

Career Development Workshop #1

Developing Effective Job Search Skills



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Developing Effective Job Search Skills



Table of Contents

| Topic | Page |
|---|-------------|
| Researching Potential Employers | 3 |
| Telephone Calls | |
| Phone Etiquette | 4 |
| Effective Phone Skills | 4 |
| Receiving Phone Calls | 4 |
| When a Potential Employer Doesn't Call Back | 5 |
| Pros & Cons of Different Job Search Methods | 6 |
| Newspapers & Journals | 7 |
| Online Resources | |
| General Resources | 7 |
| Medical Assisting | 7 |
| Nursing | 7 |
| Radiography | 8 |
| Area Hospitals | 8 |
| Placement Agencies | 9 |
| Networking | 10 |
| Next Steps | 12 |
| Additional Sources | 13 |

RESEARCHING A POTENTIAL EMPLOYER

Why Do Research?

- ✓ **To sell yourself as the right candidate for the job**, you need to be able to persuade the employer that you are a fit for that employer's needs. An employer isn't going to interview and hire a candidate who is not a match for their needs.
- ✓ If you don't know a lot about a potential employer, how can you present yourself — **in cover letters or interviews** — as a match for the employer's needs?
- ✓ Instead of sending fifty letters and resumes to employers you know little to nothing about, send ten letters and resumes to employers you know something about and have a greater chance of securing an interview. Targeted letters, individualized to the recipient are more effective than "form" letters — *you know a form letter when you receive one; employers do too.*
- ✓ In **interviews**, employers expect you to know important background information about the organization. If you don't, you will look both unprepared and uninterested in the job.
- ✓ Research helps you formulate intelligent and appropriate **questions to ask in your interview.**

How Do I Research?

- ✓ **Talk to people:** Find people who work for or know about the organization. This could be people you meet at a career fair, family members, neighbors, parents of friends, students who graduated ahead of you, alumni, etc.
- ✓ **The employer's web site:** If you know employer web address, check it out. If you don't know the URL, do an internet search on the organization name (don't forget to spell it correctly). Some employers' web sites will be more helpful / informative / useful to you than others. If the web site posts jobs and/or the organization invites email from job seekers and/or accepts resumes online, this can save time in your job search.
- ✓ **Call or write the organization and ask for information.** This is perfectly appropriate to do, especially if the organization is small and/or you simply cannot find information about the organization through other sources.

TELEPHONE CALLS

Phone Etiquette

- ✓ **Be courteous to everyone** with everyone you speak with. Never treat support personnel in a disrespectful manner. The person you are trying to impress will hear about it, and no one wants to hire people who behave rudely to anyone.
- ✓ Don't assume the person remembers you right away. **Identify yourself, stating your first and last name clearly. Be clear about the purpose of your call.** Make reference to any previous contact, conversation, meeting, etc., to remind the person why you are calling. Even if he or she does remember you, a brief reintroduction of yourself is a courtesy.
- ✓ **Ask if this is a convenient time to talk.** If you want to talk to someone at length — e.g. to conduct an informational interview, etc. — you should ask to schedule a mutually convenient time for a phone appointment. Then you make the call at the agreed-upon time and stay within the limits of the time set.
- ✓ **If you are leaving a message on voicemail, SLOW DOWN** when you state your phone number. DON'T make your listener have to replay the message three times in order to write down your number. The employer may give up and decide not return your call.

Effective Phone Skills

- ✓ In asking for information, wherever possible, **use open ended questions** rather than questions which are likely to be answered with "yes" or "no." The goal in asking open-ended questions is to start a conversation in which you gain information which will help in your job search.
- ✓ Don't ask questions that you could easily find the answers to on a company web site. You'll risk looking lazy (or that you don't know how to use Internet resources).
- ✓ Remember that **tone of voice** carries a lot of weight in a telephone conversation. Smiling while you speak on the phone can make you sound more pleasant.
- ✓ Ask friends (who will tell you the truth) how you sound on the phone. They know you, but an employer doesn't. Do you sound cordial or aloof, articulate or fumbling, interested or gloomy?
- ✓ Practice how you speak on the phone.

Receiving Phone Calls

- ✓ Make your voice message clear, brief and to the point so the employer knows she is reaching the correct number. Employers are typically calling long distance and don't need to listen to a lengthy message. No cleverness with messages.
- ✓ **Clean out your messages.** Employers don't need to listen to 14 beeps before they can leave a message.
- ✓ **Roommate / housemate issues:** Remind any roommates or family members you live with that you may get calls from employers. If you are unavailable to take calls, your roommates should not say anything about you that you would not want repeated in an interview. If your roommates aren't prepared to speak in cordial manner or take an accurate message at particular times, ask them not to answer the phone. A message from "someone from the hospital" won't help you much.

When a Potential Employer Doesn't Call Back

- ✓ **If you are initiating a contact with an employer,** don't assume or expect that the employer will return your call.
- ✓ You may need to leave a message, and call again a week later.
- ✓ When leaving messages, enunciate clearly. **State your full name and give your phone number slowly.**
- ✓ **If someone with whom you have had contact does not return your call, try** again in a week.
- ✓ Keep in mind that most working people are not constantly available to take calls and do have other work to take care of. Don't always expect an instant return of your call.
- ✓ You can leave an e-mail address where you can be reached; enunciate it carefully.
- ✓ Indicate best times to reach you if it is important that you speak directly with someone. However, don't assume that the best times for you are the best times for the employer. Even people who put in long work hours have lives away from work.
- ✓ If your calls are never returned, try another means of contact (letter, email, etc.) or try someone else in the company. If no one responds to you over an extended time, this is telling you something about the company.

PROS & CONS of DIFFERENT JOB SEARCH METHODS

| Strategy | Tools | Pros | Cons | Helpful hints |
|--|--|---|---|---|
| Want ads Scan want ads. Mail resume with cover letter tailored to specific job qualifications. | <input type="checkbox"/> Newspapers <input type="checkbox"/> Journals <input type="checkbox"/> Newsletters <input type="checkbox"/> Trade magazines <input type="checkbox"/> Cover letters <input type="checkbox"/> Resumes | Minimal investment of time in identifying companies. Resume and cover letter are sent for actual job opening. | Resume and cover letter will compete with large number of others. Least effective method in times of economic downturn. | <input type="checkbox"/> Use as a meter on the job market in a certain career field. <input type="checkbox"/> Submit your materials as early as possible. |
| Employment Agencies Respond to employment agency ads in newspapers; check phone book for names of agencies to contact. | <input type="checkbox"/> Resumes | Fee-paid jobs for those with experience. | Be wary if you, instead of the employer, have to pay a fee. | <input type="checkbox"/> Identify agencies that specialize in your field. <input type="checkbox"/> Make frequent contact with your counselor/rep to obtain better service. |
| Internet Search online job banks and company Web sites. Submit resume online/post on job boards. | <input type="checkbox"/> Access to the Web <input type="checkbox"/> Electronic resume | Actual job openings. Many employers use a wide variety of job listing services. Many listings have free to low-cost access. | Competition is growing as use of the Web increases. | <input type="checkbox"/> Use the Web frequently-information changes quickly <input type="checkbox"/> You may need to conduct your search at off-peak times (early morning or late at night). |
| Targeted mailing Develop good cover letter tailored to a specific type of job and the needs of the company. Send letter with resume to selected companies. | <input type="checkbox"/> List of well-researched companies <input type="checkbox"/> Tailored cover letters <input type="checkbox"/> Resumes | Better approach than the mass-mailing method. Investment of time and effort should merit stronger response from employers. | Requires a significant investment of time in researching companies and writing cover letters as well as following up with contacts. | <input type="checkbox"/> Try to find out who is in charge of the area in which you want to work; send your materials to that person. Great method when used in conjunction with networking. |
| In-person visit many companies. Ask to see person in specific department. Submit resume and application if able. | <input type="checkbox"/> Company address list <input type="checkbox"/> Resumes | Resume and application are on file with the company. | Requires a great deal of time to make a relatively small number of contacts. | <input type="checkbox"/> Research the companies prior to your visit. Ask for a specific person or ask about a specific type of job. |
| Networking Talk to everyone you know to develop a list of possible contacts; ask for information on job/companies and to circulate your resume. | <input type="checkbox"/> List of contacts <input type="checkbox"/> Resumes <input type="checkbox"/> Business attire | May learn of unadvertised openings. May result in a courtesy interview. Often results in a closer match of your | A contact in itself is not enough to get you a job. You may exhaust all leads without landing a job, Quite time-consuming. | <input type="checkbox"/> Follow through on all leads. <input type="checkbox"/> Keep broadening your network of contacts. |

Source: www.sacredheart.edu

NEWSPAPERS & JOURNALS

Newspapers

Boston Globe
Connecticut Post
Hartford Courant
New Haven Register
New York Times
Waterbury Republican

Journals

Nurse Week Magazine

ONLINE RESOURCES

General Health Care Resources

CT Health Jobs- www.cthealthjobs.com
Connecticut Hospital Association- www.chime.org
Fairfield County Medical Association- www.fcma.org
Healthcare Source- jobs.healthcaresource.com
Monster Healthcare- www.healthcare.monster.com
Staff Providers- www.staffproviders.com

Medical Assisting Resources

Jobs.com- www.medical.assistant.jobs.com
Medical Assistant Network- www.medicalassistant.net

Nursing Resources

Action Nurses- www.actionnurses.com
Campus RN- www.campusrn.com
Connecticut Student Nurses' Association*- www.ctstudentnurses.org
MedHunters-<http://www.medhunters.com/>
National Student Nurses' Association*- www.nsna.org
Nurse.com- www.nurse.com
RN Web- www.rnweb.com
Visiting Nurse Associations of America- www.vnaa.org

**please note: you must be a member of the CSNA and NSNA to do an online job search on these websites.*

Radiography Resources

MedOptions- www.medoptions.com
Radiology Today- www.radiologytoday.net
RadWorking- www.radworking.com
RT Students- www.rtstudents.com

Area Hospitals

Bridgeport Hospital- www.bridgeporthospital.org
Connecticut Children's Medical Center (Hartford) - www.connecticutchildrens.org
Danbury Hospital- www.danburyhospital.org
Gaylord Hospital (Wallingford)- www.gaylord.org
Greenwich Hospital- www.greenhosp.org
Griffin Hospital (Derby)- <http://www.griffinhealth.org/>
Hall-Brooke Behavioral Health Services- www.hallbrooke.org
Hartford Hospital & Affiliates- www.harthosp.org/hr - -
The Hospital of Central Connecticut (New Britain & Southington)-
www.thocc.org/jobs
Hospital of St. Raphael (New Haven)- www.srhs.org/career
Lawrence & Memorial Hospital (New London)-www.lmhospital.org
Middlesex Hospital (Middletown)- middlesexhospital.org
Midstate Medical Center (Meriden)- www.midstatemedical.org
Milford Hospital- www.milfordhospital.org
New Milford Hospital- www.newmilfordhospital.org
Norwalk Hospital- www.norwalkhospital.org
Saint Francis Care (Hartford) - www.stfranciscare.org
Saint Mary's Hospital (Waterbury)- www.stmh.org
Stamford Hospital- www.stamfordhospital.org
St. Vincent's Medical Center- www.stvincents.org
St. Vincent's Special Needs Services- www.stvincentspecialneeds.org
UCONN Health Center (Farmington)- www.uchc.edu
Waterbury Hospital www.waterburyhospital.com
William Backus Hospital (Norwich)- www.backushospital.org
Yale New Haven Health System- www.ynhhs.org
(includes Bridgeport, Greenwich, & Yale New Haven Hospitals)

PLACEMENT AGENCIES

- ✓ Agencies that place people in various career fields.
- ✓ Many placement services are specifically geared towards the health field.
- ✓ There is no cost to register at *most* agencies.
- ✓ Most provide immediate medical benefits for their employees.

There are two main kinds of placement agencies: *Temporary Agencies & Permanent Placement Firms.*

Temporary Agencies:

- Typically "fill-in" jobs: when an employee is on a leave of absence from his/her job.
- Jobs can last a day, week, month, etc.
- May not lead to a permanent position.

Permanent Placement Firms:

- Only do placements for "temp-to-hire" positions.

Where do I find a placement agency:

- Internet
- Yellow Pages
- Local Job Service Office
 - Online at www.ajb.dni.us
 - Many online recruitment services are available.

NETWORKING

What is **Networking**?

A vast number of job openings never make it to the newspaper or job boards. These positions are often referred to as the "hidden job market." Candidates find out about these positions through word of mouth. The higher up the ladder you go, the more likely a position will be filled this way.

Why Network?

- ✓ Contacts can tell you what it's really like (from their perspective) to work in a given field or organization.
- ✓ Contacts may offer to help move your resume & application through the process.
- ✓ Contacts give you a better understanding about what it takes to be successful in a particular field.
- ✓ Contacts can give you the "inside scoop" about an organization:
 - Who is in charge
 - The organizational culture
 - New changes or directions that may be happening
 - Tips on writing your cover letter
 - Tips for interviewing

Places to Start

- ✓ St. Vincent's College Alumni Association
- ✓ Extended Family
- ✓ Relatives of your Friends
- ✓ Professors, Advisors, Tutors
- ✓ Clergy
- ✓ Former co-workers or supervisors
- ✓ Members of clubs, religious groups, and other organizations to which you belong
- ✓ All the organizations near where you live or go to school

How to Begin

- ✓ Write, email, or phone the person you want to meet, and emphasize that you are *not* looking for a job but are researching a specific field or position.
- ✓ Set up a meeting and prepare questions. Come *prepared*- don't waste the time of a potential contact.
- ✓ Send the contact a thank-you note, and follow up when you have news or other relevant information to share. It's easy to get lazy and coast along

when your network is up and running. But, your network needs to be nurtured constantly if it is to continue to thrive. A simple email or phone call every now and again should keep things blooming for a long time to come.

Goals of Networking

Know what you want to gain from each networking encounter. This could include:

- ✓ Unpublished job opportunities.
- ✓ Referred to an opportunity you didn't know about.
- ✓ Keeping current with trends in your field.
- ✓ Increasing your base of contacts so that you have a great search reach

NEXT STEPS

Start your Job Search!

It's Time to Decide:

- ✓ What kind of job you want.
- ✓ When to begin your search.
- ✓ Where you want to search.
- ✓ How you will begin your search.
- ✓ Who to network with.

WE CAN HELP!

Visit the College Library Office to brush up on your job search skills!

OFFICE HOURS

Monday- Thursday, 10 AM – 3 PM
All Other Hours by Appointment Only

CONTACT INFORMATION

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Additional Sources

The following sources are retrieved from the Ebrary database in the Campus Portal (my.stvincentscollege.edu) under the Library Resource Tab:

Career Reboot : 24 Tips for Tough Times

Lees, John

Pages: 134

Publisher: Open University Press

Location: Berkshire, GBR

Date Published: 12/2009

Electronic Resumes and Online Networking : How to Use the Internet to Do a Better Job Search, Including...

Smith, Rebecca

Pages: 223

Publisher: Career Press, Incorporated

Location: Franklin Lakes, NJ, USA

Date Published: 11/2000

If Not Now, When? : How to Take Charge of Your Career

Arnold, Camilla Barrett, Jane

Pages: 223

Publisher: A & C Black

Location: London, GBR

Date Published: 06/2010

United States Career Guide

Going Global, Inc. Thompson, Mary Anne

Pages: 99

Publisher: Going Global, Inc.

Location: Mobile, AL, USA

Date Published: 01/2006

United States Country Career Guide

Going Global, Inc. Thompson, Mary Anne

Pages: 85

Publisher: Going Global, Inc.

Location: Mobile, AL, USA

Date Published: 05/2004