and skills needed.

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

2. 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.

Create Your List

- **Reference USA:** Targeting a specific city? Use this database of 14 million companies and organizations to develop your targeted list by industry. This can be accessed at www.mu.edu/csc
- **LinkedIn (www.linkedin.com):** *The Marquette University Alumni Association group* on LinkedIn is one way to identify professionals in your industry with a connection to Marquette. LinkedIn is a social networking site that has a strong focus on professional networking. It was established in 2002, and as of August 2010 had more than 75 million users in thousands of locations and hundreds of industries. Through this website you can establish "connections" with classmates, colleagues, friends, and any other contacts you may have.
- **Vault:** Login at www.mu.edu/csc
Vault is the world's leading source of career information. Including employers, industries, and career subjects infinitely easier and more efficient. Resources 80+ Career Guides, 3,000+ Company Profiles, 1,100+ Career Articles, and Industry Profiles.
- **"Where in the World are MU Grads?":** This is a listing of Job Titles and Hiring Organizations of Marquette Grads with data taken from annual survey of recent Marquette University graduates by the Career Services Center and the Office of Institutional Research. These handouts can be found in the Kimberly-Clark Career Library and on our website.
- **Indeed.com (<http://www.indeed.com/>):** This job site has *national* postings that come from corporate web sites, job boards, education, government, newspaper and recruiting websites. Jobs are collected from all industries, disciplines, and regions.

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!

3. 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

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!

