CONDUCTING A SUCCESSFUL JOB SEARCH

TIP NO. 7 Take time to research potential employers; you will be better-prepared for the interview.

Analyze your skills, interests and personal qualities and match your characteristics to career opportunities.

Identify a clearly defined job target.

Contact friends, relatives and associates to create an effective networking system. Use your social networking sites as well.

Prepare a professional, concise résumé and portfolio to present to employers.

Research potential employers using resources available at the SCAD career services office. Identify 20–30 companies that interest you and are located in a geographic region that appeals to you.

Research salary ranges and find out market value of the positions for which you are applying based on geographic region and your level of experience.

Make cold calls to the employers you identified. Find out if they anticipate any openings in your field; find out the name/title of the person to send your résumé and cover letter; ask if a sample portfolio is desired.

Follow up cold calls by sending cover letters written specifically to each employer.

Prepare for interviews by practicing portfolio presentation, scheduling a mock interview and conducting research about the companies you have contacted.

After interviews, write thank-you letters and make follow-up phone calls.

Evaluate job offers to be sure they meet your desired level of work satisfaction. Negotiate a realistic salary and benefits according to your market value.

What should you know about the company?

What the company does and who its clients are

Types of positions the company has available

Expectations for employees (skills, education, previous experience and technical knowledge)

Training programs for new employees

Organizational structure

Opportunities for career advancement

Financial state (expanding or downsizing)

Health benefits