

MOUNT HOLYOKE  
**CAREER DEVELOPMENT CENTER**  
Phone 413-538-2080/Fax 413-538-2081

---

## **BUILDING A SUCCESSFUL JOB SEARCH CAMPAIGN**

### **1. Clarify Your Focus**

- Analyze your interests, values and skills in order to determine positions or careers that incorporate them. (Attend a workshop, meet with a career counselor, visit our website, take self-assessment tests, etc). This is the single most important thing you can do!
- Identify what skills you are 'marketing' and what skills you want to develop.
- Thoroughly research the careers and industries to which you are applying. (CDC Library, AlumNet, Web Pages, Career Panels, Databases in CDC Library).
- Determine the direction your search will take.

### **2. Network & Conduct Information Interviews**

- Establish contacts that can provide advice/information on their careers, industries and/ or companies. Approaching them in the capacity of an 'expert' or 'advisor' is more likely to result in their referring you to other valuable contacts. Every person you meet is a potential source of information, including family, friends, and alumnae.
- Contact former Professors & Employers. Discuss your job search and ask for suggestions.
- Identify professionals (See AlumNet in the CDC Library) working in careers and industries that correspond to your interests and ask to conduct an 'Information Interview.' Alumnae from AlumNet do not get you jobs, but they can provide you with information to assist you in making career decisions and to strategize your job search.

### **3. Obtain 'leads' on companies from as many sources as possible.**

- Participate in Recruiting, an effective way to gain exposure to literally hundreds of for-profit and not-for-profit organizations.
- Full-time job listings on MonsterTrak (link via CDC webpage).
- 'Career Search' database (via CDC webpage).
- Records of employers who have listed jobs through MonsterTrak or Mount Holyoke in the past (CDC Library).
- Websites such as... MonsterTrak, JobWeb, MedSearch, CareerPath, LACN Web Exchange (link from CDC homepage).
- Employer Directories (CDC Library).

#### **4. Apply Directly to Relevant Employers**

- Be sure to obtain the name, title and telephone number of the person most likely to be doing the hiring- i.e. the manager of a department or president of a small company (CareerSearch is very effective for this).
- Learn all that you can about that company (product/service, performance, hiring policies, etc).
- Remember, most employers do not recruit on college campuses. Different industries recruit at different times of the year, and may use a variety of strategies. Many expect you to contact them directly, but it is important that you clearly articulate what type of work you are seeking and what you can offer the employer.

#### **5. Look into Small Businesses**

- Small companies are where most new jobs are being created. Nine out of 10 jobs will be in companies who haven't carved out a market niche, are globally competitive and **rarely recruit on campus**.
- Look for firms where the rate of growth and profitability is 40% or more and that have long-term market prospects. Look into publications such as Inc., Fortune, Forbes, and Business Week. Find mutual funds that are included in the "Aggressive Growth" category, and look for companies in your field of interest.

#### **6. Take a Post-Graduate Internship**

- This can give you additional work experience in order to strengthen your credentials and can "buy" you more 'exploration' time. (See Internship notebooks in the CDC Library).

#### **7. Join a Professional Association**

- See 'NTPA Directory' in the CDC Library. Join a professional discussion group on the Internet.
- Attend professional conferences and network with members-bring your resume.
- Members of an Association can give you information on trends in the profession and may be able to give you 'leads' on job openings. Some associations have employment referral services.

#### **8. Read Trade and Professional Publications**

- There are many professional newsletters such as 'Community Jobs' (public service), 'Art Calendar', 'New England Conservatory Job Bulletin', 'Creative Talent Management', and 'Environmental Opportunities Calendar'.

#### **9. Consider Temporary Employment**

- Your exposure to various work responsibilities, work environments, and career professionals can assist you in defining your interests/career choices. Temp agencies can be a good way to get experience and network an area or region for future employment possibilities.
- These experiences also give you exposure that could lead to full-time employment.

**A Successful Job Search = Clarity, Confidence, and Connection**