Finding the job you want takes many steps and involves just as many decisions. This handout will educate you on the job search process and introduce you to strategies for obtaining employment.

Do you know what you want to do? What are your Career Options? Setting Career Goals.

Develop an Effective Resume that will Market your Skills and Abilities to the Employer.

Conducting employer research. What are the benefits of research? What factors should be considered when researching employers.

Identifying Job Opportunities through all Job Search Methods. Tapping into the Hidden Job Market.

Applying to Employers. Tracking Job Search Activities through excellent record keeping.

Sharpening your Interview Skills through Workshops and Mock Interviews.

Interviewing with Employers.

Evaluating the Job Offer. Accepting the Position.

Accepting the Position.
Job Search: The Whole Story, Part I - Where do I Start?

Do you know what you want to do? Do you have Career Goals?

➢ Did you answer yes to the above questions? Move on to Job Search, Part 2.
➢ Did you answer no to the above questions? Read below for further assistance.

Here’s Help for Discovering your Interests and Developing Career Goals?

▪ Career Exploration – Know Yourself!

The Career Services office can assist you with exploring your interests, skills, values, and personality preferences as it relates to careers. Call the office to make an individual appointment.

▪ Career Exploration – Resources on the Web.


America’s Career Infonet – www.careerinfonet.org

O*Net (formerly the Dictionary of Occupational Titles) – www.onetonline.org
Are you only seeking job opportunities through internet job listing sites and classified print ads? If so, you are probably a frustrated job seeker.

What is the Hidden Job Market? Great Question!
The hidden job market consists of jobs that have never been advertised and will probably never be advertised.

Uncovering and Discovering the Hidden Job Market
Strategies for breaking into the hidden job market include applying directly to the employer and networking.

Direct Employer Contact: Research organizations of interest and apply directly to the employer. How do they want you to apply? Send a cover letter/resume or apply at their website. Try to make contact with the person who has the authority to hire you.

Networking: Basically, let everyone know that you are seeking employment. Networks include family, friends, professors, fellow students, past employers, etc. Everyone is a potential network possibility. Note: Have your resume ready and be prepared to explain the type of work that you are seeking. If not sure, review Part I again of this handout.

Other Job Search Methods

Temporary Employment Agencies: Many organizations today are filling entry-level jobs through temp agencies. Remember: you are only interested in positions where the employer is paying the agency’s fee. The last thing you want to do is to pay someone to find you a job.

University Career Services Office: Use the resources available to you from your career opportunities office. Services include resume referral to employers, career fairs, on-campus interviews, and job listings.

Classified Ads (Print/Internet): Although the majority of jobs are filled through the hidden job market, it is still a good idea to review job listings on a weekly basis with both print and internet job listings.
Internet Job Listings and Recruiting Sites

A. Electronic Classifieds
Job announcements are listed on a variety of websites.

**NACE Symplicity CareerWeb** ([https://armstrong-csm.symplicity.com/students/index.php](https://armstrong-csm.symplicity.com/students/index.php))
CareerWeb allows ASU students and alumni to deposit their resumes into a database for resume referral by Career Services and resume review by approved employers. First, complete the registration section, and when your registration is approved, then upload your resume. Students will be able to review job listings as well.

**Indeed** ([http://www.indeed.com](http://www.indeed.com)) allows an individual to search by job title and location.

B. Targeted Industries & Services
Specific sites serve a particular industry, occupation, or skill set. These sites provide information for membership, professional development, conferences, and job listings. **NOTE:** Job listings are not provided by all industry sites.

**Idealist.org** ([www.idealist.org](http://www.idealist.org)) features a variety of job listings and employment information for opportunities in the non-profit sector.

**Public Relations Society of America** ([www.prsa.org](http://www.prsa.org)) features industry information for public relations professionals.

**Society for Human Resources** ([www.shrm.org](http://www.shrm.org)) features industry information for human resources professionals.

**Teach Georgia** ([www.teachgeorgia.org](http://www.teachgeorgia.org)) is a service of the Georgia Department of Education. This features salary information, job listings, and certification information.

**JobsInTech** ([www.jobsintech.io](http://www.jobsintech.io)) features national and international job listings for IT professionals.

C. Employer Websites
Many private and government organizations provide job listings on their websites. Do a web search by name for public/private/government sites or search for employer websites by geographic location or job title.
**Job Search: The Whole Story, Part III – Employer Research**

You have started identifying employers through the various job search methods so why is it important to research the employer before applying?

### What are the Benefits of Researching an Employer

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Help in selecting Prospective Employers</td>
<td>Better Cover Letters and Resumes</td>
</tr>
<tr>
<td>More Effective Interviews</td>
<td>Informed Employment Decisions</td>
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</table>

### What Factors should be considered when researching an Employer

<table>
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<tr>
<th>Factor</th>
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<tbody>
<tr>
<td>Location</td>
<td>Facilities</td>
</tr>
<tr>
<td>Company/Organization Size &amp; History</td>
<td>Products and/or Services</td>
</tr>
<tr>
<td>Financial Data</td>
<td>Industry Outlook</td>
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### Where to Find the Information you Need

<table>
<thead>
<tr>
<th>Source</th>
<th>Source</th>
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<tbody>
<tr>
<td>Career Services Office</td>
<td>Libraries – Campus &amp; Public</td>
</tr>
<tr>
<td>Faculty &amp; Advisors</td>
<td>Direct Employer Contact/Employer Website</td>
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### Hard Copy Research Guides available in the Career Opportunities Office

<table>
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<tr>
<th>Guide</th>
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<tr>
<td>Headquarters USA</td>
<td>Georgia Business Directory</td>
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<tr>
<td>Hoover’s Handbook of American Business</td>
<td>Hoover’s Handbook of Private Companies</td>
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<tr>
<td>Hoover’s Handbook of Emerging Companies</td>
<td>Hoover’s Handbook of World Business</td>
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</table>
Off-line and On-line Job Search ..... Cover Your Bases!

A. Job Leads

**Off-line:** Newspaper Classifieds, Job Bank Books, Professional Journals, Employer Directories, Employer Literature, etc...

**On-line:** Job Banks, Recruiters, Professional Journals, Associations, Employer Websites, Social Media, etc...

B. Researching and Contacting Employers

**Off-line:** Business Directories, Print Telephone Books, Employer Literature, Industry Directories.

**On-line:** Telephone Directories, Business Directories, Association Links, Industry Sites, Employer Websites, etc...

C. Networking

**Off-line:** Family & Friends, Professors, Past Employers, Professional Association Meetings.

**On-line:** Social Media, Mailing Lists, Chat Forums.

D. Resume Distribution

**Off-line:** Have a critiqued copy of your resume ready to mail or present on demand.

**On-line:** Have a plain text copy of your resume ready to post or email on demand.
Track Your Work!

When researching employers and applying for job opportunities, it is very important to keep track of your work. Many job seekers find it efficient to organize their work in a notebook or binder divided into the following sections: A-D, E-K, L-R, and S-Z. View the Employer Contact Summary below for a sample layout:

### Prospective Employer Contact Summary

<table>
<thead>
<tr>
<th>Company Name/Contact Person</th>
<th>Address/Phone Number</th>
<th>Company Information</th>
<th>Date Resume was sent</th>
<th>Interview Time</th>
<th>Follow-up, Thank You Note</th>
</tr>
</thead>
<tbody>
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**PLEASE NOTE!**

While researching and applying to a multitude of employers on a weekly basis, it is good to be organized so you can retrieve information quickly when an employer calls you to schedule an interview. If you store your data electronically, be sure to have a hard copy as well.
Factors to Consider when Evaluating a Job Offer

<table>
<thead>
<tr>
<th>Career Goals</th>
<th>Training</th>
<th>Advancement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary</td>
<td>Interests</td>
<td>Organization’s Values</td>
</tr>
</tbody>
</table>

Salary information is available in the Career Services office and online at the following:

- [www.salary.com](http://www.salary.com)
- [www.bls.gov/oco](http://www.bls.gov/oco)
- [www.careerinfonet.org](http://www.careerinfonet.org)

Please note, consider all factors when evaluating a job offer. Many students will only consider salary but career goals/interests, training, advancement, and the organization’s values are just as important.

Also, review the attached job search correspondence to be knowledgeable of how to communicate with the employer throughout the process.

One last thought to consider when evaluating a job offer – “A Bird in the Hand is Better than Two in a Bush”
There are several types of letters which one may use in a job campaign. These may be divided into two broad categories: (1) letters of application; and (2) follow-up letters of various kinds. All letters you write should be in good form, carefully planned, and contain the desired information. The following basic rules should be observed regardless of the type of letter.

1. Use resume paper, and matching envelope, of the usual business correspondence size, (8 ½” x 11”).
2. Always use a typewriter or word processor for your correspondence, and type only on one side of the paper.
3. The letter should be neat in appearance and proofread carefully for form, spelling, punctuation and English usage. The letter is the applicant’s personal representative.
4. Keep the letter brief and to the point. Employers will lose interest if they are required to read through irrelevant information.
5. Candidates should define the objectives of their letters and then attempt to determine how these objectives can best be met.
6. In all letters avoid such things as negative approaches, boastfulness, exaggeration, insincerity, and inconsistency.

Every resume you send will need an accompanying cover letter, which can be used to inquire about possible job openings in your field or to apply for known vacancies. The main function of a cover letter is to entice the employer’s interest in you so s/he will read your resume.

The letter should be concise; you should be able to tell your story on one page. You can go into details in the interview, should you get one.

You may develop one basic letter that can be changed slightly for the different positions for which you are applying. It is essential, however, that you type each letter individually. Mass-produced letters are usually recognized as such and connotes a lack of sincere interest in the organization to which you have written.

While your letter should follow a standard business format, try to make it as personal as possible. Identify the individual who will be in a position to say “you’re hired,” and direct your correspondence to him/her.

In order to personalize your letter, obtain information about the business, industry, agency, or school in which you are interested and refer to this knowledge in your letter. Your letter is often the first contact between you and a prospective employer and your research will leave a good impression.

**LETTER OF APPLICATION**

Identify the position for which you are applying and the way in which you learned about it. If the letter is unsolicited, identifying the position for which you are applying is all that is necessary.

Indicate why you are applying for this particular position. Keep in mind that the potential employer presumes you are a qualified applicant. Indicate you main qualifications. Keep the letter sales-orientated. Refer the reader to your enclosed resume.

Request action! Under no circumstances should you adopt a subservient attitude.

**THANK YOU LETTER**

After an interview, it is advisable to send a thank you letter to the recruiter, both as a professional courtesy and as a method of establishing communication with the company. The letter should be mailed within one or two days of your interview.

The letter need only be two or three paragraphs in length. State the date and place you had your interview and reiterate your strongest selling points.

If you interviewed with more than one person, send the thank you letter to either the main contact person or the individual who will make the hiring decision (or both, if you feel it is appropriate).

**LETTER OF ACKNOWLEDGEMENT**

**Plant Visit Invitation**

Acknowledge it and, if interested, state what dates would be convenient for you, avoiding weekends and holidays. Do not delay. Procrastination makes a bad impression.

**Offers of Employment**

Acknowledge receipt of offer, restating title of position and salary and expressing your appreciation. Indicate the date you will let the company know your decision and be sure to act before that date.

**LETTER OF REFUSAL**

In declining the offer of employment, express your appreciation for the offer and for the company’s interest in you.

**LETTER OF ACCEPTANCE**

Indicate your acceptance of the offer of employment; restate position classification, compensation offered, and the starting date if previously established. Refer to the date of the original offer letter.

Indicate your travel plans and anticipated arrival date if the initial assignment is at a considerable distance from your home. Express your appreciation.

Remember that your letters represent you! Therefore, good letter writing is a skill worth developing...a skill that can be most helpful to you in the years ahead.
Components of a Cover Letter

Your Street Address
City, State, Zip
Today’s Date

Ms. Ann Jones
Vice President, Marketing
Wiggetts, Inc.
123 Grand Avenue
Houston, TX 70890

Dear Ms. James:

The opening paragraph should arouse the interest of the employer. State why you are writing and give information to show your interest in this specific organization. If it is a letter of application, name the position you are applying for and how you heard of it.

The middle paragraphs should create a desire on the part of the employer to know more about you. Explain why you are interested in working for this employer. Point out your achievements or qualifications in this field, especially those that meet the job description or requirements.

Refer the reader to your general qualifications on your enclosed resume. Highlight important points from the resume. Also highlight points that will be of particular interest to this specific organization.

The closing paragraph should pave the way for the interview by asking for an appointment, or by offering to call the employer in the near future, or by some similar suggestions to facilitate an immediate and favorable reply.

Sincerely,

(Sign Here)

Karen E. Jones

Enclosure (You are notating that you have enclosed your resume)

Letter of Inquiry

18240 Magnolia Place
Baton Rouge, LA 70803
April 1, 20xx

Mr. John Sampson
Vice President
ABC, Inc.
2301 Walnut Grove Lane
Raleigh, NC 27695

Dear Mr. Sampson:

Identify objective
I am seeking a position in materials evaluation at high technology company such as yours. I am aware from researching your firm that you have a training program for physicists and engineers.

Refer to resume...
As you will note from the enclosed resume, I have majored in physics and have participated in significant research. This background, as well as several business courses, has prepared me to combine an interest in motivating people with a desire to work in a technical environment.

Arrange for an Interview
I would like to learn more about your trainee position, and I will contact your office the week of April 15th to arrange an appointment at your convenience.

Sincerely,

Karen E. Jones

Enclosure
Letter of Application

000 Lakeland Ave.
New Rochelle, NY 10077
April 11, 20xx

Ms. Mary Richards
Director of Campus Relations
XYZ Corporation
54 West Third Street
Albany, NY 10056

Dear Ms. Richards:

I am interested in applying for the sales representative position recently advertised in the New York Times. The skills I have developed from my work experience and academic background support my strong interest in a sales career.

As you can see from my resume, the internship I had with ABC Corporation provided an opportunity for me to gain practical experience with account maintenance and cold-calling new accounts. In addition, I have worked as a waiter for the past four years, learning first hand how to effectively deal with customers and their demands. I have been formally commended by the management several times, being names “Employee of the Month.” Since I decided to pursue a sales career, XYZ Corporation has been at the top of my list of prospective employers. The strides your company has taken in the computer software market, namely the development of packages for use by pharmacies and hospitals, makes XYZ a leader in the industry.

I would very much like an opportunity to speak with you regarding the sales representative position. I will call you late next week to discuss my qualifications for the position or you can reach me in the meantime at (718) 555-0000. Thank you for considering me for this position.

Sincerely,

John A Alberts

Letter of Acceptance

18240 Magnolia Place
Baton Rouge, LA 70803
May 16, 20xx

Mr. John Sampson
Vice President
ABC, Inc.
2301 Walnut Grove Lane
Raleigh, NC 27695

Dear Mr. Sampson

I am writing to confirm receipt of your letter offering me a position at ABC’s technical training program at an annual salary of $30,000. I am very pleased to accept this offer, and I am proud to have been selected for the program.

I will contact your office for more details, such as when the training sessions begin. Thank you for the offer and for your consideration throughout the past few weeks.

Sincerely,

Karen E. Jones

Karen E. Jones
Components of a Thank you Letter

Your Address
City, State, ZIP
Date

Name and title of interviewer
Address
City, State, ZIP

Dear Mr. / Mrs. Last Name:

Thank you for the interview on (date) at (location or university). I am very interested in the (position, kind of work) and hope that the interest is mutual.

I am enthusiastic about the prospect of joining your organization. (Describe what about the organization is sparking your interest.) My (name your background, skills, or education emphasis) would enable me to make the transition to a position in your firm with relative ease.

OPTIONAL PARAGRAPH:
Enclosed is (anything which would strengthen your candidacy for the position). (Tell why you are enclosing this item and how it relates.)

If you have any questions, please call me at (area code/phone number). I look forward to the opportunity to discuss further (name opportunities) at (name of employer).

Sincerely,

Enclosure(s) (Include if appropriate)

Thank you Letter

3701 Old Mill Road
Decatur, GA 30214
April 6, 20xx

Ms. Yuni Kim
Executive Vice President
Worldwide Automation & Control, Inc.
1127 Nelson Drive
Chicago, IL 60602

Dear Ms. Kim:

Thank you for taking the time to interview me at Georgia Tech on April 5. I enjoyed talking with you and learning about the mechanical design position with WorldWide.

As you recall from our interview, I have had experience as an intern with Honeywell IAC. I have also taken advanced classes in material engineering at Georgia Tech. I greatly enjoy this career field and wish to apply my interest and knowledge to Worldwide Automation & Control.

Again, thank you for the opportunity to interview with you. I look forward to speaking with you again soon.

Sincerely,

James Davis
JOB SEARCH:
THE WHOLE STORY