Learning About Job Opportunities

Successful job campaigns identify information about the best potential employers and job openings. Limiting your knowledge by relying on only a few sources of information may cost you an opportunity to get a better job. The following list of resources may help you identify employers and jobs.

**PERSONAL CONTACTS:**
- Family
- Neighbors
- Sports contacts
- Friends
- Fellow job seekers
- Mentors, senior level contacts
- References
- Former teachers & counselors
- School or college associates

**EMPLOYMENT-RELATED CONTACTS:**
- Fellow employees
- Former employers and co-workers
- “Informational interview” employers
- Ask people who turned you down for other leads
- Bulletin board job postings

**JOB REFERRAL SERVICES:**
- Professional Development
- Private employment agencies
- Job or resume banks
- Executive search firms
- Professional association services
- State and Federal employment offices

**PUBLISHED SOURCES OF EMPLOYER INFORMATION:**
- Chamber of Commerce Directories
- Professional magazine ads
- Telephone Books
- Newspaper classified ads
- Ads in old newspapers and magazines
- Financial pages of newspapers

**SPECIALIZED REFERENCE BOOKS AND PERIODICALS (A FEW EXAMPLES):**
- The College Placement Annual
- Career Guide to Professional Associations
- The National & Regional Job Bank Finder
- The National Job Market
- National Business Employment Weekly
- The Professional & Trade Association Job

**MAKE DIRECT CONTACT WITH EMPLOYERS:**
- Career fairs
- Want ads for yourself
- Walk-in contacts
- Unsolicited letter of application and resume
- Volunteer, unpaid, temporary, or part-time work
- Telephone job search
- Company information session
USE THE PROFESSIONAL DEVELOPMENT WEB SITE

- Look at job postings and the on-campus interview schedule
- Build a resume to be made available to inquiring employers
- Participate in the on-campus mock interview process
- Read about upcoming job search development programs, employer info sessions, etc.

Summary of The Top 10 Job Search Methods suggested by Professional Development!

Professional Development recommends that all job seekers take advantage of several methods of conducting a job search. The following 10 ways can prove invaluable, especially when several or all are used. While we recognize that networking among personal and professional contacts has been identified as the #1 way to find a job, we also suggest learning about job openings in every way possible. Taking part in several of these ten job search methods can greatly enhance your employment opportunities.

1. Networking
2. LinkedIn
3. Professional Development Webinars
4. Staffing Agencies
5. Internet Job Search
6. Professional Association Involvement
7. Informational Interviews
8. Newspaper Job Listings
9. Direct employer contacts
10. Employment agencies