



Job Search Strategies

CBU Career Services

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Your job search is a process and creating a plan will give you control to achieve your goals. There are many ways to find a job. Use this guide as a sampling of techniques and see a career counselor for help.

REFLECT

- Start by understanding yourself and determine which jobs will best fulfill your career needs.
- Define the type of work you want, then explore the various places where you could get this kind of work. Career Services maintains information on hundreds of careers.
- Develop a plan that incorporates several short-term goals such as volunteering, interning, or gaining experience in other ways. Put deadlines on your actions—no procrastinating!
- Design an appropriate resume and cover letter for the type of job you are seeking. You can apply for jobs by standard mail, E-mail, On-Line Resume/Application (from the employer website), fax, and in person.

REHEARSE

- Prepare for job interviews. Assess your strengths and skills for the position, identify potential questions you may be asked, then practice, practice, practice! Do a mock interview at Career Services.

RESEARCH RESOURCES FOR FINDING A JOB

- Conduct Job Market Research and Informational Interviews.

Networking: Networking can help you identify potential employers, learn about a specific career and help you focus your job search. It means making connections with employers and professionals who can help you with your job search and requires initiative. Networking can be conducted in person at Career Services programs, as well as online via LinkedIn. See a career counselor and career services resources for details on networking!

Career Expos: These are excellent opportunities to learn about careers and make initial contacts. CBU hosts two career expos on campus each year that many companies attend.

State and Federal Employment Agencies: These provide assistance in finding jobs and have a database of available opportunities. This information is also useful in identifying hiring trends in certain geographical areas.

Employment Agencies: These can help you identify part-time, contractual/temporary, or full-time employment. Contact those who work with organizations and employers in your field. If possible, obtain a referral from a friend, faculty members, or family. Career Services can assist you in identifying possible leads in this area.

Print Material: See the career services library for resources including the following:

- Newspapers (such as the Memphis Business Journal) can be a good source for general information about:
 - Upcoming jobs, Articles on future trends, New businesses, Grand openings, Companies that are hiring, Contracts awarded, Articles on careers
- Yellow Pages, Donnelley Directory, Business-To-Business Directory (print or online) can provide you with useful information. You can identify employers and organizations where you can inquire about available positions or future possibilities. This is particularly useful if you are looking in a new geographical area.
- Professional journals, newsletters and trade publications often have listings of available jobs. Additionally, you can identify key people to contact, find out what is going on in your field, obtain ideas of new jobs that are likely to appear, and learn the jargon of the profession.
- Employer literature, annual reports and in-house newsletters can provide useful information on the employer. Some materials will include available positions. Much of this information can be obtained on the Internet.

- Directories of organizations, associations, and businesses can be used as sources of names and addresses of individuals who can give you information. These contacts may also be prospective employers. The Career Services Library provides these resources.
- World-Wide Chamber of Commerce Directory can provide you with contact information for a specific geographic location. You can request an employer listing or relocation packet, and the names of directories or websites. The directory is available in most university and public libraries. Check out www.worldchambers.com for a Chamber in a location of interest to you.

Internet Resources: There are hundreds of websites with employment-related information, job openings and employer leads. With so much to choose from, develop a strategy before you get started to maximize your productivity.

Do you know what kind of information you are looking for? Do you want tips on writing an electronic resume? Are you hoping to network with others in your field? Are you looking for information about a specific company? Are you looking for a list of job opportunities? Since it can be easy to get sidetracked, keep your goals firmly in front of you.

The following websites/addresses are good starting points:

- Career Services/CareerLinX – www.cbu.edu/career
- America’s Job Bank – www.ajb.dni.us
- Idealist – www.idealists.org
- US Government Jobs – <https://www.usajobs.gov/>
- Career Path – <https://www.axelos.com/career-paths>
- CoolWorks – <http://www.coolworks.com/showme>
- Commercial Appeal – <http://www.commercialappeal.com/jobs/>
- Career Builder – www.careerbuilder.com
- Explore Careers – <https://www.myperspectives.com/how-to/career-resources/explore-careers/>
- State of Tennessee – <http://www.state.tn.us/>
- Indeed – <http://www.indeed.com/>
- Gap Year Programs – <https://usagapyearfairs.org/programs/>
- The CBU LinkedIn Alumni Page – www.linkedin.com
- Employer Search – <http://www.cbu.edu/career>
- Search the Employer Directory accessible only through CareerLinX. It will provide you with contact information for specific employers across the U.S. Utilize it in order to send out “Letters of Inquiry” and make “Networking” calls. See attached sample letter and telephone “script.”

REVIEW & REPEAT

- Keep active and stay on course with your plans
- Become familiar with and use time management techniques
- Maintain your support system (family, friends, faculty, professional associations)
- Rejection is a natural part of the job search process. Try not to take rejections personally, as many factors may have contributed to why you did not get the job.
- Meet with your Career Counselor regularly to share feelings and information and to test ideas

RELAX

Job searching can be time consuming. Set aside time to meet your goals, then reward yourself for your achievements!

NOTES FOR YOUR PLAN:

Sample Letter of Inquiry

Your Present Address
City, State, Zip Code
Date of Letter

Name
Title
Company/Organization
Street Address
City, State, Zip

Dear. Mr./Ms. Last Name:

1st Paragraph “What’s my intention?” – Identify your reasons for writing. If you are seeking out information on a career field or you’re writing to inquire about the possibility of employment, state this. Identify how you learned of the person or organization to whom you’re writing. (Through an on-line resource at CBU, I learned of American Real Estate Agencies. As a senior, majoring in Business, I am extremely interested in learning more about potential job opportunities at your organization.)

2nd Paragraph “Who am I and Why You Should Hire Me?” – Identify various aspects of yourself, including year in school, major, career goals, as well as skills and experiences you’ve had that relate to the career/position you are wanting to learn more about. Highlight one or two of your strongest qualifications and explain how they relate to the needs of the employer. (Through my public relations experience as Communication Chair of WWW organization, I have developed selling and communication skills that are essential to real estate.) Explain why you are specifically interested in the employer and the type of work/location, etc.

3rd Paragraph “How Will I Follow-up?” – Refer the reader to the enclosed resume. Close the letter with a strong interest in pursuing the next step of an informational interview, an employment interview, and/or additional information about open positions. State how you intend to follow up (I will call you during the week of to arrange a convenient time to discuss career options.) Thank them for their time and consideration.

Sincerely,

Handwritten Signature

Typed Name

The Telephone/Email Campaign

Organization is the key to skillful telephone technique, and there's more to using the telephone than simply picking up the receiver and dialing the appropriate number. Presenting yourself well over the telephone requires preparation. Here's how to develop professional telephone skills to ensure success in three different situations you might encounter in the job-search process:

Calling or Emailing about your resume....

When you call/email, state your full name and the reason for contacting: "Hello, this is your name. I'm calling/emailing to confirm receipt of my resume for the position of *position applied for*". Ask when resumes will be reviewed and interviews scheduled. Ask the person's name with whom you are speaking and address him/her personally when you call again.

Calling/Emailing to inquire about opportunities....

Many internships and professional positions are never advertised. This call is similar to the resume call, but requires more planning. A preliminary call to an employer's personnel office can yield the name of the person in charge of hiring. Getting this name can be extremely helpful for the letter campaign and follow-up calls. This type of call can be done before or after a resume is sent. You can actually turn a "no" into an informational interview or additional lead. "Hello, my name is _____. I am a senior at CBU. Through an on-line resource at CBU, I was able to obtain information on American Realty. I am extremely interested in your organization and would love to talk with you, at your convenience, about potential job opportunities with American Realty."

If a "no job openings at this time" is offered, try to arrange a meeting with them in order to obtain information on the industry and additional contacts. Set up an "informational interview."