

Employment Resources and Job Advertisements

THERE ARE MANY easily accessible employment resources and job advertisements. But unless you were looking for a job, you may have not noticed them. Your school and community have resources available for you. Typically, some of the best employment resources are located in your school.



Objective:



Identify employment resources and job-seeking strategies while using knowledge of related terms and abbreviations.

Key Terms:



application kiosk
benefits
cold calling
cold contact

cover letter
internal marketing
internship
job fair

networking
résumé

Job-Seeking Resources and First Steps

Are you currently working? If so, how did you obtain your job? Perhaps you applied directly to the employer in person or through the use of a job application. What are other strategies? Your awareness of job-seeking strategies will increase your chances of obtaining a job.

EMPLOYMENT RESOURCES AND JOB-SEEKING STRATEGIES

A variety of employment resources and job-seeking strategies exist. Some of the most accessible resources for a student are available in your school.

School-Based Resources

The school career planning and placement offices are a great place to start. Also, you can visit your high school guidance or career office. Often these resources are in one location. In addition, you may want to visit the local community college career office or job placement office. There are several advantages to school-based resources. For instance, the opportunities are generally filtered as appropriate for students. In addition, school-arranged job interviews and career fairs are a convenient way to secure an interview and to learn about openings. While there are limitations to school-based resources (e.g., not all students will be able to arrange job interviews and schools have a limited number of employer contacts), they are an excellent asset for students.

Cold Contact/Cold Calling

Another job-seeking method is cold contacts or cold calling. In terms of seeking employment, a **cold contact** is a job-seeking strategy in which a person contacts a prospective employer with whom he has had no prior relationship, regarding a potential job opportunity where none has been advertised. Such a contact can be handled in person, via email, by cover letter and résumé, or by phone (also known as “cold calling”). **Cold calling** is a job-seeking strategy in which a person calls a prospective employer with whom he has had no prior contact to inquire about potential job opportunities that have not been advertised. An advantage of this method is that it is a direct approach, and persistence may pay off. A disadvantage of this method is that there is a low success rate because employers do not know you, and they may not have job openings available that match your skills and experience.

Networking

Networking is the process of using contact with one person to make contact with another person, usually with the intent of learning about job opportunities; the exchange of contacts, experience, and information; and the process of discovering, developing, and using personal



DIGGING DEEPER...

UNCOVERING ADDITIONAL FACTS: Employment Resources in Your Area

Create a list of actual employment resources in your geographical area. Begin your research in your school. Check in with your career counselor, instructors, and the librarian. Then step out into the community and search for resources at the local library, community college, and elsewhere. Create a master list of resources. List the source name, a personal contact (if one exists), the address, a phone number, a fax number, an email address, the website, and any other pertinent information. You may want to check the local unemployment office, large churches, and community-based job clubs. The list of resources will come in handy when you are ready to look for a job.

contracts with others in the job-seeking process. Personal contacts who may be able to refer you to a prospective employer are parents of friends, neighbors, professional contacts, current/former teachers (especially those in career and technical areas in which you would like to work), co-workers and former co-workers, coaches, mentors, club moderators, and healthcare professionals.

There are many advantages of networking. It helps job-seekers gain access to jobs that may not be advertised. In addition, it is one of the most effective ways to find a job, as many jobs are filled by referrals. A disadvantage is that it can be time-consuming, and not everyone is comfortable using this method and the process of interviewing for information.



FIGURE 1. Successful networking can effectively shrink the world and the distance between you and your next employer.

Internet Networks and Resources

Use caution with Internet networks and resources. Be careful what you post on public websites (e.g., *Facebook* and *MySpace*). Many professionals use online job boards, such as *Monster.com* as well as professional social networks (e.g., *LinkedIn*). Other resources may be electronic networks accessible through associations and memberships.

Classified Employment Ads

Ads are found in national and local newspapers, professional journals, and magazines as well as on the Internet. However, many jobs are not posted in advertisements. Jobs posted in ads frequently get many applicants, so competition is tough. As a result, it is difficult to distinguish yourself from other applicants. Many ads are vague and offer little information for the applicant.

Public Employment Service Offices

Public employment service offices require little effort from applicants and may offer some unique job information and opportunities not available elsewhere. One disadvantage is that the applicant's interests are not the primary concern of the office employees, but rather the employers with whom they contract. If you have limited qualifications, their efforts on your behalf may be minimal.

Private Employment Agencies and Career Consultants

Agencies and consultants help match applicants with job opportunities, typically for a fee. If you have limited qualifications, their efforts on your behalf may be minimal and expensive. The fee is paid by the applicant or by the hiring employer.

Community Agencies

A **job fair** is a one- or two-day event where many employers provide information about job opportunities at their organizations. The event is open to the public or to an invited group. It is a convenient way to meet a number of employers in one setting and in one day. In addition, the opportunity is a way to obtain information on job opportunities as well as contact information. Generally, a limited number of employers are present at each fair, and they have a limited time to talk to employer representatives/recruiters.

Résumé/Cover Letter/Job Application

A **résumé** is a one- or two-page document that summarizes a prospective employee's education, work experience, skills, and accomplishments. In contrast, a **cover letter** is a letter of intent or a letter of application that expresses to an employer the job of interest. A job application is often the first step in applying for a job opening. The application is created by the employer.

Internal Marketing

Internal marketing is a job-seeking strategy in which you use your experience from internships, volunteer work, or temporary employment at a company to “pave the way” for you to apply for other positions. An **internship** is a short-term or temporary educational training experience that provides a student or prospective employee with practical job experience under the supervision of a mentor. It may be paid or unpaid training. Internships help market your skills and abilities and may help you secure a job. Internships require some time and patience, and the specific job you perform at an internship may not allow you to demonstrate your strengths to your fullest potential.

Application Kiosk

An **application kiosk** is a small, stand-alone computer terminal, typically located inside a store or company that allows the job-seeker to complete an electronic job application. This is a quick, easy, and conve-



FIGURE 2. Finding a job requires diligence and perseverance.

nient way for the applicant and employer to find one another. One disadvantage of this method is that you must bring all your relevant application information with you to complete the application online. Also, personality testing and other forms of screening may eliminate applicants early in the application process. (Read and answer all questions carefully!) Electronic applications often do not allow applicants to highlight their unique skills and abilities.

TERMS AND ABBREVIATIONS ASSOCIATED WITH JOB-SEEKING

It is necessary to know terms and abbreviations associated with job-seeking, especially those associated with job advertisements.

Terms

Review the following list of employment terms:

- ◆ **benefits**—a collection of services, rights, or compensation provided to the employee by the employer in addition to wages or salary
- ◆ spouse—husband or wife
- ◆ surname—last name
- ◆ maiden name—last name prior to marriage
- ◆ convicted—found guilty of in a court of law

Abbreviations

See the following list of abbreviations and their meanings:

- ◆ req; req'd = require; requiredw/ = with
- ◆ info = informational = salary
- ◆ exp; exp'd = experience; experiencedincl = include, including
- ◆ cond = condition(s)d/l = driver's license
- ◆ ft; f/t = full-timeprev = previous
- ◆ pt; p/t = part-timeexc = excellent
- ◆ yr = yearnec = necessary
- ◆ eoe = equal opportunity employerneg = negotiable
- ◆ temp = temporaryperm = permanent
- ◆ pref; pref'd = prefer; preferredappt = appointment
- ◆ ref; refs = reference; referencesloc = location
- ◆ immed = immediate; immediatelyhrs = hours
- ◆ pd = paidwk = week
- ◆ flex = flexiblequal; quals = qualified; qualifications

- ◆ mo = monthbus = business
- ◆ ben = benefitsco = company
- ◆ avail = availablemin = minimum

Summary:



There are a variety of employment resources and job-seeking strategies. The career planning and placement offices are a place to start. You may want to visit the local community college career office or job placement office. In addition to the resources in your school, you may want to try cold contact/cold calling, networking, the Internet, classified employment ads, public employment service offices, private employment agencies, and career consultants. Community agencies can be helpful, or attend a job fair.

You should have an updated résumé and cover letter template. Also, you must know how to complete a job application. It is necessary to know terms and abbreviations associated with job-seeking, especially those associated with job advertisements.

Checking Your Knowledge:



1. List two school-based employment resources.
2. Every job seeker must have what two items?
3. List two community-based resources.
4. Describe the advantages and disadvantages of a job fair.
5. Describe networking, and list three people you could call.

Expanding Your Knowledge:



Call several people to inquire about potential employment opportunities. If they do not know of any, they may pass on a good word for you or provide you with the name of a friend, neighbor, or relative who might know someone.

Web Links:



Illinois Department of Employment Security

<http://www.ides.illinois.gov/>

Quintessential Careers

http://www.quintcareers.com/teen_jobs.html

O*NET Online

<http://www.onetonline.org/>