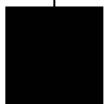


**JOB
SEARCH
STRATEGIES**

THE JOB SEARCH



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Here are a few tips to consider when preparing for your job search. With good preparation and forethought, your search can be an exciting and rewarding experience.

• **DEVELOP A FOCUS FOR YOUR JOB SEARCH**

Know yourself—your unique skills, interests and values. Then, take the time to explore and research the types of jobs and industries that interest you and match your interests and abilities. Having a focus will help you conduct a more effective and efficient job search.

• **PREPARE YOUR RESUME/CV AND COVER LETTER**

If you cannot demonstrate your skills and abilities to the employer, your qualifications will not matter. Your resume/CV and cover letter must be well written and organized.

• **HONE YOUR INTERVIEW SKILLS**

Take full advantage of your interview by preparing in advance. Know how to respond to different questions and how to highlight your strengths and abilities.

• **DEVELOP YOUR STRATEGY**

When developing your job search strategy, do your homework on the best way to contact your target employers. Take advantage of all resources available to gather information: career fairs, Internet job boards, corporate web sites, and business journals, CDC databases, books, and job postings.

Different employers require different approaches. Some employers will spend the time and resources to recruit at colleges - many won't. Some fields are noted for their reliance on networking while others may use particular publications to advertise their jobs. Using multiple strategies can often be the most effective way to land a job.

GENERAL FACTS TO CONSIDER REGARDING YOUR JOB SEARCH

Approximately 50% of Stanford students find their jobs through some form of networking. Many companies report that 30-50% of their hires come from employee referrals. Networking is a major plus for job searchers! 200-250 employers typically participate in Cardinal Recruiting, the CDC's on-campus recruiting program. About 400 employers participate in CDC-sponsored career fairs at Stanford. The number of new postings to job boards dropped dramatically. Most employers do not have the budget or time to recruit specifically at Stanford University, but they would love Stanford students to apply to them directly.

In a report published by CareerXRoads, employers use several recruiting methods for new talent. Their greater returns are primarily the Internet and employee referrals. See the below mentioned for employers' sources of external hires: Internet 31.8%, employee referral 28.5%, newspapers 3.8%, career fairs 2.8%, direct sourcing 2.6%, college recruiting 2.4%, third party recruiters 1.2%, and 27% of all external hires are from other sources. Of the hires from the Internet: 67.9% from company web sites, 17.6% from niche sites, 8.7% from Monster.com, 4.1% from CareerBuilder.com, and 1.8% from Hotjobs.com

DIFFERENT JOB SEARCH STRATEGIES

NETWORKING

Description: Networking means connecting with people in a field or organization in which you wish to work, to ask for information, not a job. Networking, including informational interviewing, is the job seeker's equivalent of market research. Gather information about different jobs, companies and industries. This information will help you conduct a more effective search and develop possible leads to jobs. A key strategy to networking is asking every contact for more contacts. The idea is to increase the number of people you know who might be able to help you get the job you want.

Advantages: Effective way to access those jobs that are never advertised through want ads or web sites. It's an opportunity to gather important information on the hiring process, the work style/culture, and corporate values. Many jobs are filled by an employee referral, and sometimes jobs are created to take advantage of your skills and experiences. Networking is one of the most effective ways to find employment.

Disadvantages: Networking is time consuming and requires a certain amount of comfort to contact individuals and set up the informational interviews.

Consider utilizing these networking resources:

Stanford Career Network at www.stanfordalumni.org,

CDC's Shadow Program at cardinalcareers.stanford.edu/shadow,

read the "Networking" guide on the CDC web site at

www.stanford.edu/dept/CDC/graphics/pdfs/Networking.pdfguide.

Attend CDC networking events and workshops. You can also browse the collection of networking books in the CDC Resource Center.

CONTACTING EMPLOYERS DIRECTLY

Description: Connect with employers via telephone or email to inquire about job opportunities. Tactful persistence may help you get noticed by a busy manager or Human Resources Department. Tactful persistence also lets the employer know that you are very interested in the job/company and may distinguish you from other candidates.

Advantages: A great way to target specific employers that interest you and may not post their jobs.

Disadvantages: Since you will be contacting employers who do not know you, it's likely that your response rate will be very low. Employers tend to prefer employee referral candidates rather than "unknown" candidates. There's also a great likelihood that no position will be available.

After identifying fields and job functions that interest you, the suggestions below will help you contact employers with more ease:

Step 1. Target 5 to 10 organizations:

Develop a list of organizations that may be a fit for you. Directories such as Wetfeet and Vault guides, and the Stanford Employer Database, all of which are on the CDC's website, can help you identify organizations in your field of interest. Some other useful resources located in the CDC's Career Resource Center include the Hoover's Business Online Directory, Corporate Technology Directory (CD-ROM), and government and nonprofit directories. The Leadership Directories is a "who's who" database of upper management in corporations, government, and professional organizations. Jackson Library in the Graduate School of Business also has excellent resources, especially on smaller businesses not covered in national directories. Research your organizations of choice by visiting their websites to learn about their mission, products/services offered, to learn names of their major divisions, and to determine where they are located. Check out their careers/jobs section to learn about what it is like to work for the organizations.

Step 2. Locate contacts within an organization:

Identify specific individuals within an organization that can connect you to hiring managers or the appropriate contacts. The tips below may help you identify contacts:

1) Conduct an informational interview with an individual in the organization. An informational interview can create an opportunity for you to learn more about the organization, find out about positions available, as well as obtain contact information of those in a position to hire you. A great way to find people in a particular organization is to search the Stanford Career Network, www.stanfordalumni.org. You can also ask your professors, family, friends, etc. if they know anyone in the organizations you are considering.

2) Use the CDC's Stanford Employer Database. A majority of the employers that recruit at Stanford will have their contact information in our database. Typically those listed in the database are human resource professionals, who can route candidates to the appropriate hiring managers. For public sector employer information use the Stanford On-line Public Service Employer Database.

3) Try calling the company headquarters or office of the Vice President of the division in which you are seeking a position. Ask for an annual report and the name and title of the head of a specific department in which you'd like to work. Check for the correct spelling of the name and ask for their direct phone line.

Step 3. Contact those involved with the hiring process:

Your primary goal is to establish contact with a hiring manager or human resources representative to introduce yourself and get a sense of any possible opportunities. You can either send an email or make a telephone call. One strategy is to send an email to the contact person, then call about a week later to follow up. Briefly describe your background, what you can contribute to the organization, and the kind of position that interests you. Don't send them a cover letter and resume until you have a clearer idea of what the job entails. You will be able to better target your cover letter and resume to the position at that point. When calling, project a positive and courteous attitude, be brief and to the point. If there are no openings, ask for a referral to another potential employer. Because of their decision-making power, hiring managers tend to have strong networks and may know other people interested in interviewing recent Stanford graduates. It's a good idea to develop an introductory script before calling:

"Ms. Walker, my name is Morris Jackson from Stanford University. I sent you an email recently, and I am calling to make sure you have received it. Do you have a few moments to speak with me? I will graduate from Stanford in June with a degree in International Relations and have experience interning in the marketing department of a growing international company moving into the Latin American market. I am fluent in Spanish and very interested in Global Enterprises. I am hoping that you can help me learn more about possible job opportunities with your organization."

CARDINAL RECRUITING (THE ON-CAMPUS CDC RECRUITING PROGRAM)

Description: Students schedule interviews on-campus. Approximately 250 employers participate each year.

Advantages: Convenient way to interview with employers.

Disadvantages: Narrow selection of types of companies and opportunities.

JOB POSTINGS IN THE WANT ADS AND ON THE INTERNET

Description: Employers will post jobs in newspapers, on their website, and on Internet job boards. You read about the jobs and apply. Usually, jobs on the Internet are easier to work with in that you can do searches to find jobs and apply on-line.

Advantages: Easy to find and apply to jobs.

Disadvantages: Many employers do not post their jobs in the newspaper or on job boards. Also, the typical job posting receives a great deal of attention and publicity. Candidates often compete with many other applicants and may have difficulty distinguishing themselves.

CAREER FAIRS

Description: Students have the opportunity to meet with representatives from different organizations. Employers will have different agendas. Some want to collect resumes to screen through later. Others will use career fairs to publicize their upcoming recruiting events and promote their organization.

Advantages: A great way to gather information about companies, learn about job opportunities, and make contacts.

Disadvantages: A small variety of companies participate in career fairs. There is limited time to talk to each employer.

EMPLOYMENT AGENCIES

Description: These companies will refer you to job openings and will typically be compensated by the employer.

Advantages: Requires little work on your part and allows you access to opportunities you might not have found on your own.

Disadvantages: An employment agency makes money when they place you into a job. Often your personal interests are not their top priority. If you have good qualifications, and you have an interest that corresponds with their opportunities, you might find these agencies helpful. If not, then don't expect much assistance from these organizations. *Tip:* Avoid agencies that require you to pay a fee for them to place you.

INTERNAL MARKETING

Description: Refers to strategies that actually place you within the company and then allow you to use this position to apply to other more desirable positions. Internships, temporary jobs, and volunteer opportunities are some of the strategies that can help you find the job you want.

Advantages: A great way to market yourself and highlight your strengths.

Disadvantages: Sometimes the job you get may not allow you the opportunity to show your strengths. You have to be patient with this technique and may experience frustration because you're not doing what you want to do.

REGIONAL JOB SEARCH

Description: Looking for a job in another city or state, usually at a distance great enough to require relocating. The same job searching techniques will apply.

Advantages: The Internet provides you will access to local newspapers, job sites and regional information 24/7. Look in the CDC Database under "General Job Listings" <http://cardinalcareers.stanford.edu/links/>, for more city or state specific websites. Find region specific company contact information in the CDC Resource Center, and region specific alumni club links through the Stanford Alumni Association web site.

Disadvantages: May be harder to get interviews until you are in the city or a nearby region. Some companies will only interview those candidates who are local, to keep costs down.

OTHER TIPS

Researching Organizations:

To be most effective in your job search, it is important to understand not only the industry you are targeting but also the organization. Organizations can have many differences including company cultures, hierarchical structures and focuses. Researching organizations to know where you "fit" will help you to decide what information to highlight on your application materials. For some industries, researching specifics of the organization can be beneficial in an interview where you may be asked about the company administration, financial history or competitors.

For links to research sites and professional associations, go to the CDC Links Database, <http://cardinalcareers.stanford.edu/links/>. Also be sure to check out the many company directories in the Career Resource Center.

Whenever possible, use strategies that avoid large applicant pools. Generally, the more widely advertised the job, the larger the applicant pool and the more competitive the position. The more people who know you are looking for a job, the better your chances of finding a job. Make an appointment with a CDC career counselor. Send thank you notes that are tailored to the job for which you interviewed.