JOB SEARCH BEYOND THE COMPUTER

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By

Workforce Boulder County
Job Searching Websites

- Google
- Andrew Hudson’s Job List - http://andrewhudsonsjobslist.com/
- Built in Colorado – Colorado Start-Ups
  - https://www.builtincolorado.com/jobs
- Connecting Colorado - www.connectingcolorado.com
  - A hidden benefit to Connecting CO is that results are NOT weighted. Results show up in alphabetical order only. This is beneficial if you want to search for jobs that use specifics software, require specific trainings, etc.
- Colorado Non-Profit Association
- https://www.coloradononprofits.org/careers/nonprofit-jobs
- Glassdoor - www.glassdoor.com
- Government Positions
  - www.usajobs.gov
  - https://www.governmentjobs.com/careers/colorado
  - www.bouldercounty.org
  - https://mss.longmontcolorado.gov/mss/default.aspx
  - https://bouldercolorado.gov/human-resources/jobs
- FlexJobs - www.flexjobs.com
  - There is a fee associated with Flexjobs.com
- LinkedIn - www.LinkedIn.com
- Snag a Job - https://www.snagajob.com
- Zip Recruiter - https://www.ziprecruiter.com
TARGETING SHEET

Only you know what you are experienced at, and what true qualifications you have. Clarity in this aspect of your job search is essential.

4 IMPORTANT QUESTIONS ABOUT WHAT YOU OFFER

1. Exactly what type of job or work are you looking for? (Job Title)

2. What industry niche are you targeting? Or do you have several? (Non-Profit, health care, construction, etc.)

3. What is your particular area of expertise? What are you passionate about? What are your gifts? What are the one or two special qualities, attitudes, or skills you have to offer that set you apart?

4. What job functions or skills do you want included in your next job?

From your answers to these questions create a description of yourself. Use this whenever someone asks what it is you do or what you want to do. Be sure to put some energy and enthusiasm in your description. Prepare a formal version for networking events and a more casual version for social interactions with friends and acquaintances, then use them in the appropriate settings. Remember, no one can help you unless you tell them what you want!
RESOURCES AVAILABLE AT WFBC

- Colorado High Technology Directory
- Colorado Manufacturers Directory
- BizWest Newspaper (Business news for Boulder, Broomfield, Weld and Larimer Counties)
  * Also available at library
- Book of Lists (an annually updated list of companies sorted by industry)
  * Also available at library

TARGET COMPANIES

Targeting companies or industries is an effective way of beating much of your competition. During your research, look for the following information. Any of these could be an indication a company may soon create jobs not yet posted.

Look for—

- New products or services
- Current developments in an industry or occupation
- Promotions job changes
- New patents and discoveries
- Contract/grant awards
- New plants or facilities
- Movement of corporate headquarters
- Acquisitions and mergers
- Increased sales and earnings reports
- Significant happenings or major events
WEBSITES TO HELP YOU FIND AND RESEARCH EMPLOYERS

ReferenceUSA -- A national database of employers with an advanced search tool to help you find employers by industry, location, business size and more. Accessible through your local Library’s eReference link with a valid library card for that library.

Professional Associations - https://jobstars.com/professional-associations-organizations/ -- Seven out of 10 people in the U.S.A. belong to at least 1 organization, and 25% are members of 4 or more. Local and national organizations, associations, and societies are great places to make connections to your next job - even your child’s school parent-teacher association.

Employees of companies review their employers. Find questions that were asked during interviews, look up salaries for positions, and find jobs.

Google – Aside from looking at a company’s website, look for articles written about companies or industries you are interested in.

What are Google Alerts?
Google Alerts are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term.

• Research your own online reputation.
• Monitor employers who interest you.
• Research new jobs in your location.
• Research industries.
• Research people important to you.

To create an alert, go to https://www.google.com/alerts
RESEARCH YOUR TARGETED COMPANIES

KNOWLEDGE is POWER. The more information you have about the company and position advertised (or the position you want) the more job hunting ammunition you have. You can use this information for:

Job hunting
Networking
Resume preparation
Resume writing
Cover letter writing
Phone conversations and correspondence with the company
Applying
Interviewing
Salary negotiation
Benefits negotiation

What you should know about the company - From your on-line research you can usually find out the following:

Company specifics – legal name and locations
Industry – who are the company’s competitors?
Mission statement and company philosophy
Company’s primary products/services
Name of CEO/President
Number of employees
Annual revenue (when available)
Subsidiaries or divisions
Department heads (when available)
BBB rating
Recent news/PR – use Google Alerts for updates
Structure: S-Corp, CEO, Board of Directors, etc.
Whether the company is publicly traded or privately held
The stock symbol and current trading price
Six month record of stock price

From Networking you can usually find out the following:

Company outlook – possible merger ahead? Company relocation? Layoffs ahead?
Name of hiring manager or others to speak to in the company who may be helpful
Work culture
Promotions policy (are internal or external candidates favored?)
Salary and benefits information
Interview process
Drug testing/background check requirements
NETWORKING CARDS

Networking cards are similar to business cards in appearance; you carry networking cards with you at all times during your job search. They contain key contact information, as well as some highlights of your skills, work experience, and educational/training that you have to offer.

Create your own
You can design and print them yourself if you have the right computer software and hardware. If you print them yourself, use special business card paper (such as Avery 3612). Use standard fonts, such as Times Roman, Arial, etc. and standard business font sizes (10-11 pts. is common). Keep the back of the card blank.

Commercially printed cards
You can go to a local print shop where you can choose a style and design; or you may order them on-line (example: iPrint.com, VistaPrint.com, or Moo.com). Prices vary widely depending on your card quantity, choices, printing options, and design complexity.

Note:

Q: What do I write on a Networking Card?
   1) Contact information including: name, email address, web site address, LinkedIn address, and phone number (no street address).

   2) Brief highlights of your professional qualifications. Also, include any special credentials such as college degrees or certifications that are relevant to your job search.

   3) Keep the back of the card blank so people who meet you can write a note to themselves about you.

Sample Networking Card:

* State Licensed Social Worker
* Nationally Certified Child Development Specialist
* 10+ years Experience; Specialization: Adolescents

Ryanna Jones, LCSW, CDS
Ryanna.Jones@gmail.com
www.linkedin.com/in/ryannajones
202-222-1111
NETWORKING INTERVIEWS

The networking informational interview is an effective method for making direct contact with employers. The interview can be with anyone who may be able to give you helpful information, but usually with someone who works at the company you are targeting.

Your goal in a networking informational interview is to learn about the company culture, find out who the hiring manager is, or to get names of professionals in the same field with whom you can network. You must research the company or position and prepare questions in advance. You can discover hidden job leads and gather valuable information about what employers expect of applicants for a particular job.

It is recommended you do interviews in person rather than over the phone. A networking interview in person gives you an opportunity to see the work environment, which is an important part of a career decision.

Begin with names generated from your personal network or identify and contact local employers. Networking interviews should be conducted before there is a posted job opening for the position you want!

How to Start

• Ask friends and relatives to give you names of people they know who are working at the company or in the field that interests you. Assure them you are not asking for a job, but just want information. Be sure to ask if you can use their name.

• Have your calendar ready to plan and confirm dates.

• Email or call the person. Tell them your name and who suggested you contact them.

• Ask for a day and time to come in and talk with them for 15 to 20 minutes.

• Think about what you need to know about the position and the company. Decide which questions will fit this particular interview (see “Sample Networking Interview Questions” on page 9).

• Write the questions in a notebook to take with you to the interview.

Conducting the Interview

• Arrive a bit early and take note of the time the interview actually starts.

• Introduce yourself, then express an interest in learning more about the company, management styles, company culture, and hiring policies.
• Ask questions you brought with you.

• Feel free to take notes, just be sure to inform them.

• Also, have copies of your resume and other materials you may want to share. Do not give the person your resume unless the person asks for it.

Closing the Interview
• Remember, since you set up the interview, you are responsible for closing it. Watch the time. When the 15-20 minutes are up, thank the interviewer for his/her time.

• Ask the person for a business card, which will give you the correct spelling of her/his name and an address for a thank you note.

• Also, ask for the names of other people in the company or industry you can talk to regarding the career. Be sure to ask if you can use their name when emailing or calling. You may also ask if it would be okay for you to email or call back if you have additional questions.

After the Interview
It is important to sort out information and write it down immediately after the interview. Ask yourself questions like:

- What did I learn?
- Why is this person successful?
- What did I like about the company?
- What did not appeal to me?
- Is this the kind of work environment I want?
- Who do I need to email or call next?

Be sure to send a thank you note within 24 hours of the interview. You may e-mail your note or write it on a plain "Thank You" card, but it should be sent immediately.

Do as many networking informational interviews as you need to meet more people. This process not only gets you in front of employers, but it can also help you determine what training you may need to keep your skills up to date.
SAMPLE NETWORKING INFORMATIONAL INTERVIEW QUESTIONS

Here are some questions you may want to ask. Pick only the ones appropriate for each interview. After researching, be sure to include some questions directly related to the product or the particular company.

∗ What do you think are the key skills needed to do this job well?

∗ What do you see as the future directions and trends within the company and industry?

∗ What do you think sets your company apart from the competition?

∗ What is the overall management style?

∗ What level of autonomy do you have in your job?

∗ What challenges(s) are currently faced by you/your department/the organization/the industry?

∗ What excites you most about working here?

∗ How many people work in your department?

∗ How many people did the company hire for this type of position this year? Last year?

∗ What opportunities are there for advancement?

∗ How does your work fit into the mission of the organization?

∗ What major changes do you see ahead in this field?

∗ What are the best and worst aspects of working here?

∗ What provisions are there for professional development/training?

∗ Are the salaries at this company competitive with the market?

∗ Can you give me the name of someone else here or in this industry that I could talk to?
SAMPLE EMAIL AND VOICE MAIL SCRIPTS

Email:
Dear Mr. Leigh:

I had coffee yesterday with a mutual friend of ours, Bob Smith. Bob Smith spoke highly of your expertise in the field of technical writing. He gave me your contact information and urged me to reach out to you.

I am an experienced technical writer with ten years’ of experience in the pharmaceutical and health care industries. Though I have enjoyed the medical industry, I am looking to expand my skills to new areas, especially the manufacturing industry.

The reason I’m contacting you is that I would like to talk to you and find out more about your experience as a technical writer in the manufacturing sector. Would you be willing to spend a few minutes with me on the phone … or even better yet, informally meet with me face-to-face at your convenience?

I look forward to hearing from you soon.

Best,
Mona Mustang
303-457-3442
http://www.linkedin.com/in/monamustang

Voicemail:
Hello. My name is Sarah Benson. Sally Smith from the Art Department of C.S.U. suggested I call you. I looked at your website and your work is impressive, especially your design for Longmont Fun Run.

I have worked as a Graphic Designer but was pursuing other interests the last few years. I would like to get back into the field and I’m interested to learn how I might integrate the new skills with graphic design.

Sally mentioned that you had been out of the workforce for a few years before landing the job you have now. I would appreciate meeting with you for 15-20 minutes to talk about what steps you feel are essential in getting back into the field.

Please let me know if a meeting is doable and if so, I could suggest some days/times that would work on my end. Otherwise, we could set up a time to chat on the phone. Let me know what works best for you.

Again, my name is Sarah Benson and I can be reached at (800) 222-0568. That number again is area code (800) 222-0568. I will follow up with an email as well.

Thanks and I look forward to connecting with you soon.
HOW TO BUDGET YOUR JOB HUNTING BEHAVIOR

It’s not just the total time you spend on a job hunt that gets the result but how you allocate the time. Time spent on research and networking will give you the most return for your effort. Talking with people in target companies will help you get the information you need while raising your visibility within all your networks.

80% OF YOUR TIME
NETWORKING

- Attend networking meetings such as LongsPeakNet and BoulderNet.
- Join and attend meetup.com groups.
- Contact past co-workers and bosses – reconnect. (Use Google or LinkedIn).
- Join a professional organization in your field, attend its meetings, and join a committee or volunteer for an officer position to gain visibility.
- Volunteer.
- Conduct informational networking interviews; ask for names of people with whom to network.
- Chat with people in line at job fairs.
- Attend social events in your areas of interest.
- Sign up for temp work.
- Volunteer.
- Make the most of meetings that happen regularly or naturally (i.e. WFBC workshops!)
- Follow up on all leads; get back to people who gave you leads.
- Find ways/reasons to say thank you and send notes to anyone who has been helpful.
- Recommend someone on LinkedIn.

20% OF YOUR TIME
RESPONDING AND OUTREACH

- Research companies you are interested in (If you don’t know how, ask the librarian at your local library for help).
- Make your application and resume searchable; be sure they include keywords from the ad.
- Keep your profile updated on LinkedIn, Facebook, and/ or Twitter.
- Keep adding to your connections.
- When you find a helpful link, send it to your connections.
- Post your resume on general job boards (be sure to “refresh” once a week).
- Answer company generated web site ads; be sure to follow the instructions exactly.
WHAT TO DO AFTER THIS WORKSHOP

• Get your networking cards printed.

• Go to a networking meeting.

• Go to meetup.com, join at least one group, and go to one of its events.

• Tell everyone you know specifically what you want.
  o The type of job you are looking for
  o Ask for names of people who work in a company you are targeting

• Email people. Ask them out for coffee.
  o Former bosses and co-workers
  o People on your email contact list
  o The people (whose names you got from your network) who work in the companies you are targeting

• Identify companies you are interested in working for, then narrow your list.
  o Look up companies on LinkedIn to see if you know anyone who works there
  o Follow those companies on LinkedIn, Twitter, and with Google Alerts to find out everything you can about each company.
  o Find out what their needs are and how your talents could address them.

• Hunt down company insiders and schedule Networking Informational Interviews.
  o Ask people in your network if they know of anyone who works at your targeted companies
  o Always ask permission to use your connection’s name
  o Look up the person on LinkedIn before you email or call them
  o Email the person and ask for a networking interview or for the names of other people in the company (or industry) with whom to network

• Keep yourself organized. Create a spreadsheet of names, meeting dates, follow-up dates, and results of meetings, and dates for following up.

• Find an accountability partner. Find a friend or relative, not a significant other, to help you out along the way. Meet in person or on the phone/email to set new goals and report back. You are not in this alone!!!