

How should I hunt for a job?

Chapter 11

Job Search Skills

Key Terms

want ads
open ad
closed ad
networking
private employment
agency
public employment
service
electronic bulletin
boards
résumé
references
portfolio
job application form

Chapter Objectives

After studying this chapter, you will be able to

- use want ads, the Internet, and other job search tools.
- prepare a personalized résumé, list of references, and portfolio.
- develop a list of potential employers.
- complete a job application form.

Key Concepts

- Knowing where and how to find a job is a valuable skill.
- Résumés and portfolios tell potential employers about you.
- A job application form helps employers compare your job qualifications to those of other job candidates.

Sources of Information About Jobs

The job search is one of the most important steps in your career. Knowing how and where to find a job is a valuable skill. As a new worker, you should be careful in your choice of employment. The job you choose may last for many years.

Think carefully before making a career choice. Study the companies in your area. Ask questions about the kinds of jobs they offer. Think about your hobbies and other interests. These can help you select a job you might enjoy. When looking for a job, use as many sources of information as you can.

Want Ads

Want ads appear in the classified section of the newspaper. See 11-1. Want ads are also called *classified ads*. They are a common source of information about available jobs. Some want ads are easy to read and understand. Other ads are more difficult to read because they include many abbreviations. Common abbreviations are listed and explained in 11-2.

Classified ads may be either open or closed. An **open ad** gives you specific information about the job, pay range, and company. A **closed ad** gives general information about the job. The company's name and a salary figure are rarely given. Instead, you are directed to send your résumé to a post office box, a fax number, or an e-mail address.

Networking

One of the best ways to find job openings is by **networking**. This involves checking with family, friends, and other people you know. Ask if their employers are hiring. Perhaps they know someone who works for a company that is looking for help. Generally, people will be eager to help you in your job search.

Internet

Searching the Internet is a good way to find information and leads for a job. The Internet provides information on

want ad

A source of information about available jobs, found in the classified section of the newspaper.

open ad

A classified ad providing specific information about a job.

closed ad

A classified ad giving general information about a job.

networking

Checking with family, friends, and other people you know to find out about job openings.

11-1

Check the want ads in the classified section of your local newspaper for leads to jobs.



Community Connections

Invite representatives from local employers who are involved with placing want ads for their companies. Prepare questions in advance, such as the following: How much work goes into developing a job ad? Do the companies place open or closed ads? Where are the ads placed?

Classified Section

Employment Opportunities

Help Wanted	Help Wanted	Help Wanted
<p>ADMINISTRATIVE ASSISTANT Expd. administrative assistant for expanding law firm. Must be organized, detail-oriented, and able to work in fast-paced environment. Previous law office exp. a plus. Résumés to: Human Resources, 135 S. LaSalle, Cleveland, OH 45204</p>	<p>DRIVER West side electrical contractor has opening for driver. Will train. Some overnight travel required. EOE. Send résumé to MHX 288, Journal 45211</p>	<p>MARKETING SPECIALIST Immediate opening for marketing specialist. Assist in the coordination, implementation of current marketing and new business initiatives. Identify business objectives for new and existing programs that drive the data selection and targeting processes. Send résumé to D. Beckman, Center Bank, 8743 Manor Drive, Cleveland, OH 45216. No calls/e-mails/faxes. EOE</p>
<p>CABINET MAKER Position open for expd. furniture maker. Good opportunity for advancement. Call Mike 555-2376</p>	<p>EDITOR Editor needed to review manuscripts for textbooks. Strong writing skills req. Teaching exp. a plus. Send résumé, recent writing samples, and salary requirements to: Box MHX 592, Journal 45211</p>	
<p>CHEF Seeking executive chef for new retirement community. Call 555-8605 bet. 1 & 3 p.m.</p>	<p>MACHINIST Expd. machinist needed to repair and rebuild all plant equipment. First shift. Good salary and benefits. Apply at ACE MFG. CO. 5716 W. Roosevelt Rd. EOE</p>	<p>TECH SUPPORT MANAGER Computer/Info system company has opening for IT manager. Maintain network/software/phones/website. Provide direction in using IT to improve performance/service to public. Municipal exp. desirable. E-mail résumé to jwatson@homewood.oh.us. EOE</p>

Abbreviations in Want Ads

a/p—accounts payable	mfg.—manufacturing
a/r—accounts receivable	mgr.—manager
asst.—assistant	mgt.—management
BA—Bachelor of Arts degree	min.—minimum
bet.—between	nat'l—national
bkgg.—bookkeeping	nec.—necessary
BS—Bachelor of Science degree	neg.—negotiable
bus.—business	oppty.—opportunity
co.—company	o/t—overtime
comm.—commission	p/t—part time
dept.—department	refs—references
EOE—equal opportunity employer	req—required
eves.—evenings	sal.—salary
exc.—excellent	secy.—secretary
exp.—experience	steno—stenography
f/t—full time	temp.—temporary
g/l—general ledger	trans.—transportation
hrs.—hours	wk.—week or work
immed.—immediate	wpm—words per minute
lic.—license	yrs.—years

11-2

Knowing these abbreviations will help you understand the want ads.

jobs in your area and across the country. Sometimes the information resembles newspaper want ads. When you use such search words as *job opportunities* or *careers*, hundreds of sources of information appear.

You can use the Internet as a job search tool in two ways. First, you can search the Internet for specific jobs. Also, you can post your résumé on job-search bulletin boards. These electronic bulletin boards are sites that many employers review to find employees. When you post a résumé on the Internet, many employers know you are available for work.

A résumé posted on the Internet becomes public information. It is wise to take precautions to safeguard your privacy. Omit your home address and the address of your current employer. You can provide that information later at an interview.

The Internet is becoming one of the primary sources of job leads. To access these leads, take some time and plan. You should first organize your search materials to prevent becoming overwhelmed with responses. If you do not organize your search, you could receive information on countless jobs that do not interest you. See 11-3.

When you use the Internet to search for a job, you will need an electronic résumé. This will be discussed in more detail later in the chapter. Electronic bulletin boards are also discussed later in this chapter.

Employment Agencies

private employment agency

A business that helps people find jobs for a fee.

Employment agencies fall into two categories, private and public. **Private employment agencies** are businesses that help people find jobs. This type of employment agency receives a fee from either the employer or the applicant. Find out the exact cost and who is responsible for paying it before using the service.

The fees charged by private employment agencies vary. Some are only as much as the applicant earns in one week on the new job. Others are thousands of dollars.

public employment service

A government-supported group that helps people find jobs for free.

The government supports **public employment services**. They receive no fees. They help people find jobs in government, industry, and other areas. Most large cities have

11-3

The Internet puts information about thousands of jobs at your fingertips. Focus on those that match your interests.



public employment services. To find the office nearest you, look in the “State government” telephone listings under *Job Service* or *Employment*.

The Yellow Pages

The Yellow Pages give information about businesses in your community. It is another source to check when looking for a job. The Yellow Pages can help you select employers based on your areas of interest. To use the Yellow Pages, look up a topic of interest, perhaps *computers*. Then look below that heading to find companies you would like to contact.

Community Bulletin Boards

People often place ads on community bulletin boards. These can be found in places like supermarkets, bus stations, and drugstores.

You may wish to place your own ad on a bulletin board. It might read as follows:

Wanted—Lawn care position
Have experience and my own car
Call 555-7272.

Electronic Bulletin Boards

Electronic bulletin boards allow you to post and read messages on the computer. Electronic bulletin boards act as a media for the exchange of information among large groups of people. They combine the features of electronic mail with private computer conferencing. They have a much larger audience than a community bulletin board, so there is more of an opportunity to interact and get a job.



Community Connections

Examine the want ads posted on bulletin boards throughout the community. Also, answer the following questions: How many job openings were posted at each site and how many job-wanted ads were also posted? What types of jobs were posted there?

electronic bulletin boards

These allow you to post and read messages on the computer, acting as a media for the exchange of information among large groups of people, combining the features of electronic mail with private computer conferencing.



Your Reading

Which sources of information would you find most useful in finding job opportunities?

résumé

A formal written summary of a person's education, work experience, and other qualifications for a job.

Résumés

Suppose you decide what kind of work you want and where to apply for a job. The next step is to get your paperwork in order. Many employers will ask for a copy of your résumé. A *résumé* describes your education, work experience, and other qualifications for work.

Preparing Your Résumé

The employer's first impression of you may come from your résumé. It is important that the information be correct and neatly organized. Your full résumé should include the following information:

- name
- address
- telephone number
- cell phone number
- e-mail address
- career or employment objective
- current employer and date of employment
- past employers and dates of employment
- schools attended, dates of attendance, and general course of study
- school and community activities and honors
- special skills
- the availability of references

Each section of the résumé is important. You should keep your résumé current, updating it as changes take place. See the example in 11-4.

A good résumé contains facts about you that are important to the job you seek. Employers will want to know about your experience and education. Facts about activities and honors are important, too.

People with little or no work experience will want to report extracurricular activities that demonstrate the qualities employers seek. These qualities include dedication, a willingness to cooperate, and originality.

JOYCE Q. HENRY

123 South River Street

Trenton, NJ 07864

609-555-1141

jqhenry@serviceprovider.com

JOB OBJECTIVE

Administrative Assistant

EMPLOYMENT

- J.B. Van Buran, Inc.
13 West End Avenue
Trenton, NJ 07864
Retail Sales Person: Assisted customers with selections; straightened merchandise displays; processed returns; closed sales.
2/20XX to present
- Speedy Serve
Route #31
Trenton, NJ 07864
Counter help: Filled customer orders; cleared tables; cashier.
11/20XX to 2/20XX

EDUCATION

- Trenton High School
Chambers Street
Trenton, NJ 07864
Graduated June, 20XX
Major: Office Occupations Program, including classes in Microsoft Office, WordPerfect, Microsoft Word, Excel, and PowerPoint
- Junior High School No. 2
Olden Avenue
Trenton, NJ 07864
Graduated June 20XX
Major: General Studies

ACTIVITIES AND HONORS

- President, Business Professionals of America local chapter—20XX
- Vice President, Student Council—20XX
- Member, Ski Club
- Member, Mercer County 4-H Club

SPECIAL SKILLS

- Keyboarding, word processing, microcomputer applications, and business mathematics
- Fluent in Spanish

REFERENCES

- Available on request

11-4

A good résumé is neat and accurate.

People with special skills may list them in a separate category. This helps to highlight a person's specialty area.

Personal information, on the other hand, should never be included. Examples of such information involve your age, height, or marital status. Including this information may

convince some employers that you have no further job-related facts to provide.

Many students are finding they need two basic forms of résumé. The traditional form, which is a printed résumé, is used to take to interviews and to respond to newspaper ads. An electronic form is used for job searches on the Internet.

Carefully proofread your résumé. Also, have someone review your résumé before you send it to potential employers.

Electronic Résumés Sent to Potential Employers

Your job search on the Internet requires a different style of a résumé. A résumé used on the Internet is often referred to as an *electronic résumé*. Electronic résumés use simplified formats because they must be readable to many different types of computers. The simplified format is often called *plain text* or *text only*. The example in 11-5 is a plain text résumé.

Create an electronic version by opening your existing résumé document and saving a copy as a text file. (Be sure to preserve the original formatted document.) Saving a copy as a text file eliminates formatting codes. Electronic résumés do not contain columns, indents, bullets, or bold or italic type.

Although electronic résumés eliminate normal formatting, some attention-getting devices can be used. Notice the use of capitalization and asterisks in the example. See 11-5. When you develop your electronic résumé, follow certain rules.

- Use an 11-point, standard-width typeface, not a condensed style.
- Make sure no line exceeds 65 characters. Hit the *enter* key to force additional words to another line.
- Include every keyword that applies to you. For example, do not simply write *word processing*. Instead, list all the specific computer programs you use.
- Never e-mail an attachment. Send your cover letter and résumé as text in a single message.
- Close your e-mail message stating that a fully formatted hard copy is available.
- Before e-mailing your résumé to an employer, send it to yourself and a friend. Check whether the document appears as planned upon arrival. If not, adjust the format before using it.

Sample Electronic Résumé

JOYCE Q. HENRY
 123 South River Street
 Trenton, NJ 07864
 609-555-1141
 jqhenry@serviceprovider.com

JOB OBJECTIVE
 Administrative Assistant

EMPLOYMENT

*Retail Sales Person: Assisted customers with selections; straightened merchandise displays; processed returns; closed sales. 2/20XX—present
 J.B. Van Buran, Inc.
 13 West End Avenue, Trenton, NJ 07864

*Counter Help: Filled customer orders; cleared tables; cashier.
 11/20XX to 2/20XX
 Speedy Serve
 Route #31, Trenton, NJ 07864

EDUCATION

*Trenton High School, graduated June, 20XX
 Chambers Street, Trenton, NJ 07864
 *Major: Office Occupations Program, including classes in Microsoft Office, WordPerfect, Microsoft Word, Excel, and PowerPoint
 *Junior High School No.2, graduated June, 20XX
 Olden Avenue, Trenton, NJ 07864
 Major: General Studies

ACTIVITIES AND HONORS

President, Business Professionals of America local chapter—20XX
 Vice President, Student Council—20XX
 Member, Ski Club
 Member, Mercer County 4-H Club

SPECIAL SKILLS

*Keyboarding, word processing, microcomputer applications, and business mathematics
 *Fluent in Spanish

REFERENCES

Available on request

11-5

An electronic résumé that you would send to potential employers is simple and plain so that it is readable on different types of computers.

Use this electronic résumé when responding to a specific want ad or employer. If posting a résumé to a site that anyone can view, you will want to remove your private information, as discussed next.

Electronic Résumés for Internet Posting

The type of résumé shown in 11-6 should be used in general Internet job searches. It follows the same format as the electronic résumé to be sent to potential employers with one important difference. All personal information is deleted. Internet postings of personal information are sources for identity theft and Internet stalking.

Your posted résumé should only report your specific qualifications and work experience. This form may be posted on Internet job boards or Internet employment sources.

11-6

An electronic résumé for Internet posting should never include personal information, such as your name and address.



Making a Difference

Check the local sections of the paper or any special newspaper sections that list volunteers needed. Check for any listings that might be from a community agency with which you could obtain work experience. You should include this work experience on your résumé.

Sample Electronic Résumé for Internet Posting

JOB OBJECTIVE

Administrative Assistant

EMPLOYMENT

*Retail Sales Person: Assisted customers with selections; straightened merchandise displays; processed returns; closed sales. 2/20XX—present

*Counter Help: Filled customer orders; cleared tables; cashier. 11/20XX to 2/20XX

EDUCATION

*High School Graduate

*Major: Office Occupations Program, including classes in Microsoft Office, WordPerfect, Microsoft Word, Excel, and PowerPoint

ACTIVITIES AND HONORS

President, Business Professionals of America local chapter—20XX

Vice President, Student Council—20XX

Member, Ski Club

Member, Mercer County 4-H Club

SPECIAL SKILLS

*Keyboarding, word processing, microcomputer applications, and business mathematics

*Fluent in Spanish

REFERENCES

Available on request

REPLY TO: jqhenry@serviceprovider.com

References

References are people who know you. They can comment on your character and skills.

When choosing references, choose people who will be respected by an employer. Such individuals include coaches, teachers, school counselors, and former employers. Choose three or four people who know you well enough to answer an employer's questions.

Do not choose a friend, parent, or relative as a reference. Employers will probably not trust the accuracy of any reports they give about you.

Always ask for permission to use a reference's name. Get permission before you give that person's name to an employer.

In your résumé, say that references are available on request. When an employer asks for your references, provide a separate page that lists them. Do not guess about names, job titles, addresses, or phone numbers. Be sure everything is accurate.

Portfolios

A **portfolio** is a selection of materials that you can use to document your accomplishments over a period of time. To compile a portfolio, select your best work samples to showcase your achievements. These items might provide evidence of career skills as well as academic skills. Some of the items you might include in your portfolio are

- career summary and goals
- work samples (including photographs and videos) that show mastery of specific skills
- writing samples that show communication skills
- a résumé
- letters of recommendation that document specific career-related skills
- certificates of completion
- awards and recognition
- memberships in student organizations and participation in conferences and workshops

references

People who can speak about a person's character and skills.



Your Reading

What is the difference between a traditional résumé and an electronic résumé for Internet posting?

portfolio

A selection of materials that you can use to document your accomplishments over a period of time.



Your Reading

What should your portfolio reflect about you?

job application form

A form completed by a job applicant to provide an employer with information about the applicant's background.

- transcripts, licenses, and certifications
- volunteer work/community service
- reference list

Portfolios encourage self-reflection and self-assessment. The portfolio is assembled to reflect your skills and talents. It can be a useful tool in interviews with potential employers. Once you have developed your portfolio, keep it current and up-to-date. In addition to the traditional portfolio, you might consider developing an online Web-based portfolio.

Job Application Forms

Many companies will ask you to complete their **job application form**. This form asks for information about you and your background. It helps employers compare your job qualifications to those of other job candidates.

Whenever you apply for a job, be prepared to complete a job application form. If you have your résumé and a pen, you will be ready. You will have the information you need.

Read through the entire application before starting it. If you do not understand a question on the application, ask someone to explain it to you.

It is important that you complete the application neatly and correctly. Look at the two applications in 11-7. If you were the employer, which person would you hire?

First, read the directions carefully. Take your time and print the information requested. Always use a pen, never a pencil.

Respond to all questions. If a question does not apply to you, draw a short line in the space. If you leave a space empty, the employer may think you overlooked it or forgot to answer it. Sign your full name. Do not use a nickname.

If you can take the unanswered application form home with you, do so. This allows you to be very careful as you complete it. Remember to return the application promptly. Usually, though, you will be asked to complete the application form in the company's office either online or on paper.

Remember, the employer forms an opinion of you from your application. If the form is sloppy, incomplete, or inaccurate, you may never get a chance to be interviewed.

11-7

Compare these two job applications. Always complete job application forms neatly and correctly.

APPLICATION FOR EMPLOYMENT			
PERSONAL INFORMATION		Date	Social Security Number
		6-18-XX	634-12- 9999 1308
Name Davis Charlie G.			
Last	First	Middle	State
Present Address	318 W Lincoln Chicago IL		
Permanent Address	318 W Lincoln Chicago IL		
Phone No.	(312) 555-8830		
If related to anyone in our employ, state name and department		Referred by	
		Fred Davis	
EMPLOYMENT DESIRED			
Position	Date you can start	Salary	
Any	Anytime	\$ 8.00/hr	
Are you employed now? If so, may we inquire of your present employer?			
Ever applied to this company before? Where When			
EDUCATION			
	Name and Location of School	Years Completed	Subjects Studied
Grammar School	Robert Frost	6	
	Crestwood High Jr. High	2	
High School	Central High	3	
College			
Trade, Business or Correspondence School			
Subject of special study or research			

Incorrect

APPLICATION FOR EMPLOYMENT			
PERSONAL INFORMATION		Date	Social Security Number
		6-15-XX	239-46-8956
Name CARVER CHARMAINE MARIE			
Last	First	Middle	State
Present Address	2636 N. CLYBORNE ST. CHICAGO IL		
Permanent Address	2636 N. CLYBORNE ST. CHICAGO IL		
Phone No.	(312) 555-2653		
If related to anyone in our employ, state name and department		Referred by	
		GELISTABROWN	
EMPLOYMENT DESIRED			
Position	Date you can start	Salary	
CHECKOUT CLERK	6-20-XX	\$ 8.30/HOUR	
Are you employed now? NO If so, may we inquire of your present employer?			
Ever applied to this company before? NO Where When			
EDUCATION			
	Name and Location of School	Years Completed	Subjects Studied
Grammar School	WHITTIER ELEMENTARY & GENERAL WEST OAKTON, OR		
High School	P.S. 387 CHICAGO, IL	2	TYPING, MATH, BUSINESS
College			
Trade, Business or Correspondence School			
Subject of special study or research work			
ACCOUNTING, OFFICE MACHINES			

Correct

Gaps in Employment

Don't be overly concerned or worried about applications that ask for information about gaps in employment or your reason for leaving your last job. Be clear, but do not go into too much detail. Some reasons for leaving a job or gaps in employment include the following:

- laid off
- health issue
- family issues



Your Reading

Why is it important that you complete the job application form neatly and correctly?

11-8

Stress that you are a strong candidate for a job by pointing out your skills and training.

- travel issues—shorter commute
- promotional offer
- educational pursuits
- financial opportunity

Explaining the gap in your employment is only a small part of getting a new job, 11-8. It is important to stress that you are a strong candidate for the job. Stress your strong points, interest in the job, and skills. Also, point out any volunteerism and community involvement as well as education and training.



Summary

During a job search, use as many sources of information as you can. Talk to friends and others. Read the want ads. Check the Internet. Visit employment agencies. Use the Yellow Pages. Read ads and place your own ad on community and electronic bulletin boards. The more you learn about job openings, the more likely you are to get a job.

Prepare a résumé that will help you make a good impression. Present your qualifications in an honest, positive way. Be sure to include all the information that employers need.

Be ready to complete job application forms during your job search. Use a pen to fill them out neatly and correctly. Respond to all questions.



Reviewing Key Concepts

1. Where should you look to find want ads?
2. Which kind of want ad gives you more information?
3. Who pays a fee to a private employment agency?
4. How can you use the Yellow Pages in your job search?
5. What information should a full résumé include?
6. What information should *not* be included in a résumé?
7. Why should you *not* choose a friend, parent, or relative as a reference?
8. True or false. You should ask your references for permission to use their names before giving them to an employer.
9. Why should you have your résumé handy when you complete a job application form?
10. If a question on a job application form does *not* apply to you, what should you do?

Building Academic Skills

Writing. Evaluate a résumé pulled from an Internet site for important criteria such as grammar, spelling, punctuation, and vocabulary. What recommendations would you make for improving the résumé?

Building Technology Skills

1. Create a database of job categories and online job search sites. Work together in teams according to career areas of interest. Each team should share their results with the class.
2. Use the Internet to check jobs posted online and find five that interest you. Conduct your search using the following Web sites: monster.com, worktree.com, employment911.com, jobonline.com, and careerbuilder.com.
3. Create a file of résumé examples from the Internet to bring to class. Discuss the information included on the résumés and discuss the formats used to create them.
4. Go to the jobbankusa.com Web site and use the “résumé builder” feature. You will be prompted to fill in basic information. Create your résumé on this site for practice and compare your finished résumé to the samples given in the text. What are the similarities and differences between them?
5. Write and send an e-mail message to a friend that was absent from class today. Share with the friend five facts about completing a job application form. Also, inform the friend about the importance of starting a file to document activities and accomplishments that will be useful in future résumés.

Building Career Knowledge and Skills

1. Find a want ad with many abbreviations. Rewrite the ad without abbreviations. Discuss your ad in class.
2. Contact the nearest public employment service. Request pamphlets that explain the services offered.
3. Look in the Yellow Pages for places where you would like to work. List your top five employers.
4. Following the guidelines presented in this chapter, prepare three résumés for your preferred career area and a list of references.
5. Obtain a job application form from a local company. Complete it neatly and correctly.

Building Workplace Skills

Search three sites on the Internet for a job that interests you. One site to explore is <http://www.ajb.org>. (The U.S. Department of Labor provides the information on this site.) Search two other sites for the same job title and note which sites you searched. Print copies of all three. Compare and contrast the information you obtained and report your findings to the class.