

Effective Job Search Techniques for a Changing Economy

How can you increase your chances of securing a job in a changing economy? Prospects can *still* be promising for people who anticipate a more competitive job search during these challenging times. The Moravian College Career Center wants to make sure that you explore every avenue to ensure that you find a great job in any economy. Use the tools and the pro-active strategies below and you can increase your job search success dramatically.

Preparing for the Job Search

Self Assessment

Before beginning any job search, it is essential to have a clear understanding of what career field you would like to pursue. With the help of a career counselor, determine what career fields truly interest you, your job goals, and what your relevant job skills are so that you can discuss your expertise comfortably with prospective employers. Many assessment instruments are available online via AMOS. From the Career Center page, view the Self-Assessment box to determine what is best for you.

Resume and Cover Letter

Once you have determined your career goals, you will be able to write a more effective resume and cover letter. Be sure to research your targeted industry and identify skills you will want to high light. Always have your resume critiqued by a career development professional. Use the Career Guide published annually by the Career Center as a starting point.

Researching Employers

When targeting prospective employers, it is essential to know something about the organizations so that you will have an idea how you can contribute. Go directly to the employer's web site, obtain an annual report, conduct research in the Career Center Library, and/or talk with professionals in the field to gain a fuller understanding of the organization and field.

Interviewing

Sharpen your interviewing skills by participating in Mock Interview Day or by utilizing InterviewStream, an online mock interview program available via AMOS. Practicing your answers will help you feel more prepared and more confident when you meet with prospective employers.

Job Search Techniques

Networking

Network with employers at professional and trade associations, employer presentations on campus, the annual Alumni Career Networking Reception, as well as with Moravian alumni, family, friends, student organizations/clubs, classmates and faculty. By using personal and professional contacts, you can tap into the "hidden job market" where many job seekers find employment. In addition, ask your contacts if they can recommend others with whom you can talk.

Informational Interviewing

Once you have identified possible networking contacts, you will want to ask them for an informational interview. The informational interview is not an interview for a job but rather to gain more information about a particular career or industry. Get connected with a professional in your field through the Alumni Career Advising Program (ACAP) by scheduling an appointment with a career counselor. Learn Informational Interviewing techniques from the Career Guide or by talking with a career counselor.

On-Campus Recruitment

During your time at Moravian, you are eligible to participate in the On-Campus Recruiting (OCR) Program. This program is comprised of employers who conduct on-campus interviews for positions beginning after graduation. Visit Career Hound and AMOS for OCR orientation seminars and additional information.

Career Hound

Career Hound is an on-line database that allows students to search for full-time, part-time, and internship positions. Students and alumni have access to job listings 24 hours/day via our website.

Focused Mailings

After thoroughly researching an employer, send a cover letter and resume that is personally tailored to the particular organization. Include information in a cover letter will allow the potential employer to know that you have researched the organization. Also, it is always best to address correspondence to an individual rather than "To Whom it May Concern." Additionally, having a name will allow you to follow up with the contact person in the future. For detailed cover letter information, check out the Career Guide published annually by the Career Center.

Internet

There are thousands of jobs currently posted on the Internet through job listings sites, organizations' own home pages, the on-line newspaper classifieds of major cities, associations and networking groups. There are even sites dedicated to listing international opportunities. Many of these sites allow you to submit your resume directly on-line and some ask you to post your resume for employers to search for you. It is not recommended that you post your resume. This could lead to unwanted solicitation. Be sure that if you do post your resume, the site is safe.

Employment Services

Employer-paid agencies are contracted by the employer and seek applications to fill job vacancies (fees are paid by the hiring employer). Applicant-paid agencies also assist in finding positions for job hunters (fees are paid by the applicant). Shop around and ask others for recommendations regarding helpful agencies. In addition, if moving to another state, contact the Career Center to check on reciprocity with other universities in your new city.

Leads from Published Sources

Helpful job leads are the Job Bank and Vault book series which are located in the Career Center.

Direct Contact with Employers

In addition to networking with potential employers, you should also use Career Hound Resume Books. Also helpful is attending the many career fairs that are held throughout the year and seeking out additional career fairs that are help in the area. Lastly, volunteering or interning is an excellent way of getting your foot in the door. For more information about events throughout the year, visit the Career Center page on AMOS.

Consider Jobs in Growth Sectors

According to Hotjobs.com, several industries are still growing so you can take advantage of this hiring trend. These industries include security services, education, computer/information technology, aerospace/defense technology, healthcare, social work, and sales.

The average college graduate changes jobs at least six times in his or her working life. Learning how to find a fulfilling job is important skill that can and will be used repeatedly throughout one's life. IF you follow the suggestions above, you should have success in any economy.

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AMOS/Campus Life/Career Center

<http://home.moravian.edu/public/career/>