

Job Search Strategies

The average company receives 500 to 2,500 resumes and conducts approximately 10 interviews before it offers one job. Because of figures like these, a highly competitive job market and the fact that the most qualified individuals are not always selected for a job, you need to plan a creative job search. The following indicates some of the many job-hunting techniques that exist.

Traditional Strategies

- Want ads
- Cold calls
- Mass mailings
- Personnel offices
- Government listings/agencies
- Career and Employment Services
- Employment agencies/management consultants/executive recruiters
- Computerized services/clearing house systems
imaginative others

Non-Traditional Strategies

- Referrals/networking/informational interviewing
- Internal campaigning/externships/ internships/
volunteering
- Targeted mailings and telephoning
- Developing a position
- Self-employment
- Positioning
- Job search clubs

As you can see, there are many strategies that can be utilized. Non-traditional strategies tend to be the most effective approach. However, both traditional and non-traditional strategies can have positive results and when used together, will give you an optimal chance of job search success.

Traditional Strategies

Want Ads

- Position openings listed by employers in local and national newspapers, professional association journals, newsletters, and trade journals.

- Respond by indicated deadline with cover letter and resume.
- Highlight your qualifications, give examples, and justify that you meet every qualification sought.
- Subscribe to a major newspaper in your geographical preference area. (Sunday editions have largest listings)
- Good source for trends and position descriptions.
- Keep in mind, 80 percent of jobs that exist are unadvertised.

Cold Calls

- “Door-to-door” approach to make contacts with hiring personnel.
- Very time consuming and results in high rejection.
- Effective in small towns or federal and political offices.
- Make cold calls when energy level is highest.
- Avoid Mondays and Fridays.
- Don’t ignore support personnel, dress well, and notice bulletin boards for trends, contacts, and openings.

Mass Mailings

- Involves sending large volume of letters (usually 100 or more) to employers in a geographic area and/or career field of interest.
- Least effective method with low return rate of 3 percent.
- Limits your presentation.
- Necessary to market yourself well, individually type letters, and send resume and cover letter to specific person in organization.
- Keep records of to whom and when letters are sent for follow-up purposes.
- Follow-up letters with phone calls.

Personnel Offices

- Can provide annual reports, prospectus, and information on organizational structure, products and services, job titles and description, and internship opportunities.
- Usually make “no” decisions, but not “yes” decisions.