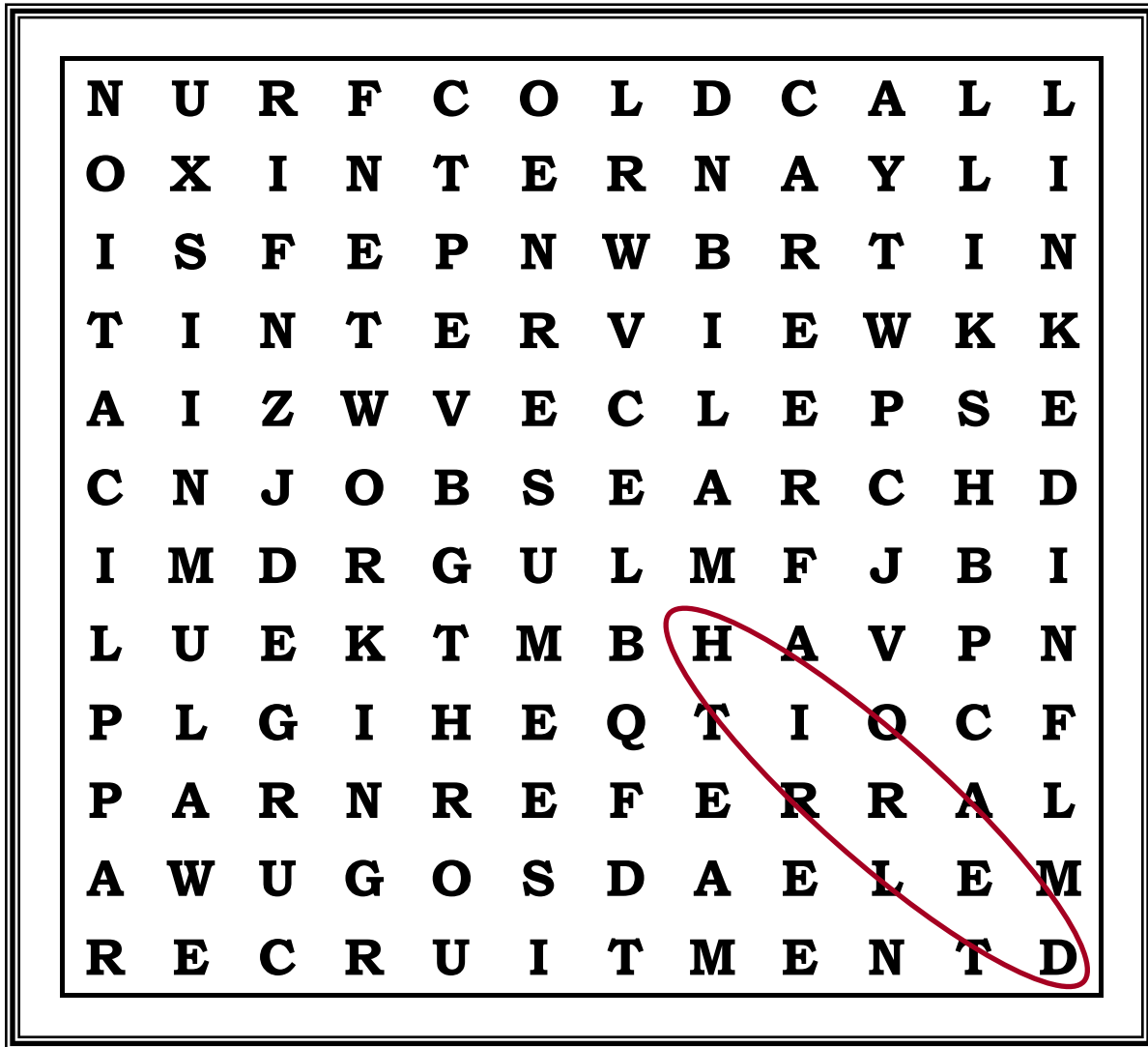


# THE SUCCESSFUL |

# | JOB SEARCH



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## UNIVERSITY CAREER SERVICES

**Location:**

Student Service Center 1

Room 106 (First Floor)

#524 on the UH campus map

P: (713) 743-5100

W: [www.uh.edu/ucs](http://www.uh.edu/ucs)

E: [ucs@uh.edu](mailto:ucs@uh.edu)

## HOW DO YOU GO ABOUT TRYING TO FIND A JOB?

If you are like most people, you:

1. Search online job postings
2. Send out resumes
3. Fill out applications
4. Contact state and private employment agencies

These are common job search methods and some people do find jobs using them, but how effective are these methods?

**Online Job Postings and Ads:** Sure, some people do get jobs this way, approximately 10%, so go ahead and apply. Just be sure to spend most of your time using more effective methods.

**State Employment Services:** Approximately 5% of job seekers nationally get their jobs through agencies, so it may be worth a weekly visit.

**Recruiters, Headhunters and Private Employment Agencies:** Unless you have experience and skills that are in high demand, you may do better on your own. At the least, rely on a private agency as only one of the techniques you use. Don't rely on them too heavily, 6% of people find jobs through these agencies.

**Temporary Agencies:** These can be a source of quick but temporary jobs to bring in some income as well as give you experience in a variety of settings – something that can help you land full-time jobs later. More and more employers are also using them as a way to evaluate workers for permanent jobs. Consider using these agencies if it makes sense to do so, but continue an active search for a full-time job as you do.

**Sending Out Resumes:** One survey found that you would have to mail out more than 500 unsolicited resumes to get one interview! A *much better approach* is to contact the person who might hire you by phone to set up an interview directly, then send a resume.

Statistics show that all traditional job search methods combined only account for about 1/3 of the ways people actually find jobs! The more effective way to find employment comes from using nontraditional job search methods.

How can you decrease the amount of time it takes for you to find a job?

- Spend more time per week looking for interviews. The average job seeker spends 15 hours or less per week looking for employment. If you want to net more interviews per week, spend more time looking!

- Actively go out looking for openings, don't sit at home surfing the job boards or waiting for the phone to ring.
- Utilize a multifaceted job search campaign (more about this later).

### **The six steps for an effective job search:**

1. Know your skills and have a clear job objective.
2. Know where and how to look for job leads.
3. Use a multifaceted job search approach.
4. Spend approximately 25 hours a week looking.
5. Obtain one to two interviews a day.
6. Follow up on all contacts.

### **Learn how to sell yourself...**

In order to get any contact to help, you have got to present yourself well. Be clear about asking for help, and make sure you communicate what you're looking for clearly. Creating a "30-second introduction" will help.

Your introduction (e.g. your self marketing commercial), should be less than 30 seconds. Its main purpose is to grab the listener's attention and stimulate further interest. A good one will summarize your background as it relates to the position for which you are applying include elements regarding your *education, experience, areas of expertise and/ or accomplishments, and possibly your career goals.*

One survey of employers found that 90% of the people they interviewed did not present the skills they had to do the job they sought. They could not answer the basic question, "Why should I hire you?"

Knowing your skills is essential to do well in an interview. It is also important in deciding what type of job you will enjoy and do well. If you need assistance identifying your skills, make an appointment with a UCS Career Counselor.

Remember, some of your contacts may actually be potential employers. Others may be able to give you the names of people they know who they think may be more helpful.

Of course, many of your contacts won't be employers who need someone with your skills, but some will be, and because you are being referred to them by someone they know, they will be more likely to see you than otherwise.

### **Direct contact with employers...**

We have already stated the importance of talking with employers whether or not they have an opening.

Some places to meet employers directly include:

- ⇒ Career Fairs
- ⇒ Company Information Sessions
- ⇒ Professional Conferences
- ⇒ Networking Events
- ⇒ Association Meetings
- ⇒ Company Site Visits

**Remember, 75% of jobs are filled before ever needing to be advertised. Thus, if you wait until an ad is placed, this only comprises 25% of the market and competition is tough!**

As with any contact method, your objective is to set up an interview and get a job offer.

Remember, many jobs are with smaller businesses. More than 50% of all people now work in small businesses – those with 500 or fewer employees. While the largest corporations have reduced the number of employees, small businesses have been creating as many as 80% of the new jobs. There are many opportunities to obtain training and promotions in smaller organizations as well. Many do not even have a human resource department; so nontraditional job search techniques are particularly effective with them.

### **Keeping it Organized...**

Keep a Job Search Contact File. Make a contact file and keep track of everything. Remember, job searching is a job! You will want to make sure you keep track of when you contacted a networking contact or employer and when to follow-up. Please see page 23 for a sample networking spreadsheet.

Here are some sample headings for a contact spreadsheet:

- Name, Address, Job Title, Phone/Fax
- Networking Source and Priority
- Primary Objectives (Focus Areas)
- Secondary Objectives (Focus Areas)
- Dates, Activity, and Results of Calls
- Status: Completed, Call Back, Will Call and When to Follow Up

## **THE MULTIFACETED JOB SEARCH**

The job market for new college graduates can be very competitive. Start early, and plan on utilizing all available job search resources and refining your job search skills. A professional resume and excellent interview skills are fundamental (Resume and Interview Workshops at UCS can help). Remember that even the best economic times do not guarantee you a dream job right out of college, therefore, set realistic expectations and be flexible.

## Top 10 Places Employers Find New Hires

In planning your job search, keep in mind the top 10 places employers find new hires:

1. On-campus interviews
2. Company internship program
3. Employee referrals
4. Company co-op program
5. Career/job fairs
6. Faculty contacts
7. Company job postings (company website)
8. Career center job postings
9. Student clubs/organizations
10. Online job postings

A multi-faceted job search campaign involves identifying and utilizing numerous job search avenues for obtaining interviews and job offers. There are many avenues for pursuing interviews and job offers, and the large majority of candidates will have to choose and prioritize from among those options.

**Warning: *Do not use the computer to avoid making direct contact with real people!***  
**Rather, tailor your resume and apply online for jobs at night, but keep your days available for making direct contacts and setting up interviews.**

### Do use the Internet in your job search to:

- Research occupations, companies, industries and trends
- Review job listings
- Post your resume
- Visit company websites
- Get contact information
- Engage in on-line networking (LinkedIn is a highly recommended social networking site for professionals.

### More Advice From Employers:

- **Research, research, research.** Know something about the company – its culture, historical success, and financial information – before you show up to talk with the employer.
- **Start early and hang in there.** The job market is competitive. Take time to meet recruiters and develop relationships. Go to on-campus career fairs; attend information sessions; sign up for campus recruitment. When recruiters have jobs, they'll remember you.
- **Use University Career Services.** Not only can we help with the logistics of performing a successful job search, but some employers recruit exclusively through UCS. If you aren't registered, you may miss out on some good opportunities.
- **Get experience.** Students who have relevant work experience have the employment scales

tipped in their favor. Employers value students who have gained real world experience through the use of internships, co-ops, part-time jobs, research and volunteer work. It's not too late – get a volunteer job, explore an externship, or find a short-term internship.

### Sample Contact Form

Organization	Name	Phone	E-mail	Date	Notes	Follow-up Date & Notes