LESSON 32

JOB SEARCH AND EMPLOYMENT

Outline:

Human Relations / Personnel Communication Writing Resumes & Application Letters

Human Relations / Personnel Communication Management Information Systems

Organizing your Approach

Organize your approach to the Employment Process and don’t worry if you don't have personal contact in an organization. Find out where the job opportunities are. Which industries are strong? Which part of the country is booming?

Stay Abreast of Business and Financial News through

• Major newspaper

• Trade magazine (print or line edition)

• Scan business page/watch television

Research Specific Companies

Make a list of desirable employers. Identify a promising industry.

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Learn about Organization

Find out if a company maintains website. You’ll find information about organization's mission, products, annual report employee benefits etc.

Respond to Job Opening

Send resumes quickly and cheaply through e-mail and send focused cover letters directly to executives doing the hiring.

Find Career Counseling

College placement centers offer individual counseling on campus. Seek help from them.

Analyze your Purpose & Audience

• Study your purpose and your audience to tailor your message for maximum
 effect.

• Gather relevant information about you and the employer you are targeting.

• Establish a good relationship by highlighting those skills and qualifications that
 match each employer.

Writing Resumes & Application Letters

Preparing Resumes

By sending out such employment messages, you have an opportunity to showcase your
communication skills -the skills valued highly by the majority of employers. In fact, your
success in finding a job will depend on how carefully you plan, write, and complete your
resume.

Analyze your Purpose and Audience

A resume is a structured, written summary of a person’s education, employment background, and job qualifications. Resume is a form of advertising. It is intended to stimulate an employer’s interest in you. A successful resume inspires a prospective employer to invite you to interview with the company. Thus, your purpose is to create interest. Don't tell readers everything about you. In fact, it may be best to only hint at some things. Consider the following.

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| --- | --- |
| Fallacy | Fact |
| Don’t think of a resume as a list allyour skills and abilities | A resume will kindle employerinterest and generate an interview |
| Get you the job you want | Get you in the door |
| Will be read carefully and thoroughlyby an interested employer | In fact your resume probably has lessthan 45 seconds to make animpression. |

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Investigate Pertinent Information

Include pertinent personal history. The specific dates, duties, and accomplishments of any
previous jobs you’ve held. Collect every piece of relevant educational experience that
adds to your qualifications, such as formal degrees, skills, certificates, academic awards,
or scholarships.

Information about Personal Endeavors: Give dates of your membership in an association. Offices you may have held in a club or professional organization? Presentations you might have given to a community group etc.

Adapt your Resume to your Audience

Because your resume will have little time to make an impression, make sure to adopt a “you” attitude and think about your resume from the employer's perspective. Ask yourself: What key qualifications will this employer be looking for? Which of these qualifications are your greatest strengths? What quality would set you apart from other candidates in the eyes of a potential employer? What are three or four of your greatest accomplishments, and what resulted from these accomplishments?

A Good Resume

A good resume is a flexible and can be customized for various situations and employers.
To write good resume, you need to show that you (1) think in term of result(2) know how
to get things done(3) are well rounded,(4) show signs of progress(5) have personal
standards of excellence(6) are flexible and willing to try new things(7) possess strong
communication skills.

Appropriate Organizational Approach

To focus attention on your strongest points, adopt the appropriate organizational approach - make your resume chronological, functional, or a combination of the two. The “right” choice depends on your background and your goals.

The Chronological Resume

In a chronological resume, the work-experience section dominates, immediately after the
name and address and the objective. You develop this section by listing your jobs
sequentially in reverse order, beginning with the most recent position and working
backward towards earlier jobs. Under each listing, describe your responsibilities and
accomplishments, giving the most space to the most recent positions. If you’re just
graduating from college, you can vary this chronological approach by putting your
educational qualifications before your experience, thereby focusing attention on your
academic credentials.

The chorological approach is the most common way to organize a resume, and many employers prefer it. This approach has three key advantages:

(1) employers are familiar with it & can easily find information

(2) it highlights growth and career progression

(3) it highlights employment continuity and stability

The chronological approach is especially appropriate if you have a strong employment history and are aiming for a job that builds on your current career path.

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