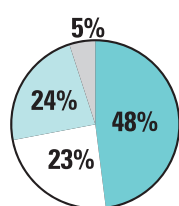


Three Tips For Job Hunting

1. Over 75% of all jobs are not advertised.

We continually have several hundred current openings in our UNCW Online Job Listings, but they represent only a small portion of jobs that are available. It costs time and money for an employer to develop a description and advertise a job. It's quicker and cheaper to ask around. Does any current employee know of a good candidate? Do any colleagues in the industry know of anyone they might recommend? So how do you get into that network?



How Job Seekers Find Jobs

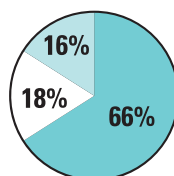
- Friends or relatives
- Cold contact with employer when no job was posted
- Alumni or school placement contacts
- Newspaper or Web ads

2. Who you know is as important as what you know.

Most people find job openings through personal contacts. Employers would rather hire someone they know, or who is vouched for by someone they respect. Don't ignore advertised job listings, but spend more time developing a network of contacts in your field.

U.S. Employers

- Small- Less than 250 employees
- Medium- 250 to 1000 employees
- Large- Over 1000 employees



3. The majority of Americans work for companies with 100 employees or less.

While most college students look for jobs with large "name brand" employers, most Americans work for smaller companies. And these smaller organizations often don't attend job fairs or advertise at online job sites. You will need to find them yourself through employer research and networking. The positive aspects of working for smaller organizations is that they are usually less impacted by economic downturns, are more likely to promote quickly, provide a broader range of work experience, and value personal contributions.

Job Search Resources

Step 1: Target Your Search

- **Career Services** www.uncw.edu/career
 - Self Assessments: Choices, Humanmetrics
 - What Can I Do With A Major In...?
 - Top 20 Qualities/Skills
 - UNCW Online Job Listings
 - CareerSearch
 - eLeads
 - Relocation Resources
 - Explore and Research Careers
 - Your Job Search
 - Appointment with UNCW Career Counselor
- **Randall Library** <http://library.uncw.edu>
 - Employer Directories, Newspapers, Business Journals, Telephone Books, etc.

Step 2: Research Your Targets

- **UNCW Career Services**
 - CareerSearch- national employer database
 - Researching Employers- on Web site
 - Appointment with UNCW Career Counselor
- **Riley Guide: Research & Target Employers**
 - www.rileyguide.com/research.html
- **Researching Companies Online**
 - www.learnwebskills.com/company/

Step 3: Contact Your Targets

- **UNCW Career Services**
 - UNCW Online Job Listings
 - Fall & Spring Job Fairs
 - Brochure Series:
 - Resume Writing
 - Cover Letters
 - Job Interview Tips
 - Portfolios
 - Informational Interviewing
 - Writing Your Curriculum Vitae
- **Online Job Search Tutorial**
 - www.collegegrad.com/jobsearch/

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Career Services
Division of Student Affairs
"Creating Experiences for Life"



Job Search Step 1: Target Your Search

What Types of Jobs?

Assess your interests, values and skills. Check out the links on the UNCW Career Services Web site under "Self Assessments." Also explore the section, "What can I do with a major in...?"

As employers evaluate college graduates for jobs, they look for a number of skills and qualities. Think how you have developed these skills and qualities in the classroom, internships, part-time jobs, campus activities and volunteer work.

- Work ethic, self-motivation, time and money management
- Physical skills, maintaining health and appearance
- Verbal communication, one-on-one and with groups
- Written communication, including editing and proofing
- Working directly with people, relationship building and teamwork
- Influencing people, effective sales and leadership skills
- Gathering information through various media
- Using quantitative tools, e.g., spreadsheets and graphs
- Asking and answering the right questions
- Solving problems

[10 Things Employers Want You To Learn In College, by Bill Coplin]

Which Employers?

Identify employers who typically hire graduates with your academic major or in your fields of interest. Research employer directories and online databases. Review job listings not just for current openings, but also for information about which industries are hiring, what skills and experience they prefer, etc. Check out resources such as UNCW Online Job Listings, CareerSearch, eLeads and "What Can I Do With A Major In....?"

Which Geographic Areas?

In which areas of the country or the world would you prefer to live? Some of the factors listed below may help you focus your decision:

- Cost of living, housing, etc.
- Economy, job market
- Population, age groups, etc.
- Recreation
- The Arts
- Educational opportunities
- Transportation, airport
- Climate
- Social environment
- Healthcare
- Crime rates

Job Search Step 2: Research Your Targets

Research Potential Employers

Doing homework on your targeted industries and companies will not only help you prioritize your job goals, but also will help you better prepare your targeted cover letters, and perform more impressively in your job interviews.

Consider these questions as you research specific industries and employers:

- **Products/Services:** What products/services do they offer? What new products/services are being developed? Who are the primary users of these products/services? In what sector of the market are they used?
- **Company Culture:** How do they describe themselves? What seems to be the organizational culture, values and priorities? What is their reputation? How do they treat employees? What would it be like to work for them?
- **Financial Information:** Organizational structure, profit vs. non-profit, funding sources? What is the total revenue? Sales trends? Which part of the organization is growing?
- **Key Personnel:** Who is their president, CEO? Do they employ any UNCW alumni? Any recent additions to their management team?
- **History/Mission/Goals:** How old are they? What major events shaped their history? Where are their headquarters? Regional offices? Current mission and goals?
- **Marketing Strategies:** What key brand names do they own? What forms of advertising are used? Are there new initiatives? Where are their products/services sold, distributed and placed against the competition?
- **Key Clients:** Who are they? What important service or product do they provide? Is this company targeting new clients?
- **Major Competitors:** Who are they? How do they compete? Do they have more market share? Who are the major players in this industry? Who are the up-and-comers?
- **Major Trends:** What are the current trends in this industry? New competitors? Technology? Globalization? Government regulations?

Job Search Step 3: Contact Your Targets

• Powerful Resume and Cover Letters

Create a powerful resume that effectively communicates the skills, knowledge and experience you will bring to the employer. Target your cover letter to a specific job opening or to a specific employer.

• Meet Employers On-Campus

Employers visit the UNCW campus throughout the year for job fairs, on-campus recruiting, information sessions, and presentations to academic classes and student organizations. Make good use of these opportunities. Stay informed about these employer visits through the Career Services web site and your departmental faculty.

• Network With Targeted Employers

Over 75 percent of job openings are not advertised, so networking in your field is vital. Contact individuals working in organizations or industries that interest you, express your enthusiasm for shared career areas, communicate your related skills and experience, and maintain contact with them. This can be the beginning of a career-long professional network for you. Start with people you know and expand your network. Some potential network members are:

- Family, friends of family and family of friends
- UNCW faculty and Career Services staff
- Present/former employers and co-workers
- Professional association members

People in your network can provide valuable insider information about your career field of interest, specific organizations in the field, potential positions, etc. Ask your network contacts questions such as:

- How did you get started in this field?
- What do you like best and least about what you do?
- What skills are most needed in this career field?
- What are current trends in this field?
- How would someone get into this field at the entry level?
- Do you know of any available positions within your company or other companies?
- Who are some other people I should talk to about this field?