

Job & Internship Search **GUIDE**



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THE JOB AND INTERNSHIP SEARCH

Looking for employment, be it an internship or job, is hard work; but it can be an exciting and rewarding process. At times it may appear to be an insurmountable task. However, it becomes much more manageable when approached in a systematic, step-by-step manner. The information in this guide is intended to provide you with some practical suggestions on how to conduct an effective employment search. While many of the suggestions and strategies shared are aimed at securing full-time employment, most may also be applied when seeking a CO-OP or internship position. Job offers do not just happen; you have to get out there and look for them, which requires a plan and sustained effort.

THE PROCESS:

Start early – as early as your junior year. Career exploration, as well as job hunting, takes time (estimates report that it may take six months or more from the time you begin looking until you have a job offer). Furthermore, you will have access to many sources of information and assistance while still on our campus. In pursuing a CO-OP/ Internship, you should start two semesters before you intend to intern.

Know what you have to offer an employer – The initial step in the job search process is a thorough self-assessment. Until you can focus in on the specific skills you can bring to an employer, and the kind of job you are looking for, employment possibilities will be unclear at best, and you will not be able to market yourself effectively. The more you know about what you want to do and what you can do, the easier and more successful your job search will be.

The Center for Internships and Career Development offers comprehensive services designed to assist you in evaluating skills and interests and making basic decisions necessary to begin the job search. Career counselors are available to work with you on an individual basis. Stop by our office on the 2nd Floor of the Wood Support Services Center, or call us at 465-4559, to schedule an appointment.

Evaluate The Job Market

To evaluate the job market effectively you need to know:

- the job forecasts for a given occupation within a particular industry;
- the current conditions and variable elements that will affect the type of job you are searching for; and
- where the actual job you want exists

To be knowledgeable about career trends and projections, you should consult the reports issued by the Department of Labor in *The Occupational Outlook Handbook* (OOH). The OOH is published every two years, and in addition to forecast data, it contains job descriptions, job requirements, and salary expectations. <http://www.bls.gov/ooh/>

Visit the career section of the J. Eugene Smith Library for publications and periodicals that can enhance your research of jobs, industries and companies. State-specific trends and reports can usually be found at any state's Department of Labor website. For example, the *Connecticut Employment Forecast* can be found at www.ctdol.state.ct.us/lmi/misc/forecast.htm.

Other sources of information that can be helpful are the business section of newspapers and periodicals (*Forbes*, *US News and World Report*, *The Wall Street Journal*, *The New York Times*, etc.). From these you can see which employers are experiencing or expecting growth and who is hiring; where, in the country, the population is growing, and which urban centers are flourishing.

The Three Job Markets: Anticipated, Published, Hidden

The ***Anticipated*** job market is the category in which on-campus interviews fall and covers between 5-10% of jobs available. Jobs that fall into this area tend to be positions within large corporations, accounting firms, engineering or technical companies, and the federal

government. *The National Association of Colleges and Employers (NACE)* and its publication, *Job Choices* are the best reference sources for the anticipated job market. They list employers who anticipate hiring needs from the next class of college graduates. The publication is available to students in The Center for Internships and Career Development, and is NOT a resource that is generally known to the public.

The **Published** job market only covers 5-10% of the jobs that are actually available. These are the listings you find on the Internet, in the newspapers, journals, agencies and state employment services.

The **Hidden** job market, covering between 80-90% of available jobs, is where you should concentrate most of your job search efforts and where you have the best opportunity for finding the job you really want. These are the unadvertised openings that result from retirements, reorganizations, promotions, expansions, or the need for new or additional talent. Potential candidates for these positions can be found from resumes on file, prior contact with an employer, and networking referrals.

Considering these percentages, you should be spending at least 80% of your job search time pursuing jobs in the hidden market — there are more of them, and fewer job seekers know how to discover these opportunities.

Explore and Establish Job Search Strategies

Below we share resources available to you in conducting your job search. Be creative in your search process and implement multiple strategies in order to maximize your efforts. The strategies are not listed in order of effectiveness and you should develop a search plan which works best for you.

1. The Center for Internships and Career Development

- Your free, personal resource for expert career assessment and help with decision-making.
- Individualized counseling.
- Workshops on resume writing, interviewing and job search strategies.
- Mock interviews with a career counselor and Interview Stream™
- On-campus interviewing.
- Resume critiques.
- Job and internship postings available through **Eastern Career Network**. Just activate your account!

2. Pre-professional Experiences – CO-OPS, Volunteering, Community-Service

- Serving as an unpaid volunteer, intern, or CO-OP employee are great ways to gain valuable experience, make important contacts, and demonstrate capabilities.
- May possibly lead to full-time employment.
- Helpful for all majors.

3. Internet/Social Media

- Many websites allow you to post your resume and search for available jobs. For a listing of sites, please refer to the Center for Internships and Career Development webpage.
- Many employer websites allow you to post your resume and apply, online, for positions.
- Many social media sites, such as LinkedIn allows you to search available jobs, and creating a LinkedIn account is like having a resume working for you 24/7. Following major employers on Twitter often allows for you to learn about position openings.
- The internet is an invaluable research tool, but does not replace the more effective job search strategies such as networking or direct contact.

4. Want Ads

- Respond to listings in newspapers, trade journals, and professional journals. Refer to the source of the ad in your cover letter.
- Represents a small percentage of job market.
- Can provide information on trends and the qualifications employers look for in a candidate.
- Can provide you with a list of target positions for which you are qualified.

5. Cold Calls – Door-to-Door

- Direct “in person” visit to employers.
- Bring plenty of resumes.
- Must be very well-prepared to “pitch” your skills.
- Useful in small towns or with small businesses.
- Time consuming and not very effective.

6. The News Media

- Review the Business section to look for promotions and appointments.
- Look to radio/TV & newspaper for announcements of expansions, awarded contracts, new products or services.
- Read beyond the “surface news”. Identify potential employment opportunities or employee contracts.
- Use Targeted Communications (# 10 strategy)

7. Mass Mailings – Broadcast Letters

- Send a cover letter, or letter of application with your resume to a large number of employers. Try to address to a specific person.
- Rarely effective and can be expensive.

8. Human Resources Offices

- With larger employers, provides contact with the department that does initial screening.
- In some businesses, may be the only access for entry-level positions.
- Stiff competition because the office receives many applications daily.
- Make initial contact by cover letter and resume, follow-up by phone or in person.

9. Employment Agencies

- More effective for those with experience or in high demand fields.
- Agencies work for employer, not the applicant.
- Try to get recommendations or referrals on which agencies to use.
- May be helpful if searching out-of-state.
- DO NOT ever pay a fee.

10. Targeted Communications

- Similar to mass mailings, BUT limited to a select group of employers you have identified through research, as very likely to be interested in your skills and background.
- Requires thorough research before making contact.
- Requires effective, individualized letters that show your knowledge of the employer and field.
- Much more effective than mass mailings.
- Based on search parameters you establish.

11. Informational Meetings – Networking

- Establishing, maintaining and using a network of personal contacts to obtain information and advice about how your skills and interests might be applied in occupational roles and settings you may not have considered.
- You must be prepared with an agenda.
- Provides “inside” information about industries and companies.
- Requires a willingness to put in the effort to make and follow-up with contacts.
- The greatest number of jobs are filled through this approach.

- Create a calling card with your name, phone number and career objective

12. Government Agencies & Listings

- Primary source of leads on government positions. Not all jobs are listed; waiting lists can be very long.
- Provides information on Civil Service tests.

Take Action -- Develop Your Specific Strategy

An effective job search will include a variety of strategies. The specific mix will vary from person to person and from one occupation to another. Remember though, to allocate and focus your limited and valuable time according to the statistical probability of payoff.

Hidden Market, 80% -90% Anticipated Market, 5% - 10% Published Market 5% - 10%

For the vast majority of job seekers, this means, that every week of job searching should include most, or all, of the following activities:

- Research your field and identify a fairly large number of prospective employers.
- Of these employers, identify a manageable number to research more thoroughly (through networking, reading, the Internet, etc.).
- Conduct informational meetings to get information, advice and referrals.
- Use targeted mailings to contact employers at which you cannot otherwise get referrals for an introduction.
- Search the Internet, read newspapers and other published sources for useful information and possible openings. Apply as directed in the listing.
- Always follow-up on your initial mailings (whether a targeted communication, mass mailing, want-ad, or referral contact) with phone calls or personal visits within a week after you mail your resume.
- Keep accurate records; contact and company name, date, and content of conversation.
- Be persistent until you have job offers in hand. The objective is to get as many as possible so that you can choose the best position for yourself.

TIPS & TECHNIQUES

Establishing Your Network

In order to land a great job, it is essential to build a “network” of people who can assist you.

- Contact friends, relatives, professors, former employers, neighbors, parents of friends.
- Let them know you are looking and what type of work you are looking for.
- Do not directly ask your contacts for a job, instead, ask for information and advice that might lead to a job.
- Discuss with them possible ways to gain additional information.
- Keep working at expanding your network by talking to people, asking questions and asking for referrals.
- Present yourself in a professional manner
- Create a LinkedIn account.

Conducting Informational Meetings

The primary purpose of an informational meeting is to obtain information and advice about specific career fields that will aid in the formulation of career goals; NOT to identify specific job leads.

- You must be prepared to discuss your skills and interests, be open to new ideas, and take notes.

- You will find that people are generally receptive to this approach because you are saying, in essence, that you value their judgement and expertise.
- Use your “network” of contacts you already know as a starting point.
- Always follow-up with a thank-you email or letter.

Using Targeted Mailings

Write an effective cover letter to introduce yourself to a potential employer.

- Each letter must be individualized and should summarize your experiences, abilities, and why you would like to work for that employer.
- It should be sent with your resume to the person who has the authority to hire you, or to the Human Resources department.
- Make every effort to address a specific person. If you are unable to identify a specific person, send your letter to the company’s hiring manager.

Follow-up with a Telephone Call, to secure an appointment to make direct contact with the potential employer.

- Put yourself in the place of the listener – Why should s/he agree to meet with you?.
- Prepare an introductory statement that will attract the attention of the listener.
- You must have a specific position in mind or specific questions that would lead to a meeting.
- Strive for an appointment to discuss employment possibilities or to obtain information; suggest some dates and times.
- Do not ask the employer if there is an opening for you.

Write a Thank-You

- As simple as this activity is, it is all too often neglected in the job search process.
- A thank-you note will remind the person of you.
- It serves to foster a positive image with the prospective employer.
- It conveys the notion that you are really interested in the employer and the job.

Manage The Frustration

Searching for a job takes a great deal of time, energy and hard work. The process can become tiring, even psychologically exhausting and lead to frustration. The most effective way to manage your frustration is to set goals and get and stay organized.

- Set realistic goals. Rather than believing you have “failed” every day that you didn’t get an interview or job offer, establish realistic goals around the essential job search activities you *can* control, such as
 - Researching companies
 - Writing cover and thank-you letters
 - Making phone calls to schedule informational meetings
 - Planning and organizing
- Keep to a schedule (dedicate only a certain amount of time per week)
- Take frequent breaks
- Reward yourself occasionally with a relaxing activity.
- Identify several support people with whom you can discuss your job search efforts – successes as well as frustrations.
- Find and use a tracking system that works for you — an index card, chart or spreadsheet to record information about your contacts, informational meetings, and networking. Keeping this information organized will:
 - Make it easier to manage your time, maintain focus, and be more productive
 - Assist you in keeping track and up to date on your job search activities
 - Help you to remember data about interviews, persons with whom you have spoken, calls made, and calls yet to be made

Use the following sample, or develop a system that works for you:

DATE OF CONTACT	PERSON/COMPANY NAME/PHONE	COMMENTS	FOLLOW-UP ACTIONS	DATE THANK-YOU NOTE SENT

THE ABSOLUTE NECESSITIES

As you begin your job search process, it is important for you to have the following:

- A designated and organized work area
- Access to a computer, tablet and/or smartphone
- An interviewing outfit, clean and ready to wear (preferably two outfits)
- Voicemail with a professional quality greeting (no music, jokes)

ADDITIONAL RESOURCES

We share the following websites and links with you to supplement your job search process. Please remember to also refer to our website and to utilize your Eastern Career Network account.

How your activity on Social Media can prevent you from getting (or keeping) a job:

<http://www.businessinsider.com/6-reasons-social-media-got-people-fired-2013-7>

Two sites for additional tips or job searches:

<http://bid4papers.com/blog/job-search-resources-for-college-students/>

<http://academy.justjobs.com/the-complete-job-search-guide/>

Sites specifically for searching for internships:

<http://www.internhere.com/>

<http://www.internships.com/>