

# Job Search Skills



[https://www.youtube.com/watch?v=HMZqLh\\_cJw&list=PLOdeaKka\\_ZAIOP0Wf4pcw2-BYol6OmfFH&index=5&t=0s](https://www.youtube.com/watch?v=HMZqLh_cJw&list=PLOdeaKka_ZAIOP0Wf4pcw2-BYol6OmfFH&index=5&t=0s)

# THE JOB SEARCH

- Successful job search strategy includes:
  - Creating a plan
  - Conducting research
  - Taking action
- Identifies
  - Type of job you will be looking for
  - Tools and resources and their use

**Goal of job search is to secure an interview and job offer**

# Check YOUR Online identity BEFORE you begin your job search!!!

- Easiest & Cheapest way for employers to “see who you are”
  - Check for a favorable online identity
  - Internet is public information
  - Conduct a search on yourself

# THINK ABOUT IT

Does your social network site contain information that may hinder your or a friend's job search?

**What is on your Facebook –  
Instagram - TikTok Page??**

What type of photos, writing, or materials do you think are inappropriate for a potential employer to see?

## Once you begin your job search

- Maintain a professional e-mail address
  - When applying for jobs – check OFTEN!!
- Maintain a professional voice mail message
  - BE SURE IT IS SETUP
  - BE SURE IT IS NOT FULL
  - CHECK IT OFTEN

# ACTUAL PLACEMENT EMAIL SENT BY THE SCHOOL

----- Original Message -----

Subject: Technician Resume for your Consideration

From: "Krista Myers" <[krista.myers@rosedaletech.org](mailto:krista.myers@rosedaletech.org)>

Date: xxx

To: xxxxxxxx@[southhillshonda.com](mailto:xxxxxxx@southhillshonda.com)

Good Morning,

Please find the resume here of one of our recent graduates- XXXXXXXX  
XXXXXXXXXXXX. He expressed an interest in being considered for a position at  
South Hills Honda.

Let me know if you have any questions.

-Krista

# ACTUAL RESPONSE TO PREVIOUS EMAIL RECEIVED BY THE SCHOOL!!!

**From:** XXXXXXXX@southhillshonda.com  
**Sent:** xx  
**To:** Krista Myers  
**Subject:** RE: Technician Resume for your Consideration

Thanks Krista. **I do currently have an opening.** **I tried calling him and when that failed I sent him an email.** It is interesting with millennials. The vast majority do not set up their voice mails (those that do are usually full anyhow). I realize it is a texting generation but technically businesses are required to have a person opt in to have permission to text. Perhaps I am being a little anal but you might want to have instructors advise students to set up voice mail on their smart phones when they are attempting to enter the workplace.

I will text him from my personal phone but being perfectly honest **when I run an ad and get a flurry of responses I focus on those that I can reach by phone and only work my way down to "voice mailbox not setup" if I don't find an acceptable candidate who actually answers his/her phone or has a voicemail accepting messages.**

Thanks again for the lead.  
XXXX

# JOB SEARCH PORTFOLIO

## Items to include:

- Awards, certificates
- Copy of ID and/or driver's license
- Copy of DMV record
- Cover letter – sent to company
- Current state licenses
- Notebook & Pen
- Letters of recommendation
- Network list
- Performance appraisals
- Personal business card
- Personal commercial
- Planner for scheduling
- Reference lists
- Résumé
- Thank-you notes and draft
- Transcripts
  - Official / Unofficial
- Work samples



# JOB SEARCH PORTFOLIO

- Maintain an Electronic job search portfolio
  - Computerized folder that contains electronic copies of job search documents
  - Scan copies of documents in your hardcopy portfolio
  - Send as attachments if needed

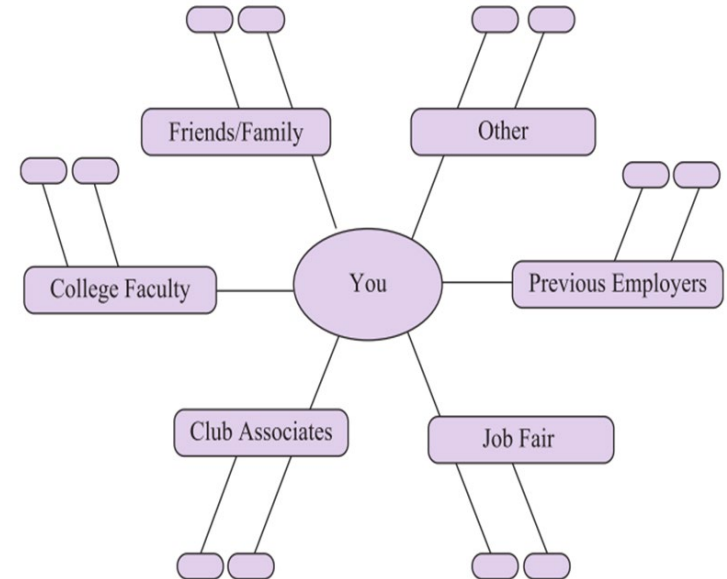
Create a Word, PDF, and Plain Text copy of your resume!!

# SOURCES OF JOB LEADS

- Directly from a targeted company (SOLICITED)
- Internet search
  - Job banks, social networking sites, message boards
- Industry journals and associations
- Current employees of target industry/company
- Posted job positions / job fairs
- Your professional network (LinkedIn)
- Government career assistance centers
- Employment agencies

# PROFESSIONAL NETWORKING

- **Networking:** the act of creating professional relationships (**LinkedIn – Next Slide**)
  - Resource of individuals to call upon for professional assistance and/or advice
  - Face-to-face interaction or social media
  - People to include in network:
    - Coworkers
    - Supervisors
    - Instructors
    - Family
    - Friends



# PROFESSIONAL NETWORKING

## LinkedIn

- A business-oriented social networking service
- Founded in December 2002 / launched May 2003
- Used for professional networking

<https://www.linkedin.com/>

- Follow the prompts to complete your enrollment
  - ✓ You do NOT need to pay for the premium membership
  - ✓ We are Rosedale Technical **COLLEGE**

# Other Network Opportunities:

## Create a Profile of Handshake

(this is an assignment – details on the assignment webpage)

## Join Rosedale Tech Alumni Group on Facebook

# 60 Second Commercial

**A brief monologue describing the benefits of buying a product - YOU!**

- **Why develop a 30-60 second commercial?**

You come across more poised and confident

Your commercial makes the listener aware of your attributes that you can bring to the position

- **When should I use my 30-60 second commercial?**

During your INTERVIEW

In a COVER LETTER

At PROFESSIONAL & SOCIAL meetings

# 60 Second Commercial

- **YOUR COMMERCIAL SHOULD:**

- Use concise and clear language that is not over- detailed
- Sell your professional abilities and experience
- Emphasize your strengths and link them to the needs of the employer
- Use descriptive statements or specific examples of your acquired skills and abilities
- State the kind of position that you are seeking

<https://www.youtube.com/watch?v=Jh2UQgtvWog>

<https://www.youtube.com/watch?v=E5ZJUkUiaPg>

# SOURCES OF JOB LEADS

## Unsolicited Cover Letters and Résumés

- Send cover letter and résumé (may be through electronic means)
  - One to the human resources manager
  - One to the manager of your target job
- Prior to sending, call company to secure names of both managers
  - Correct spelling
  - Correct gender
- Increases the opportunity to secure an interview



# COVER LETTERS

- **Cover letter:** formal letter used as an introduction to a résumé
- First impression for potential employers
- Use a friendly but professional tone
- Point out how you can meet the employer's needs
- **Do not duplicate résumé; instead, expand the areas of interest to target employer**

# COVER LETTERS

## See Example

- Paragraph One:
  - Purpose of the letter, specific position, how you learned about the position
- Paragraph Two:
  - Refer to attached résumé, highlights requested qualifications and skills, communicates what you can offer the employer
- Paragraph Three:
  - Request **AN INTERVIEW**
  - State a follow up
  - Be courteous



# COVER LETTERS

- Carefully review job announcement to identify key job skills and highlight company needs
- Include key qualifications in both cover letter and résumé
- In the cover letter:
  - Mention the target company by name
  - List specific qualifications (reflected from the job posting) that make you an excellent candidate to interview
- Include telephone number on both
  - Telephone voice mail is professional

# COVER LETTERS

- Although it is acceptable to use “I” and “my” in a cover letter, be careful not to begin most sentences with the word “I”
- Address cover letter to specific person
  - AVOID: To Whom It May Concern
- Refer reader to the résumé
- Request interview (**not job**) at close of letter
- Display initiative

# TAILORING YOUR COVER LETTER

- **Emphasize specific qualifications for the individual job in the cover letter**
- List phone and e-mail address in cover letter
  - Make phone message professional
  - Check email regularly

# EMPLOYMENT APPLICATIONS

- Complete all required fields
- Applications are legal documents and can be used for:
  - Credit checks
  - Background checks
- Fully understand agreement prior to signing
- Be sure to check the appropriate box for contacting current / previous employers
- A keyboarded application is best – **WHY?**
  - May be online or at a kiosk

# PROTECTING YOUR PRIVACY

- Be cautious and only share personal information with reputable sources
- Beware of identity theft
- Ensure employer is legitimate
- Do not share birth date or social security number until you are a finalist for the job

# KEEPING THE RIGHT ATTITUDE

- Stay positive
- Stay active
- Keep learning
- Stay connected
- Stay focused
- Keep job search confidential
- Do not quit current job before accepting a new job
- Do not bad-mouth your company or anyone that works for your current or former employer



# Questions OR Comments

