



## Job Seekers Part 1: Jump Start Your Job Search

Strong research can help you whether you are getting ready for an interview, searching for companies that might be looking for people with your skills, or looking for clients for an existing business.

### Goals for this session:

- Develop a research strategy
- Identify key pieces of information you will need
- Understand key tools in the business and company research area
- Leave with at least one potential job posting you may apply to.

**Developing Your Strategy:** When information is always available and easy to find, it's easy to forget that you might need to plan to find the information you need most. Always define what you are looking for: research goes better if you know what you want.

As you develop your search strategy, you should:

- Create a list of 5–10 organizations with whom you are most interested in working.
- Create a second list of organizations you have some interest in.
- Create a list of keywords and job titles you will use to search for job postings.
- Keep a log of research and activities, so you know whom you've called, when, and next steps.

**Define What You're Looking For:** What are your search criteria? Be honest with yourself and the people you talk with about your search (whether it's your Career Consultant, Career Advisor, or professional contacts you've made). Common search criteria are:

- Geographic location
- Application of skill set
- Connection to interest/passion
- Fit with work values
- Compatibility with personality

**Field Specific Research:** Field Specific Research can make all the difference in your search. You need to look like a great potential colleague.

- **Professional Organizations** - check out the professional organizations associated with the career
- **Trade publications & journals** - what do people in your field read to stay current on industry trends and news? (Subscriptions can be costly, so check to see if the WFL subscribes to any of these publications.)
- **Job sites specific to the field** - often times there are online communities devoted to jobs in a particular career.

- **Vocations and Careers Collection** – Library database: Finding an appropriate institution of learning, job searching, and maintaining a career are all topics covered by this collection, providing current and applicable content for all vocational milestones. Offering content from nearly 400 journals, this collection provides content from general career guides to highly specialized industry journals.

## Company Specific Research

Once you have created your list of specific employers of interest, research them. Find their websites, annual reports, marketing material, news articles, and anything else you can think of to gather a full understanding of the company. The Wellesley Free Library has some great resources to help you with your research. Take a look at the links below to explore some library resources that may be helpful to you.

### Web resources:

- **Company website:** Many companies include "In the Press", "Media" or "About Us" pages on their website where you can learn more about them.
- **Glassdoor:** A website where employees and former employees anonymously review companies and their management.
- **Google:** The world often begins at Google, but rarely ends with Google. After you run a quick web search, look at what you have, and what you need.
- **LinkedIn:** Using LinkedIn to search for companies will pull up connections, info about companies, jobs, and more. Follow targeted companies for information about growth, jobs, and more.

**Library-based resources:** The library offers our patrons many fee-based databases. These sources are available on the library's website: <https://www.wellesleyfreelibrary.org/digital-resources/databases-a-z/>

- **AtoZdatabases:** Includes overview, demographic profile, industry profile, QR code, competitors, nearby businesses, executive directory (with emails), corporate linkage (Parent, Subsidiaries, Branches)
- **Business Insights: Essentials:** company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Find detailed company and industry news and information.

## Finding a Job

There are an extensive amount of job posting websites on the Internet. The list below includes general job sites. If you are looking for specialty job sites conduct a Google search for your desired industry's job openings.

### Web resources:

- **LinkedIn:** using LinkedIn to search for companies will pull up connections, info about companies, jobs, and more. Follow targeted companies for information about growth, jobs, and more.
- **Indeed.com:** With over 140 million unique visitors per month, Indeed is available in more than 50 countries and 28 languages, covering 94% of global GDP.
- **CareerBuilder.com:** More than 24 million unique visitors a month visit CareerBuilder to find new jobs and obtain career advice.
- **Monster.com:** Monster has over a million job postings at any time and over 1 million resumes, in the database (2008) and over 63 million job seekers per month.

- **Craigslist - Jobs:** Craigslist provides local classifieds and forums for jobs, housing, for sale, personals, services, local community, and events.
- **SimplyHired:** Simply Hired is an employment website for job listings and online recruitment advertising network. The company aggregates job listings from thousands of sites across the Web including job boards, newspaper and classified listings, associations, social networks, content sites and company career sites.
- **GlassDoor:** Glassdoor is an American "job and career site where employees anonymously dish on the pros and cons of their companies and bosses"
- **USAjobs.gov:** American Job Center provides a single access point of key federal programs and local resources to help find a job, identify training opportunities and tap into resources to gain new skills.

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- **AtoZdatabases:** Includes job openings, personality test assessment, identify strengths and weaknesses, resume templates, summarize your skill set, utilize company info to find right company for you, apply for job, interview tips and follow up.