



JOB SEARCH

Career Services
SUNY College at Brockport

Ardino 1/3/2005



Steps for a Job Search

Know yourself

Do a job analysis

Have a clear job objective

Know how and where to look for a job

Have a system to keep your search organized

Follow-up on all contacts



Know Yourself

- Product Analysis—Who are you?
 - **Self-management skills**--skills that have to do with your personality.
(Cheerful, gets along well with others, meets deadlines)
 - **Transferable Skills**--skills you can transfer from one job to another.
(Customer service, public speaking, research)
 - **Job-Related Skills**--skills you need to do a particular job.
(Education/training and/or experience)



Flower Exercise

from *What Color is My Parachute* by Richard Bolles

1. Geography—Will you have to relocate or do you want to relocate?
2. What kind of organization do you want to work in?
3. What is the purpose of the organization?
4. What kind of people would I like to work with?
5. What knowledge do I need or have for this job?
6. What are my favorite transferable skills?
(Interpersonal, mental, physical)
7. What are my strongest traits?
8. What are my goals?



Have a Clear Objective

Research job titles and responsibilities

Use this title in your résumé and cover letter

Apply only for jobs that you meet the minimum qualifications

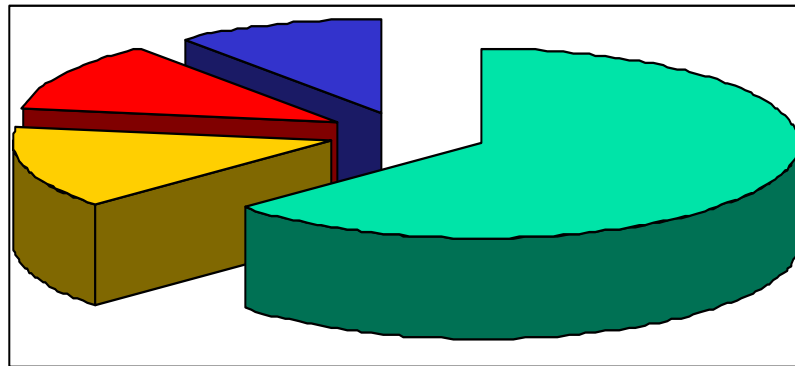
Develop a new objective for each job for which you apply



Where do I start—what are employer's looking for?

- Look at Jobshop
- Attend job fairs and speak with employers
- Utilize the Career Connection
- Conduct informational interviews
- Research the want ads
- Visit the Career Resource Room for help
- Use the Internet

How People Find Jobs



- Informal Methods
- Want Ads
- Agencies
- Other



Promoting the Product

Develop your résumé

Network

Prepare your one-minute commercial

Develop and practice your interviewing skills

Organize your job search materials

Four Stages of a Job Opening

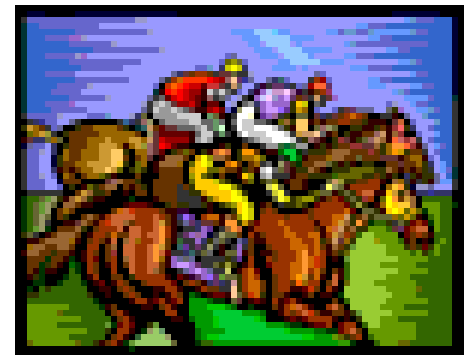
1. No job opening, but employers are always looking for good workers



2. The need is clear—the insiders know—but no action taken

3. Job now “open” in-house posting. Referrals desired, applications being accepted

4. Ad is in the paper.
The thundering horde appears.





Networking

- Make lists of people you know
- Contact them in a systematic way
- Present yourself well
- Ask them for leads
- Contact these referrals
- Follow-up with your network

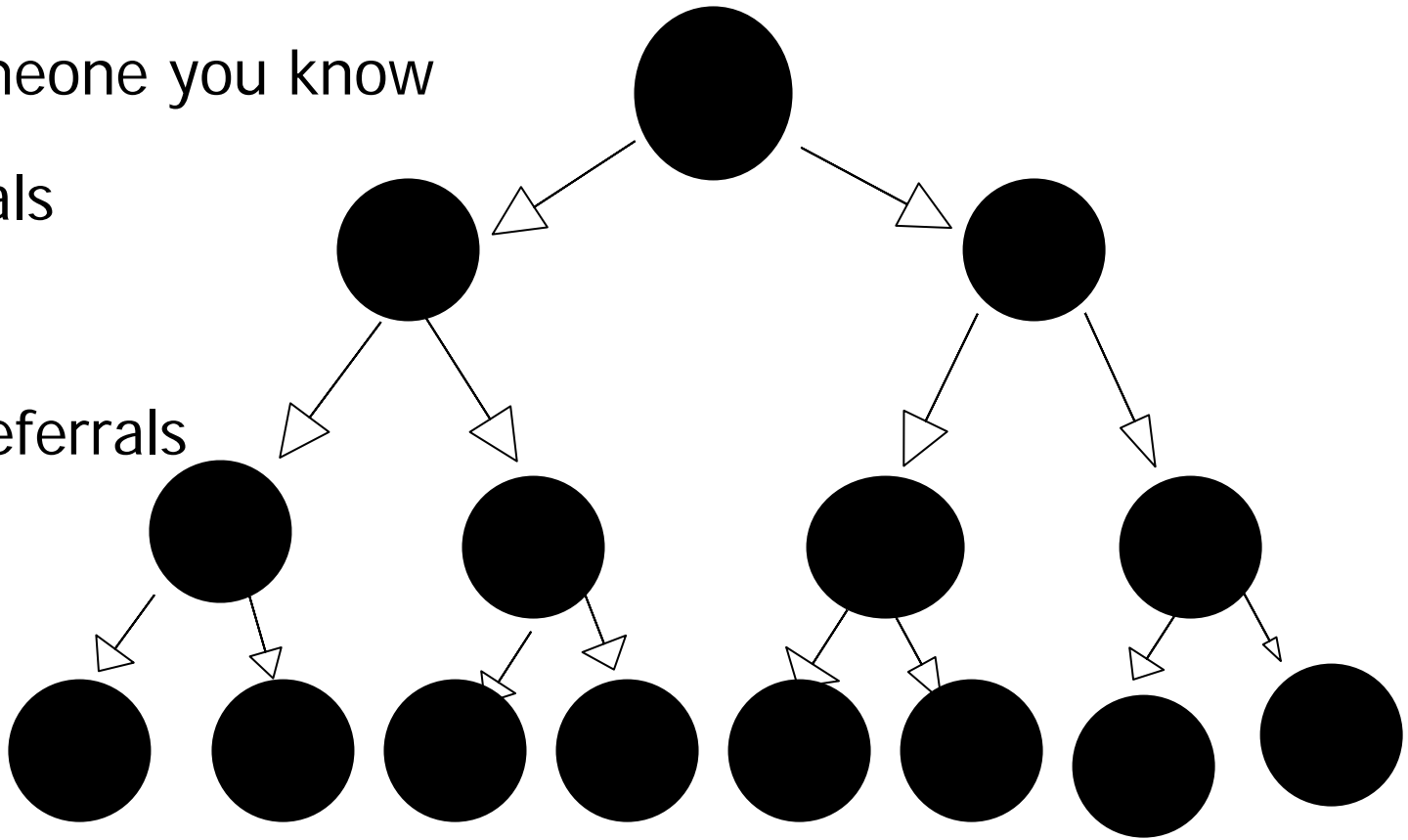


Networking Basics

Begin with someone you know

Get two referrals

Keep getting referrals



At the 10th level, you will have 1,024 referrals!

Networking Objectives

- **Find Someone who has a knowledge of careers and a network.**
- **Your Objectives are to present yourself well, learn something and get two referrals.**
- **FOLLOW UP!**





The Three Magic Questions

1. Do you know of any openings for a person with my skills?

(If no, then...)

2. Do you know of anyone else who might know of an opening?

(if no, then...)

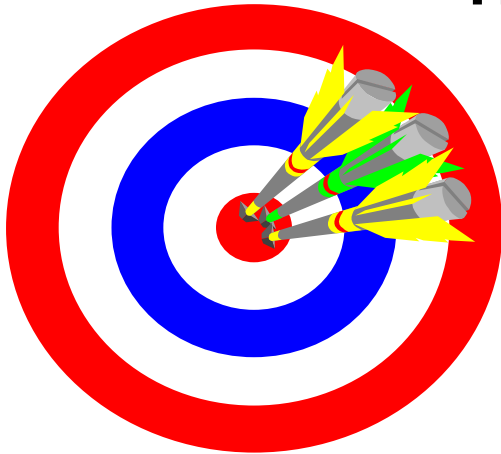
3. Do you know someone who has a lot of contacts in this field?



Telephone Networking

The Target (Person who would supervise you)

The Introduction (Who you are)



The Position (What you want to do)

The Hook (What you have to offer)

The Clincher (Your key strengths)

The Goal (To get an interview or a referral)



Contacting Employers

- Locate telephone numbers and addresses
- Plan a strategy to get your résumé to the right person
- Call on the phone—make sure you get the contact person's name



Utilizing the Career Services Office

- Visit the Career Services Web page regularly
<http://www.brockport.edu/career>
- Attend job fairs and workshops
- Participate in on-campus recruitment



Why Interviews?

- See the candidate first-hand
- Probe for detailed information about the candidate
- Sell the job and the organization
- Allow candidates to assess their interest in the organization



Key Points to Remember

You have lots of skills

Most jobs are hidden

Structure your job search

Follow up

Questions? Call Career Services at 585-395-2159

**or go to
www.brockport.edu/career**



Employer
Perspective

Candidate
Perspective

Can you do the job?

Can I do the job?

Will you do the job?

Will I do the job?

Will you fit in?

Will I fit in?



Researching the Organization

- Identify industry issues and major news items in the field.
- Find out products/services/reputation/competition/mission statement.
- Most common recruiter complaint?

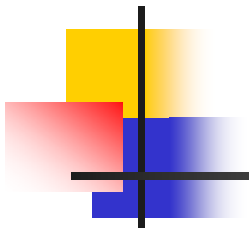
Candidate was unfamiliar with the organization



Preparing for the Interview

Analyze job responsibilities or duties

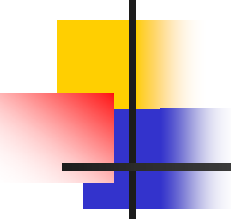
- Knowledge required
- Skills and abilities
- Personal characteristics



Preparing for the Interview

Research the organization

- Annual Reports
- Your network
- Internet
- Library
- Professional organizations
- Career Resource Room
- Review a full job description



Preparing for the Interview

What do I wear?

- Business suit (black, navy or gray)
 - Dress pants and shirt with a tie
 - Skirt (just above your knee) with a conservative blouse
- Professional looking hair style
- Minimal cologne and jewelry



Types of Interviews

Screening

- Typically 30 minutes or less.
- Opportunity for interviewer and candidate to assess fit and interest
- Conducted at a job fair, on campus interviews, open houses, networking events



Types of Interviews

Traditional

- Usually lasts 30 minutes to 1 hour.
- Typically conducted by a recruiter or human resources person.
- Common interview questions are asked.



Types of Interviews

Group

- Can be a group of interviews with one or more candidates.
- Each interviewer may ask a question or one interviewer may ask all the questions.



Types of Interviews

Phone/Video Interviews

- Used to avoid travel expenses or for a position that requires strong communication skills.
- Sometimes used as a screening interview.



Types of Interviews

Behavior-Based

- Used by 70 percent of organizations.
- Questions are asked about real-life situations and how you handled or reacted to them.



Practical Advice

- Shake hands before and after the interview.
- Make eye-contact with the interviewer or in a group situation with each interviewer as they ask their question.
- Get names and titles of interviewers.
- Listen to the question.
- Be honest and positive.



Frequently Asked Questions

1. **Tell me about yourself. Expand on your résumé.**
2. **Why are you applying for this position?**
3. **Why did you leave your last job?**
4. **Where do you see yourself in five years? In ten?**
5. **What are your strengths and/or weaknesses?**
6. **Describe a typical day in your current job?**
7. **Why did you select your major?**
8. **What kind of supervisor do you prefer?**



Illegal Questions

Any question that deals with marital status, sex, race, religion, age, national origin, sexual preference, disabilities or citizenship



Responses to Illegal Questions

Determine why the question was asked, then:

- Ask why the question was asked, explaining that you are unsure how that relates to the job duties, or
- Answer the question, or
- Answer the question, stating that you don't think it relates to your qualification, or
- Decline to answer the question saying you don't think it affects your qualifications.



Asking Questions

- Most interviewers will ask you if you have any questions—so, be prepared!
- Sample Questions:
 - I read in your annual report that your support for research has increased by 50 percent. Have you seen results from this increase?
 - What do you find most rewarding about your work?
 - How would you describe the culture of this organization?



And finally....

- Find out the next step....when can you expect to hear from them.
- Write thank you notes and reiterate some key points.
- Analyze your performance—keep a record of the date, facts, advice, etc.
- Follow-up.