Developing your job search campaign

St. Johns River State College
Department of Workforce Services

Melissa O’Connell, M.A.
Connect: Making the fit

- Compare the characteristics of the position you want in the type of work environment you want with who you are and what you can do.

- What matches, what doesn’t?
Communicate: Do not put the cart before the horse

- Only apply to those positions in the first place for which you qualify – MATCH YOUR SKILLS.

- Engage in self-exploration and apply for positions which are compatible with your INTERESTS AND VALUES, as well as your skills.
Connect:
The Most Wanted Top Five

Transferable skills employers look for:
1. People skills – interpersonal
2. Communication skills – verbal and written
3. Analytical abilities – problem identification and resolution
4. Technical proficiencies – languages, computer applications
5. Initiative and positive outlook
Correspond: Be Organized

- Proactive versus reactive
- Organization is the key – keep a journal

<table>
<thead>
<tr>
<th>Employer address/phone/email</th>
<th>Date resume/letter sent</th>
<th>Contact person</th>
<th>Application submitted online</th>
<th>Interview date</th>
<th>Thank you letter sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memorial Hospital 123 Main St. Daytona Beach, FL 32176 386-123-4567</td>
<td>4/16/13</td>
<td>Debbie Mahon, HR</td>
<td>Not required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HRM Outpatient Rehab Clinic 235 Center Street, Norwood, MA 508-327-7615</td>
<td>5/12/13 and follow up call on 6/1/13</td>
<td>Donald Jones, MD Partner</td>
<td>5/9/13</td>
<td>6/20/13</td>
<td>6/22/13</td>
</tr>
<tr>
<td>Ft. Collins Orthopedic Group, Ft. Collins, CO <a href="mailto:ft@gmail.com">ft@gmail.com</a></td>
<td>5/10/13</td>
<td>Mary Dunn Office Manager</td>
<td>Not required</td>
<td>7/20/13 call to confirm</td>
<td></td>
</tr>
</tbody>
</table>
Correspond:
Expressing the fit in writing

- Cover letters for openings
- Prospecting letters
- Resumes
Correspond

• Establishing a fit
• Ask yourself these questions:
  • What makes you, you?
  • How did you get this way?
  • What does the employer want?
Correspondence: Writing Cover and Prospecting Letters

- The purpose is to identify what position or area for which you are applying and to emphasize relevant skills/knowledge.
- Many employers view the cover letter as a reflection of your writing abilities and check for grammatical and spelling errors.
- Block or traditional page format.
- One page only, use matching resume paper.
- Format and content of each paragraph is very specific.
Correspondence: The purpose of letters

- Not looking for reasons to select you; looking for how to eliminate you from the “job search stack”.
- Not hiring? Why should I keep reading this? Should I bother looking at the resume?
- Purpose is to get the reader to turn the page and review your resume.
Correspondence: Contact Information

Your street address
City, State Zip Code
Today’s Date

Contact Person’s Name
Title (if known)
Name of the Organization
Division/Department (if applicable)
City, State Zip Code

Dear Mr./Ms./Dr._________:
Correspondence:
Contact Information in Block Format

Your street address
City, State Zip Code
Today’s Date

Contact Person’s Name
Title (if known)
Name of the Organization
Division/Department (if applicable)
City, State Zip Code

Dear Mr./Ms./Dr.__________:
Correspondence: Opening Paragraph

- Clearly state why you are writing, name the position or type of work for which you are applying and how you heard of the opening.

- If you are writing without the knowledge that an opening is available, define that you are interested in “potential” openings that may currently be available.
Correspondence: Opening Paragraph

- “I am writing in response to the Legal Office Assistant position advertised in the St. Augustine Record on March 5. With my education in office administration, I believe you will find me well qualified.”

- “I am writing to inquire about opportunities for human resource professionals in your organization ...”

- “In the interest in investigating career opportunities with your company (in the area of ...), I am enclosing my resume for your review.”
Correspondence:
First Middle Paragraph

- Explain why you are interested in employment with this employer, and/or indicate your reason for desiring this type of work. Highlight your most applicable experience and be sure to point out your unique achievements or other qualifications that are most relevant for this employer.

“Equally important as my education in computer programming, is my interest in becoming an integral part of a young, aggressively expanding organization such as XYZ Technology Group. I would like the opportunity to contribute my specialized skills to your company because of the diversity and reputable ....”
Correspondence: Second Middle Paragraph

- Demonstrate how you can make a significant contribution to this employer.

- Refer the reader to your attached resume and, without duplicating it, expand upon key areas, important points. (training, skills, experience).
“My work experience and my scholastic endeavors have thoroughly prepared me for employment in a bank that specializes in various segments of financial services. This fall and past summer I have been working for ABC Bank and volunteering with XYZ Community Organization where I am entrusted with a great deal of responsibility. I visit clients in the bank to conduct assessments and I coordinate various educational and financial literacy related programs for the community. I also actively ...”
Correspondence: Closing Paragraph

- Goal is to obtain an “interview opportunity”.

- If you know the contact person’s name and telephone, take a proactive strategy and suggest that you will call to request an appointment in the very near future.

- If you do not know the contact person’s name, ending your letter with a question may encourage a reply.
Correspondence: Closing Paragraph

- “I would welcome the opportunity to further discuss my qualifications for the position. I will call you next week to determine your interest. In the meantime, I may be reached at (telephone number and email). Thank you for your time and consideration.”

- “I feel that I am well qualified for this position and can make a significant contribution to XYZ Hospital. May we meet soon to discuss this matter further?”
Correspondence: Closing

Sincerely,

*(skip about three lines for original signature)*

Type your name

If email, a signature is not required.
124 Main Street  
St. Augustine, Florida 32064  
July 13, 2013  

Mr. Timothy Hudson  
Recruiting Manager  
Trinity Hospital  
Philadelphia, PA 12345  

Dear Mr. Hudson:  

Please consider me for a position on your health care team. As you can see from the attached resume, I will graduate from St. Johns River State College with an Associate in Science degree in Respiratory Care.  

I would like to continue my career with Trinity Hospital because of your newly expanded trauma unit and your tradition of delivering the best emergency services in the city of Philadelphia. Your reputation for close-knit teamwork is very important to me because my training and experience has emphasized the importance of collaboration.  

My desire to specialize in respiratory care began several years ago when I worked as a certified nursing assistant for a home health agency. While providing routine care for a patient recovering from surgery, I detected an XYZ abnormality and reported it to the supervising physician. Seeing my patient restored more quickly back to her normal health and routine was very rewarding. As a respiratory care professional, I am proficient in … (list or use bullets to identify most related items to this employer).  

It is during a personal interview that I may best demonstrate my value to your team. I can travel to Philadelphia for an onsite interview during (name times) if I hear from you before (date). I will follow-up in two weeks to confirm your receipt of this letter.  

Sincerely,  
(Your signature)  

Your Name is Typed Here  

Enclosure(s): Resume, list any other documents enclosed here.  

Adapted from Navigating the Nursing Job Market, Barbara Myers, RNC, MA Instructor, Mountainside Hospital School of Nursing, 1996
Mr. Timothy Hudson  
Recruiting Manager  
Trinity Hospital  
Philadelphia, PA 12345  

July 13, 2013  

Jane Smith  
janesmith@abc.edu  

Current Address  
124 Main Street  
St. Augustine, Florida 32064  

Permanent Address  
67 Broad Street  
Philadelphia, PA 12345  

Dear Mr. Hudson:  

Please accept this letter as my expressed interest in applying for a management position to support your Orthopedic Group at Trinity Hospital. I would like to find out more about becoming an integral part of your staff. I am willing to relocate, work evenings and/or weekends, as I am aware of your excellent reputation for team work and aggressive commitment to emergency care.  

I will be graduating in December from St. John’s River State College with a Bachelor’s degree in Organizational Management. The program afforded me the opportunity to work hands-on with an employer on a strategic planning project in human resources specific to the needs of the __________specialty in your hospital:  

- List specific procedures, settings, strategies, use of equipment here (depends on industry)  
- Proficient in ...  
- Knowledgeable of ...  
- Skilled in ...  
- Worked with ...  
- Self motivated, dependable, outgoing, quick learner (make sure to include soft skills too).  

I am confident I will make a significant contribution to your staff now, and an increasingly important one in years to come. As the demand for xyz surgical procedures rises with our aging population, and efficiency becomes more important, having my specific skills in human resources (insert skills here) can streamline your scheduling and expand your practice.  

Enclosed is my resume which will provide you with additional information about my qualifications. In addition, I have completed the on-line application process through human resources. I may be reached at the contact numbers and emails above. I can make myself available for an interview at your convenience. I will call in two weeks to ensure you have received this. Thank you very much for your time and consideration.  

Sincerely,  
(Your signature)  
Your Name is Typed Here  

Enclosure(s): Resume  

Adapted from Navigating the Nursing Job Market, Barbara Myers, RNC, MA Instructor, Mountainside Hospital School of Nursing, 1996
Correspondence: Considerations

- Do not use wizards or templates that automatically generate your documents.
- When sending documents via email, maintain the proper formatting.
- When using web sites to submit documents, pay close attention to formatting rules.
  - Oftentimes only certain types of attachments are supported.
  - When copying and pasting your document into a text box, reformatting may be necessary
  - Be prepared to complete an on-line resume /letter generating form if the employer’s web site does not allow for uploading documents.
Promote your virtual presence by using email:

- Send brief letters by email or as attachments.
- Only use email if directed to do so in a job advertisement or, if prospecting, use this as a follow-up measure to hard-copy already sent.
- Use a professional email account.
- Promote your LinkedIn profile and/or website in your email signature line.

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Jane Doe
National Company, Inc.
Ph: (800) 555-1234
Fax: (800) 555-5678
Jane.Doe@National.com
Connect with me on LinkedIn:
www.linkedin.com/in/JaneDoe
Correspondence:
Next Steps

- Take stock of your background
- Which letter format will “sell” you better with your objective and background?
- Create a first draft and share it with individuals that you trust will provide you honest feedback:
  - Instructor
  - Counselor
  - Family
  - Mentor
  - Friends
  - Spouse