

JOB SEARCH STRATEGIES

Strategy	Tools	Pro's	Con's	Helpful Hints
Want Advertisements Scan want ads. Mail resume with cover letter tailored to specific job qualifications.	<ul style="list-style-type: none"> Newspapers Journals Newsletters Trade magazines Cover letters Resumes 	Involves minimal investment of time in identifying companies. Resume and cover letter are sent for actual job opening.	Resume and cover letter will compete with large number of others. Ads follow job market; least effective in times of economic downturn.	<ul style="list-style-type: none"> Use as a meter on the job market in a certain geographical area. Try to get materials in as early as possible.
Employment Agencies Respond to employment agency ads in newspapers; check phone book for names of agencies to contact.	<ul style="list-style-type: none"> Resumes Business attire 	Fee-paid jobs for graduates in technical fields or those with marketable experience.	Usually of less help to non-technical/inexperienced graduates. Likely to charge fees.	<ul style="list-style-type: none"> Identify agencies specializing in field. Make frequent contact with designated counselor to obtain better service.
Internet Search job vacancy databases on the internet.	<ul style="list-style-type: none"> Internet access and computer Electronic resume 	Have actual job openings. Many employers use a wide variety of job listing services and have free to low-cost access. Worldwide geographic reach.	Competition is growing as use of the web increases. Many jobs listed are technical in nature, though the visibility of non-technical fields is growing.	<ul style="list-style-type: none"> Use the web frequently as information and sites change quickly. May need to conduct the search at off-peak times (early morning or late night).
Targeted Mailing Develop good cover letter tailored to a specific type of job and the needs of the company. Send letter with resume to selected companies.	<ul style="list-style-type: none"> List of well-researched companies Tailored cover letters Resumes 	Better approach than the mass-mailing method. Investment of time and effort should merit stronger response from employers.	Requires a significant investment of time in researching companies and writing cover letters as well as following up with contacts.	<ul style="list-style-type: none"> Try to find out who is in charge of the interested area and send them personal materials. Great method when used in conjunction with networking.
In-person Visit Visit many companies. Ask to see a person in a specific department. If possible, submit resume and application.	<ul style="list-style-type: none"> Business attire Company address list Resumes 	Resume and application are on file with the company.	Requires a great deal of time to make a relatively small number of contacts.	<ul style="list-style-type: none"> Research the companies prior to the visit; ask for a specific person or ask about a specific type of job.
Networking Talk to friends/family to develop a list of possible contacts; ask for information on job/companies to circulate personal resume.	<ul style="list-style-type: none"> List of contacts Resumes Business attire 	May learn of unadvertised openings. May result in a courtesy interview. Often results in a closer match of personal interests to a job.	A contact in itself is not enough to get a job as all leads may be exhausted without landing a job. Quite time-consuming.	<ul style="list-style-type: none"> Follow through on all leads. Keep broadening personal network of contacts.
On-campus Recruiting Follow specific procedures to secure on-campus interviews.	<ul style="list-style-type: none"> Scheduling interviews Employer literature Resumes Business attire 	One of the primary ways in which companies recruit for technical and business positions.	Declining as a method employers use to identify candidates. May be less effective for non-technical/non-business candidates.	<ul style="list-style-type: none"> Use the interview schedule as a way to identify possible employers, even if you don't get to interview on campus with those employers.
Resume Referral Register with one of the many national referral services. As jobs are listed by employers, the data bank of registrants is searched for matches. If personal materials match, they are sent to the employer.	<ul style="list-style-type: none"> Registration form supplied by service 	A way to monitor the job market and get personal qualifications to the attention of employers.	May involve a fee. Often more helpful to those in technical or specialized fields. May not learn of any activity of submitted materials.	<ul style="list-style-type: none"> Use only in conjunction with other job search strategies.

Source: Career Development and Placement Services, Pennsylvania State University, University Park, Pennsylvania.