



Job Search Strategies and Resources

Narrow Your Focus

Knowing 1) the types of positions you'd like; 2) the geographic location(s) where you would like to live and work; and 3) the industry or kinds of companies where you would like to work will allow for a more manageable job search (rather than "I just want a job, any job!")

- Speak with a career counselor about your skills, interests, and values to help you formulate some ideas for how to begin your job search.
- Try taking a "career test" to help you define your interests and skills. **TypeFocus** is a web-based assessment, accessible to Endicott students and alumni. To take TypeFocus, go to <https://www.typefocus.com/>. The access code is EC344. From there, you can create your own account. **SkillScan** is another assessment—to schedule an appointment to take SkillScan, contact the Career Center.
- You can also stop by the Career Center for more information, or you can take some of the web-based assessments found on the JobHuntersBible website (written by Richard Bolles, author of *What Color is Your Parachute*): <http://www.jobhuntersbible.com/>.

Find Out More

Before you jump into a job search, do a reality check to determine if the career path you've chosen is really a good match for you. Not only will this save you time and frustration in your job search, but you will also make yourself more marketable to employers.

- Read about your career path. Some great sites on the web for exploration include:
 - <http://www.bls.gov/oco/home.htm> (The Occupational Outlook Handbook-all careers)
 - <http://www.vault.com> (all careers)
 - <http://www.wetfeet.com> (all careers)
 - <http://www.careers-in-finance.com> (covers corporate finance, investment banking, commercial banking, money management, financial planning, insurance, and real estate careers)
 - <http://www.careers-in-marketing.com> (covers advertising, public relations, market research, product development, retailing, and marketing in non-profit organizations)
 - <http://www.idealists.org> (careers in all types of non-profit organizations)
- Read trade journals related to your career field of interest. Check the Library for these publications.
- In addition to doing internships in your area of interest, doing volunteer or part-time work in your field will help you learn more and gain valuable experience.
- Conduct informational interviews with professionals in your field of interest. In an informational interview you are asking for information and advice, so most people are willing to share this. Consider asking professors, internship contacts, family, alumni, etc. for ideas of people to contact for informational interviews. See our handout on Informational Interviewing for more tips.
- Use LinkedIn.com to build your network and request informational meetings. Join the Endicott College Networking Group to access job leads and to learn about valuable career events.

Prepare for Your Job Search

Revise your resume, have your resume and a cover letter critiqued by the Career Center, and hone your interview skills by attending an interview workshop.

- Attend Career Center workshops on topics such as Resume and Cover Letter Writing; Interviewing; Conducting an Effective Job Search; and Applying for Graduate School.
- Visit the Career Center page on Gullnet for links and downloadable handouts on all topics related to exploring careers, job search, graduate school, resumes, cover letters, interviews, networking, and more.

Use a Variety of Job Search Strategies

- **Identify potential employers**
 - Find companies in your career field and the geographic area of interest. Then visit those companies' web sites. If there are no jobs posted that interest you or for which you are qualified, consider conducting an informational
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interview with someone within that company. LinkedIn is a great resource for searching for companies (and people within companies) by industry and geographic region.

- Visit the library for company directories. Ask the Reference Desk for assistance; they can also help you locate resources at other libraries.
- Check the Chamber of Commerce in your preferred geographic area (see www.chamberofcommerce.com for chambers across the country and throughout the world).

- **Network**

Talk to anyone you know. This is THE most effective strategy you can use to find jobs. Speak with family, friends, Endicott alumni, professors, former employers, former teachers; you never know who they know. When networking, it is important that you be able to articulate what you want, so create a brief introduction that you can use, especially when speaking with people whom you do not know, indicating the position/type of work you are seeking, why you think you're a good fit for that work, and your relevant qualifications. See our handout on Networking for additional tips. Use social media, including LinkedIn, Facebook, and Twitter, to build your professional network. Join groups on LinkedIn (including Endicott's Networking Group) to expand your network of contacts.

- **Explore professional organizations**

Identify professional organizations related to your major or career interest. You can ask your networking contacts to suggest organizations. Most organizations offer low cost memberships to students as well as sponsor events that non-members can attend. To find a professional organization related to your career you can use the Occupational Outlook Handbook (<http://www.bls.gov/oco/home.htm>).

- **Go to career/job fairs**

Career fairs are a great way to access many employers at once. When you go to career fairs, find out ahead of time the companies that will be participating, do some research on the companies that interest you. By knowing something about the company, you'll ask more insightful questions and stand out from the crowd. Take plenty of resumes printed on good quality resume paper, dress professionally, and always get business cards from the recruiters you meet, so that you can follow up. Check the Career Center's website: www.collegecentral.com/indicott for job and career fairs, as well as other career related events, listed on the log-in page.

- **Post your resume and search jobs online**

Many people use this as their primary (or only!) job search strategy. The good news is: searching job sites on the internet is convenient, easy, and there are millions of job postings. The bad news is: there are hundreds of thousands of people using the same sites as you, you may get contacted by employers you have no interest in, and many jobs are filled by the time they get posted, because someone else has networked their way into the job. Bottom line: don't rely on this method as your only strategy, but incorporate it into a plan that includes all of the above strategies.

Internet resources:

- www.collegecentral.com/indicott Job postings for Endicott students and alumni
- www.linkedin.com LinkedIn allows you to search jobs by experience level, so it is easy to find entry-level positions (as well as those that require more experience). You can also identify people within your network who work in the companies whose jobs are posted.
- www.workinsports.com Jobs and internships in all areas of sports, including media, marketing, teams/leagues, sporting goods, etc. This is a fee-based site, but the Career Center has purchased a limited number of memberships for EC students and alumni. Contact the Career Center, careers@endicott.edu, 978-232-2101 for more information.
- www.indeed.com, www.careerjet.com, and www.simplyhired.com search many of the large job websites (such as Monster, CareerBuilder, etc., as well as niche sites, and company websites). You can search by keyword and location, or do an advanced search and search by entry-level.
- www.craigslist.org, www.monster.com, www.careerbuilder.com and others.

Please note that this is a *very small* sample of the sites that exist, and doesn't include sites that may specialize in a specific industry. It is generally very worthwhile to identify sites that are focused on the industry or profession in which you want to work.