Non-Academic Job Search

sponsored by the

East Carolina University

Career Center & Graduate School

Graduate School ● 131 Ragsdale
Greenville, NC 27858
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The Career Center ● 701 East 5th Street
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Greenville, NC 27858
252-328-6050 ● www.ecu.edu/career
Take your outstanding education, your skills and abilities, marketable résumés and cover letters, match it with positions of interest and finish with a polished self-presentation.

The end result is a well-rounded, well-groomed, highly presentable and marketable individual that looks irresistible to the employer and leads to employment opportunities!!!!
The Job Market Today

The Good and Bad News

- 157,000 jobs were added to the U.S. economy in January 2013
- Many economists believe the 7.9% jobless rate will fall slowly
- More US employers plan to increase their work force in the next six months
- It is “buyer’s market” for employers with jobs

NACE Salary Survey Report, January 2013
Effectiveness of Job Search Channels

- Networking: 30-49%
- Direct Contact with Decision-Makers: 19 – 37%
- Published Job Openings: 15 – 24%
- All others: 1 – 16%
The “Hidden” Job Market

- Approximately 80% of available jobs are never advertised
- Employers rely on personal referrals
- Make contact before an employer knows they need you
Four Stages of a Job Opening

1. No opening exists, but employers are always looking for good people

2. The need to hire someone is clear; insiders know, but no action has been taken

3. Job now available; internal posting, referrals accepted, resumes/applications accepted

4. Ad is put in newspaper, journal, etc.; personnel services possibly contacted
It’s a Scary Job Market . . .

But don’t despair – there are strategies to help you find a job, even in a down economy
How To Start?

GET ORGANIZED!!!

BE PREPARED. DON’T WAIT UNTIL YOU GRADUATE TO DEVELOP YOUR JOB SEARCH PLAN!

- Plan What? What kind of jobs will you apply for? What are their tasks and responsibilities (Focus 2, O*Net).

- Plan Where? Where do you plan to apply? (cities, states, etc.)

- Plan Who? Who do you wish to work for? Narrow down your job search to specific companies, agencies, hospitals, clinics, etc. Research the companies and the demographics they serve.

- Plan How? How will you market yourself as an asset to potential employers. Know the true benefits of your résumé's, cover letter, interview skills, and career skills.
DO YOUR RESEARCH!!!

- The Three Rs (page 20 of Career Success Guide)
  - Research the Company
  - Research the Position
  - Research Yourself

- Utilize resources provided by Career Center (Focus 2, CareerNET) and within surrounding community

Explore Career Options
Things To Consider While Researching...

- **Job Descriptions and Duties**
  - the language, values, and culture of the industries that interest you

- **Required skills** (hard and soft)

- **Labor Market Information** (Are the jobs there?)

- **Salary Range** (What is your comfort zone?)

- **Training Requirements** (Does your desired career require an advanced degree?)
Research Tools

Research the Company
- Hoovers
- Job Links

Research the Position
- O*NET
- FOCUS 2
- Professional Associations

- Versatile PhD
- PostDoc Jobs
- Wet Feet
- Social Media

http://www.careereducation.columbia.edu/resources/tipsheets/non-academic-career-options-phds-and-mas
Self Assessment

What can you do?

- Move away from thinking in terms of your accomplishments, and think in terms of the skills you’ve developed.

- Reframe your research or teaching experiences to match the industry you’re entering (i.e. a consulting employer would be interested in your strong communication skills, training skills, and complex problem solving skills).
CV or Resume?

Curriculum Vita (CV)?
- Overview of academic accomplishments
- Primarily used for academic positions
- Should be frequently updated
- Generally several pages in length
- Constructs a scholarly identity

Resume?
- Highlights job-related skills, education, experiences & activities
- Primarily used for non-academic positions
- Should be targeted and 1-2 pages
- Constructs a professional identity
- Purpose is to obtain an interview
Résumé

• Résumés are a marketing tool that can allow you to be in multiple places at once!

• You must appear to be the right “fit” for what that employer is looking for.

• The goal of a résumé is to make yourself look so outstanding on paper and so amazing to employers that they cannot pass up the opportunity to interview you!

Good Résumés Are Ones That Lead To Job Interviews!
Résumé

Take time to look long & hard at your résumé’ and ask yourself:

- What does it say?
- How does it flow?
- How does it fit with the employer’s needs?

**HOW DOES IT LOOK?**

- Play up your best assets by highlighting your education and training
- Your education is key, especially if you do not have any prior background related to the job you are applying for.

How your résumé looks will draw attention, what it says will keep attention!
Résumés and Cover Letters go together like Meat and Potatoes!

They should be good enough to stand on their own but compliment each other when put together!

Every position you apply for should have a tailored cover letter and résumé.

(page 19 of CSG)
Interview Skills

Necessary Job Interview Skills:

- Know your history (work and education)
- Know your training (details, results oriented)
- Know your skills and abilities
- Know your worth!

Confidence is Key!! Recognize you are an asset to any company!

Interviewing takes skill and practice. The challenge is to anticipate the “Invisible Hurdles” that are set up by the interviewers and have a plan of action to jump them. The key lies in your confidence in your abilities and training.
Top 10 Skills Employers Want

1. Communication skills
2. Strong work ethic
3. Teamwork skills
4. Initiative
5. Analytical skills
6. Computer skills
7. Flexibility/adaptability
8. Interpersonal skills
9. Problem-solving skills
10. Technical skills

Data collected from JobWeb.com
8 Common Job Search Mistakes

1. Relying on one strategy
2. Lack of focus/career objective
3. Failure to identify and use network
4. Targeting only large employers
5. Failure to follow-up
6. Unprofessional materials/appearance
7. Impersonal approach
8. Underestimate time needed to search
Keep It In Perspective

- Don’t take rejection personally
- Maintain a balance between job search and everyday routine
- Remind yourself of your skills and accomplishments
- Use your resources
- Be persistent - you will find employment
You Are Not Alone

Utilize the ECU Career Center!
www.ecu.edu/career

The Career Center is here to help students navigate the intricate job search process. We provide assistance with résumés, cover letters, and interviews.

The Career Center also hosts career fairs where you are learning valuable information and gaining hands on experience in networking and marketing yourself.
Your Success is Our Business!

Career Planning
Skills Assessments
Major and Career Decision Assistance

Career Tool Kit Preparation
Resumes, Cover Letters, Practice Interviews

Internships
Identify and Apply for Opportunities

Connecting with Employment Opportunities
PirateJobs, Career Fairs, On Campus Employer Visits

Graduate School Identification and Application
Writing Personal Statements
Evaluating Graduate/Professional Schools

www.ecu.edu/career

For an appointment call: 252-328-6050