The Job Search

Importance:

- Helpful for applying to internships or jobs.
- Key areas to focus on:
    - Researching occupations and companies.
    - Writing job letters and résumés.
    - Succeeding in job interviews.

Researching Occupations and Companies

1. Do Basic Research in Your College Library or Placement Office

Libraries and placement centers offer one starting point for getting information about professions.

You should also take advantage of services provided by your college placement office. Many placement offices offer services like reviews of résumés, job announcement lists, workshops, job fairs, and mock interviews.

2. Build a Network of Professionals in Your Field

Networking is one of the most useful approaches to learning about your field, and the contacts that you make can become excellent resources in your job search.

Types of Networking:

1. **Casual Networks**:
    - Leverage friends, family, or community events to build connections.
2. **Professional Networks**:
    - Attend meetings of professional organizations.
    - Collect and share business cards for future communication.
3. **Online Networks**:
    - Platforms like LinkedIn and professional forums.
    - Keep a professional online presence—employers often check it.

Tips for Networking Success:

- Always thank contacts for referrals or advice.
- Send handwritten notes if a referral results in a job offer.

3. Interview Someone in Your Field of Interest

To get the most current information, arrange an interview with someone working in an occupation that interests you.

Why Conduct Interviews?

- Gain firsthand insights about a career.

How to Arrange Interviews:

- Use your college placement office, alumni network, or advisers.
- Clarify that you're seeking information, not a job.

Questions to Ask:

- How did you prepare for your career?
- What are the best and worst aspects of your job?
- What are the long-term prospects of your field?

4. Find Information on Companies in Your Field

Information to Gather:

Locations, services, financial data, net-worth, reputation in the market, and leadership details.

Resources to Use:

- **Career Guides**: Overviews of companies and their hiring trends.
- **Annual Reports**: Insights into company performance and culture.
- **Employee Feedback**: Learn from current and former employees.

5. Using Technology to Gather Data

Online Resources:

- Job search platforms like Monster.com or CareerBuilder.
- University catalogs and employment forums.

Benefits of Online Research:

- Access job openings and employer reviews.
- Post résumés and receive personalized advice.

Job Letters

Job letters and résumés must grab the attention of busy readers, who may spend only 60 seconds deciding whether to consider you further.

The Five Features of Job Letter Readers

1. **Read Job Letters in Stacks**

   Readers go through a large volume of job letters at once. Your letter needs to stand out in this competitive pile to capture their attention.

2. **Impatient**

   Readers expect the main points to be easily visible and accessible. They will not spend extra time searching for hidden details.

3. **Tired**

   Many readers review letters at the end of a long day or in their free time. Complex wording or dense formatting can lose their attention quickly.

4. **Picky Grammarians**

   Readers expect flawless writing with no grammatical or typographical errors. Mistakes can create doubts about your professionalism and attention to detail.

5. **Want Attention Grabbers Without Slickness**

   The letter should be professional and stand out with tasteful design, such as clean formatting and neutral stationery. Gimmicks or flashy elements are not appreciated.

Sender's Address Date Recipient's Address Salutation		2

First Paragraph	• Purpose of writing
	    • the position you are applying for
	    • Where you saw or heard about the position
	• How your academic/ professional experience matches the position
		2

Second paragraph	• Evidence (Academic/Work/Research/Skills) [at least 2 with specific examples] • Reasoning (Relevancy with job) • Specific example based on information in résumé • Future Plans ----------------------------------	3
Third Paragraph	• More detail on position requirements • How you are fit for the role? • Specific example based on information in résumé • What attracted you to this organization? • How you will help the organization achieve its goals	2
Closing Paragraph	• Your main objective: an interview • Provide contact information • Close the letter in a professional manner • Provide enclosure information	3
Closing off	Yours sincerely, Signature/Provide signature block Name Contact (if not mentioned in the last paragraph)	1
Mechanics	Spellings Vocabulary/ formal tone Sentence structure Tone	2
	TOTAL MARKS	15

Résumés

Key Features of Résumés

1. **Emphasis**

   - Highlight only a few significant achievements or experiences.
   - Leave detailed discussions of college and employment history for the interview.

2. **Length**

   - Keep the résumé concise—preferably one page.
   - A two-page résumé is acceptable for extensive experience but should be balanced across both pages.

3. **Arrangement**

   - Organize information in an appealing and easy-to-scan format.
   - Most employers spend less than a minute reviewing applications, and some use automated systems to scan résumés.

4. **Adapting for Computer Scans**

   - Use plain white or light-colored paper and focus on keywords (especially job skills).
   - Avoid decorative fonts, italics, and graphics that might hinder automated scanning.

5. **Formatting for Online Submissions**

   - Create text-only résumés (.txt files) for copy-paste applications.
   - Avoid tabs, bolding, bullets, and special characters, as they don't translate well in text formats.

6. **Résumé Formats**

   - **Chronological:** Highlights employment history; ideal for those with consistent work experience.
   - **Functional:** Focuses on skills you have developed; suitable for those with varied or less traditional career paths.
   - **Combined:** Blends chronological and functional styles to showcase both skills and work history effectively.

Parts:

- Objective
- Education
- Experience
- Resume Format
- Activities, Recognitions and Interests

Preparation for Job Interviews

1. **Do Your Homework on the Organization**

- Research the company's mission, values, products, and recent developments.
- Understand the role you are applying for and how it fits into the organization.

2. **Prepare Portfolio Materials (If Applicable)**
   - Compile relevant work samples, certifications, or project details.
   - Bring extra copies of your résumé.

3. **Write Out Answers to Common Questions**
   - Practice responses to typical interview questions like "Tell me about yourself" or "Why should we hire you?"
   - Highlight examples that demonstrate your skills and achievements.

4. **Do Mock Interviews**
   - Practice with friends, family, or career counselors.
   - Record yourself to refine your communication style and eliminate nervous habits.

5. **Be Physically Prepared**
   - Get enough rest, eat light, and stay hydrated.
   - Plan your commute to ensure punctuality.

Guidelines for the Interview

1. **Dress Appropriately**
   - Wear professional attire that aligns with the company culture.

2. **Take an Assertive Approach**
   - Show confidence by expressing your enthusiasm and asking insightful questions.

3. **Use the First Few Minutes to Set the Tone**
   - Greet the interviewer with a firm handshake and a smile.
   - Build rapport to establish a positive impression.

4. **Maintain Eye Contact While Speaking**
   - Engage with the interviewer by looking directly at them to show confidence and sincerity.

5. **Do Not Hesitate**
   - Answer questions confidently without unnecessary pauses.
   - Avoid filler words like "um" and "uh."

6. **Reinforce Main Points**
   - Summarize your key qualifications at the end of the interview.
   - Reiterate your interest in the role and how you can contribute.