



# CAREER CENTER

## AMERICAN RIVER COLLEGE

[www.arc.losrios.edu/career](http://www.arc.losrios.edu/career)

## Conducting an Effective, Efficient Job Search

Searching for a job is a full-time job. The more time and effort you put into it, the faster you'll see the results you want. To use your time and resources effectively and efficiently, make a plan and treat your search with the respect it deserves.

### **HOW TO START THE HUNT:**

**Inform your network:** tell everyone you know what position you are looking for.

**Change your message** on voice mail/answering machine. Make it a "professional"-sounding message, be able to check for messages throughout the day.

**Open a new email account** if your personal one is a bit too personal. Your address should not tell the employer anything cute, suggestive or crazy about you. Add a professional signature line, with your full contact information, at the bottom of your outgoing email messages to ensure interested employers can get back to you.

**Update your resume:** get it ready and customize to each job description. Attend workshops to find out new trends and to get tips and advice.

**Brush up on interviewing skills:** attend a workshop and/or do your own research and then practice on your own or by using Perfect Interview (see Career Connections for details).

**Confirm references:** let them know to expect calls and send a current resume so they are up to date on your skills and accomplishments.

**Check out your interview outfit(s):** Try it on, take to the cleaners, iron, shine shoes, pick out accessories—don't leave these tasks to the day before your interview.

**Clean up your Internet image:** It's fine if you want to have your profile on a social networking site, but be aware that whatever you post may be read by a potential employer. Consider taking a break from social networking while in job search mode, or at least making sure your profile has a G rating. Google yourself to find out what comes up.

### **NOW, WHERE ARE THE JOBS?**

**Networking** (Nearly 80% of jobs are never listed for public application)—talk to everyone you know, both in and out of your industry. Personal connections and recommendations often lead to interviews.

**Market yourself.** Give out your resume to your network, friends, family—anyone who will take it. It presents you in a professional light and in a form that's easy to pass on to potential employers.

**LinkedIn.** You can't build connections if people don't know you exist or see what you have to offer. Your LinkedIn profile is your online business card, your resume and your letters of recommendation all in one. Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn. [www.linkedin.com](http://www.linkedin.com)

**Visit the ARC Career Center**, your local One Stop, and any other career services centers. Look for information on job search workshops, on-site employer visits, job fairs, job clubs and other networking opportunities.

**Check your target company's postings.** Check their website at least once a week, see if you can get added to their distribution list, and call company hotlines if available.

**Become an industry expert.** Find and join professional organizations. Many have job listings in their publications and on their websites as well as offer networking and professional development opportunities.

**Work some new rooms.** Join or attend meetings of other organizations such as chambers of commerce, regional interest groups, service groups, etc. Expand your network and make new connections.

**Look at print classifieds.** Try trade journals and local papers—not just the Sacramento Bee.

**Search online.** There are hundreds of listings under “Jobs” or “Employment”; also try specific job titles or interest areas in the search parameters (i.e.: piano repair, jobs)

**LINCS.** (LOS RIOS INTERNSHIPS & CAREER SERVICES) Pick up a flyer from the ARC Center. This free service is available to current Los Rios students and alumni.

#### **APPLICATION TIPS:**

**Follow all application directions** *exactly* as provided by the employer—if you don't follow directions now, how can they think you'll do it later?

**Research the position and company.** Find out everything you can. If only a phone number or fax is provided, use Google to access the “reverse phone listings” and find out who the number belongs to. Go to the company's website—they will often post a more complete job description there, plus you'll have good factoids to share at your interview.

**Follow up emailed/faxed/electronic resumes or applications with hard copies** of your cover letter and resume unless they say “no additional materials allowed” or have other directions (see first bullet); follow up all applications with a phone call within a week (again, unless they say “no calls”). Some companies use these follow-ups (or lack thereof) as a screening tool and only consider those people they hear from beyond the resume submission.

**Get organized.** Bundle a copy of the job announcement, position description, company information and whatever you sent in (yes, everything) and keep in a file; you'll want this info to prepare for your interview. Make notes on when you sent it, who you talk to, what time and day, and any other particulars you collect regarding this job.

**Keep a calendar.** Note application deadlines, job fairs, follow-up call plans, etc. so you don't miss out on any valuable information or opportunities.

**Follow up on all messages within 24 hours.** Returning a phone call or email message quickly is a sure sign of professionalism, respect, and competitiveness—all positive attributes in the job market.

Compliments of Sierra College Career Connections