

**CENTER FOR CAREER AND CIVIC  
ENGAGEMENT**



**JOB SEARCH**

**GUIDEBOOK**



**MORAVIAN  
COLLEGE**

## **Have further questions?**

**Please contact the Center for Career and Civic Engagement at 610-861-1509, stop by the office or send an email to [careercivic@moravian.edu](mailto:careercivic@moravian.edu).**

**HOURS OF OPERATION: Monday- Friday from 8:00am-4:30pm.**

# QUICK GUIDE TO YOUR JOB SEARCH

## DO

1. Always be professional, no matter who you are speaking to or how you are speaking to them (telephone, e-mail, in person, social media).
2. Get involved in campus activities. It will help you develop sought-after skills.
3. Network. Talk to classmates, professors, alumni, and family friends to connect with people who are working in fields of interest.
4. Leave no stone unturned. Peruse job boards, Hound Hire Link, company sites, professional organizations and social media as some of the many job search resources.
5. Take on leadership roles in college.
6. Practice interviewing. It is a skill and it can be learned.
7. Be proactive. Don't wait for the perfect job to come to you; go out and find it.
8. Use proper capitalization, punctuation, and grammar in all your correspondence.
9. Know your strengths and know how to sell them.
10. Participate in internships, field experiences, study abroad, research or other types of career-related experiences while at Moravian.

## DON'T

1. Have an email address that is unprofessional (i.e., [partydude@gmail.com](mailto:partydude@gmail.com)).
2. Take your parents to your job interviews.
3. Have lots of party pictures on your social media profiles; you never know who might see them.
4. Discuss how horrible your last boss was.
5. Attempt to bribe the interviewer into hiring you.
6. Dress like you're going to the gym. Or to a party.
7. Have an outgoing voicemail message that is inappropriate or unprofessional and does not clearly state your name.
8. Round up your GPA on your resume or job applications.
9. Lie.
10. Underestimate your capabilities.

## KEEP IN MIND!

The Center for Career and Civic Engagement developed this guide to give you insights on how to seek out employment opportunities.

- **YES**, there are jobs out there. You must be willing to take chances and look at all opportunities no matter what they are.
- **YES**, it is a competitive market place. There are many college graduates looking for jobs just as you are. What is going to set you apart?
- **YES**, it is true that employers are looking for the “best” candidates. While grades are important, so are your work history, leadership experiences, community involvement and the functional skills you have developed through these activities.
- **YES**, there is more than one way to approach the job search. The best job search tactics are the ones that work for you. Using a combination of tactics usually produces results.
- Know that **REJECTION** may be a part of this process, but do not take the rejection personally. Remember: employers are not rejecting you as a person; they do not know you. They make business decisions based on many different factors.
- Keep a **POSITIVE** outlook. Do not become discouraged by rejections, but remember, each rejection brings you closer to getting the job offer you want! Be positive, be persistent and be confident!
- While you cannot control others, you do have control over YOURSELF. This means that you must discipline yourself to maintain and sustain an active job search...it will bring **RESULTS**



# SEVEN STEPS TO SUCCESS

## **STEP 1**

Get to know what you are all about: Identify your values, skills/abilities and interests. Know just what it is that you want to do (the career field) and where you want to do it (urban/rural area, large or small organization, geographic location). Identify any significant accomplishments or achievements. Detail any special skills you may have (i.e., computer skills including hardware and software; language skills).

## **STEP 2**

Before you can engage in any job search, there are two items which are absolute musts: the resume and the cover letter. These are two essential items in any job search. As such, it is important to do them well. Once again, The Center for Career and Civic Engagement can provide you with expert assistance. First, you should refer to the “Resume and Cover Letter Building Guide” and various resources in our office and online for help with both content and structure. Do not reinvent the wheel! There are plenty of examples to which you can refer. Next, you should take advantage of our resume review service.

## **STEP 3**

The staff in the Center for Career and Civic Engagement is here for YOU! Attend our various workshops offered throughout the semester. Schedule an appointment to talk with us about your career goals and plan of attack. How about scheduling a mock interview to assess your interviewing skills? Also, consider attending job fairs listed in our office and on our web page.

## **STEP 4**

Other resources you can take advantage of: Hound Hire Link- an online resource which hosts internship listings, job vacancy listings, employer contact information and other online resources which can help you in your job search activities.

## **STEP 5**

Research everything you can about your interests, the current job market, job trends, organizations you might like to work for, etc. The more you know about the genre you are searching in the better off you will be.

## **STEP 6**

**NETWORK!** Many available jobs are never advertised in any online resources. It’s called the “hidden job market.” The more people who know you are in the job market, the more likely they will tell you about opportunities they are aware of. Friends, family, previous employers, classmates, faculty and alumni can be sources of information who may lead you to a job opportunity. Spread the word you are looking!

## **STEP 7**

**SELL IT!** Develop a 30 second sound bite of your experience, skills, talent and job objective. Be ready to give it at any time because you never know who you will meet and you have to be ready if you want to get that dream job!

Apply each of these steps in conjunction with the others. It is time well spent... it’s YOUR future we’re talking about here!

Don’t wait! The best time to start your job search is NOW!

# JOB SEARCH STRATEGIES

## **Networking:**

- Building a strong network of people that you can stay in contact with is essential to your search.
- Talk with your network about your interests and the types of positions you are seeking.
- Always have a purpose for contacting them and make sure the relationship is beneficial for them as well as you. Consider using LinkedIn to manage this when possible.

## **Events:**

- Attend events on and off campus to expand your network and learn about opportunities available.
- Center for Career and Civic Engagement events include student/alumni networking receptions, job and internship fairs, Education Opportunities Day and many other events for specific groups on campus.
- Always look at the events schedule for a complete list.

## **On Campus Recruiting:**

- Visit Hound Hire Link to learn about organizations that will be recruiting on campus.
- Apply through the online system and you will be contacted accordingly.

## **Target Job Searches:**

- Visit a variety of resources (online and in person) to create a list of agencies, companies and other organizations at which you would want to work.
- Then visit their websites and contact people in your network connected with these sites to inquire about positions.

## **Online Job Boards & Resources:**

- Visit the Center for Career and Civic Engagement website and AMOS for a more complete listing but some sites to consider are:
  - Indeed-indeed.com
  - Idealist.org
  - Pennsylvania Career Link-www.cwds.state.pa.us
  - CareerBuilder.com

## **Social Media:**

- Refer to the Social Media section of this guide for additional information about how to best use all forms of social media in your search

## EMAIL CORRESPONDENCE

We know that email is the preferred method of communication between candidate and employer. Email can be a powerful tool in the hands of a knowledgeable job seeker. Use it wisely and you will shine. Use it improperly, however, and you'll brand yourself as immature and unprofessional. When you are communicating with prospective employers there is no such thing as inconsequential communication. If you are sloppy and careless, seemingly trivial communication will stick out like a sore thumb.

General guidelines for emailing cover letters, resumes, thank-you notes and replies to various requests for information:

- Use a meaningful subject header for your email—one that is appropriate to the topic and includes your name.
- Address recipient as Mr., Ms., or Dr., and always verify the correct spelling of the recipient's name.
- Be brief in your communications. Do not overload the employer with a lot of questions in your email.
- When sending a resume and cover letter, it is best to include the cover letter as the body of the email and the resume as an attachment. Be sure to save your resume as your last name, first name initial.doc-example: smitharesume.doc
- Ditch the emoticons. While a ☺ or an LOL may go over well with friends, do not use symbols in your email to professionals.
- Do not use strange fonts, wallpapers or multicolored backgrounds.
- Stick to a standard font like Times New Roman, 12-point.
- Sign your email with your full name and contact information.
- Avoid using slang.
- Be sure to proofread, spell and grammar-check your email before sending.
- A professional tone should always be maintained.
- Be sure to use a professional email address.



# CENTER FOR CAREER AND CIVIC ENGAGEMENT RECRUITING POLICY

*In order to serve Moravian College students, the alumni and friends who seek to help them, and the employers who seek to hire them, the Center for Career and Civic Engagement has adopted the following job-search policy for students. It is the responsibility of each Moravian College student to follow this job-search policy.*

Employers make a substantial investment of time and resources to recruit Moravian College students. The impression you make on them can affect not only your own employment prospects but those of future Moravian students. If employers have a good experience recruiting at Moravian, they will be back to offer further opportunities to other students. If they have a bad experience, they will decide there are better places to look for new employers.

You have a responsibility to be prompt, professional, courteous, and serious about the recruiting process. Failure to follow the terms of this policy shows disrespect to employers. In particular, failure to appear for a scheduled interview is a serious breach of professional ethics. If you cancel an interview with insufficient time for your slot to be filled by another student, you not only damage yourself, you deny another student the chance to take advantage of the immediate opportunity offered by an interview. You also damage the long-term prospects of all future students at the College, because such conduct may cause an employer to decide not to return to Moravian College.

## **Electronic Resume Submission**

- Resume submission is strictly limited to the time frame designated for each employer's interview date and/or job posting.
- The resume submission deadline is 12:00 midnight (EST) on the designated date.
- No late submissions or paper copies will be accepted.

## **Interview Sign-up**

- If you request an interview and are selected for one, you must follow through and sign up for the interview unless you are no longer conducting an active job search. Please do not apply for a job that you are not interested in pursuing.
- If you are not selected for an interview, you may be assigned alternate status, which is the equivalent of being wait-listed, for an interview. We allow alternates to ensure that students receive as many opportunities as possible, should cancellations occur.

## **Same-Day Interview Requests**

- Directly approaching employers with an interview request on the day of the interview may result in forfeiture of your privilege of participating in on-campus recruiting and use of Hound Hire Link. Check with the staff in the Center for Career and Civic Engagement for acceptable procedures for scheduling same-day interviews.

## **Emergencies**

- In the event of serious illness, injury, or family emergency, (the same reason that would excuse one from a final exam or mid-term) you must notify the Center for Career and Civic Engagement at (610) 861-1509 or [thecareercenter@moravian.edu](mailto:thecareercenter@moravian.edu) as soon as possible.
- After you have notified the Center for Career and Civic Engagement: an apology letter, explaining why you could not attend the interview, must be sent by you to the employer and a copy of this letter given to the Center for Career and Civic Engagement.
- Failure to comply with this policy will result in suspension from participation in on-campus recruiting and the use of Hound Hire Link.

### **Cancellation Policy – 48 hours notice required**

- Cancellations are prohibited without 48 hours notice provided to both the employer and the Center for Career and Civic Engagement. Cancellations made with less than 48 hours notice are considered 'no-shows' (refer to the procedures for 'no-shows' below).

### **Late Arrival to Interviews**

- If a student is late for an interview, it is up to the discretion of the employer as to whether the interview with the student will still be conducted. If the employer decides not to interview the student, the student is credited with a no-show and must follow the procedures for 'no-shows' below

### **No-Shows**

- Students who do not attend a scheduled interview and fail to cancel with 48 hours notice to the Center for Career and Civic Engagement will be suspended from participating in on-campus recruiting and their rights to use Hound Hire Link will be revoked.
- Students must also call the Center for Career and Civic Engagement at (610) 861-1509 within 24 hours of the 'missed' interview and schedule an appointment to meet with a Center for Career and Civic Engagement staff member. The student must write a letter of apology to the employer and bring this letter along with a stamp and envelope to the appointment that is schedule with the Center for Career and Civic Engagement staff member.

### **Reinstatement**

- Students whose privileges to participate in on-campus recruiting and/or whose privileges to use Hound Hire Link have been revoked must you must meet with the Director of Career Development to request reinstatement.

### **Job Offers**

- Job Offers should be reported to the Center for Career and Civic Engagement in a timely manner. Many students receive multiple offers, so take all offers seriously. Once you accept an offer ethical standards for employment interviewing indicate that you should stop interviewing and cancel all scheduled interviews. If you receive an offer and have upcoming interviews that you wish to complete, explain to the employer that has offered you a job that you need more time to make a decision.

### **Information Integrity**

- No person may tamper with any aspect of the Moravian College Career Development Center's electronic information services and resources. Tampering is defined as the modification, deletion, or appending of information not under your direct ownership. Within Hound Hire Link you are only given ownership of your own personal information and career correspondence.
- Additionally, you may not tamper with and/or use Hound Hire Link in a manner outside that which the provided user interface permits. All information that you include on Hound Hire Link or to an employer MUST be accurate. Any person found violating this information integrity policy will immediately be suspended from using Hound Hire Link and participating in on-campus recruiting. In addition, the person may be subject to formal disciplinary action.

### **Resume Waiver**

- All students and alumni who submit a resume on Hound Hire Link agree to the following terms: All submitted resumes may be used by the Center for Career and Civic Engagement, without restriction, for the purpose of assisting in the job search process. Submitted resumes may be stored indefinitely in print and/or electronic form.

## JOB/INTERNSHIP FAIR TIPS

Be sure to:

- Arrive early
- Dress appropriately
- Extend warm greeting and firm handshake
- Maintain eye contact
- Show enthusiasm and zeal
- Display knowledge of the company, industry, position, interviewer, and job location
- Be prepared to answer and ask questions
- Turn off cell phone

Ensure that you have:

- Briefcase or portfolio
- Note pad
- Pens
- Several résumés
- Educational transcripts (for information purposes)
- Work samples (where applicable)
- Toothbrush and dental floss if you are attending a career fair after lunch
- For women: extra hosiery; and if you carry a briefcase, leave your purse behind to keep your hands free

Remember to:

- Obtain the representative's business card or contact information
- Offer to leave your résumé with the representative. Some companies may refer you to an online application instead of taking your résumé.
- Follow up after the career fair with a thank-you note
- Make the most of the day

### How to Introduce Yourself at a Job/Internship Fair

How you initiate a conversation with an employer representative is important. The first words you speak make a big impression on a potential employer. When you meet representatives at a career fair, you should greet them with a smile and a firm handshake, and introduce yourself using the format below or a similar format:

Introduction and education  
10-15 seconds

Work experience  
10-15 seconds

What sorts of positions you are interested in  
10-15 seconds

Accomplishments: classroom, activities, student organizations 10-15 seconds

# NETWORKING

## **Why is Networking Important?**

Eighty percent of all jobs are unadvertised, but they get filled. One out of every two jobs is obtained via networking.

## **Perception and Reality**

Good networking requires showing a genuine interest in others, taking time to acquire and nurture relationships, and developing the ability to see a connection with someone you just met. Usually students begin networking only when they need something and need it quickly. Professional career counselors recommend starting early in your college career to learn the ropes of networking. Your classmates, your professors, friends of your family—all these people are part of your network, just as you are part of theirs. You may not realize it, but you probably already network. When you ask fellow students what is the best class to take you are doing one type of networking: gathering information. You may even network around career issues informally when you discuss with others what major to choose, or what student clubs to join.

Once you get your feet wet with gathering information, you can try out other modes of networking. Meeting with Center for Career and Civic Engagement staff, professors, employers at company presentations and career fairs, are all networking, too. These professionals are committed to helping you find your career path. Talking with them and with other students allows you to find out what type of jobs are available, what an organization's culture is like, how to apply for positions at various organizations, and how to get in touch with recruiters outside the Lehigh Valley area.

## **Success Story**

One recent Moravian College success story involved a student contacting a Moravian College alumna to do an informational interview. The alumna was impressed by the student and asked for her résumé. The alumna received the résumé and invited the student to interview for a position in New York. The student was offered the position. As you can see, this all happened because of the student's willingness to network.

The Office of Alumni Engagement, the Center for Career and Civic Engagement, and academic departments provide a variety of events that will allow you to network. Look into these events, which are usually offered every semester. You can identify people to network with on LinkedIn by joining Moravian College alumni and Center for Career and Civic Engagement groups.

## **Informational Interviewing: The Best Way to Start Networking**

Informational interviewing is done to gather key information about careers and to make connections with individuals in those careers. Informational interviewing is gathering information that will help you in your career choice.

One of the best sources for gathering information about what's happening in an occupation or an industry is to talk to people working in the field. This process is called informational interviewing. An informational interview is an interview that you initiate. The purpose is to obtain information rather than to get a job.

## Reasons to Conduct Informational Interviewing

There are a variety of reasons to conduct informational interviews. Here are some of them:

- To explore careers and clarify your career goal.
- To discover employment opportunities that are not advertised.
- To expand your professional network.
- To build confidence for later job interviews.
- To access the most up-to-date career information.
- To identify your professional strengths and weaknesses.

## Steps to Follow to Conduct an Informational Interview

- Identify The Occupation Or Industry You Wish to Learn About.  
Assess your own interests, abilities, values, and skills, and evaluate labor conditions and trends to identify the best fields to research.
- Prepare For The Interview.  
Read all you can about the field before the interview. Decide what information you would like to obtain about the occupation or industry. Prepare a list of questions that you would like to have answered.
- Identify People to Interview.  
Start with lists of people you already know: alumni, friends, relatives, fellow students, current or former co-workers, supervisors and neighbors. Professional organizations, the Yellow Pages and organizational directories are also good resources. You may also call an organization and ask for a contact by job title.
- Arrange The Interview.  
Contact the person to set up an interview:
  - by telephone
  - by email followed by a telephone call
  - by having someone who knows the person make the appointment for you
- Conduct The Interview.  
Dress appropriately (if meeting the person face-to-face), arrive or call on time, be polite and professional. Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. Be sure to ask your contact to suggest names of others who might be helpful to you. Ask permission to use your contact's name when approaching these individuals.
- Follow Up.  
Immediately following the interview, record the information gathered. Be sure to send a thank-you note to your contact within 24 hours.

## QUESTIONS

Prepare a list of your own questions for your informational interview. Here are some sample questions:

- On a typical day in this position, what do you do?
- What training or education is required for this type of work? Are there basic prerequisites beyond education and training (e.g., certification, qualifying exams, etc.)?
- What personal qualities or abilities are important to being successful in this job?
- What part of this job do you find most satisfying? most challenging?
- How did you get your job?
- What opportunities for advancement are there in this field?
- What entry level jobs are best for learning as much as possible?
- What are the salary ranges for various levels in this field?
- How do you see jobs in this field changing in the future?
- Is there a demand for people in this occupation?
- What special advice would you give a person entering this field?
- What types of training do companies offer persons entering this field?
- Which professional journals and organizations would help me learn more about this field?
- What do you think of the experience I've had so far in terms of entering this field?
- From your perspective, what are the problems you see working in this field?
- Are there any resources related to the career field that you can suggest that would be good for me to read?
- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?
- Would you be willing to take a look at my résumé and make suggestions on how to improve it?
- Who do you know that I should also talk to? When I call him or her, may I use your name?

—Adapted from <http://danenet.wicip.org/jets/jet-9407-p.html>

# SOCIAL MEDIA SEARCH STRATEGIES

## **LinkedIn:**

Upload professional information instead of personal, along with samples of your work and a photo of yourself in professional attire to connect with other professionals. Make sure your profile is full of keywords and phrases to catch recruiters' attention. Join LinkedIn groups related to Moravian College, your professional interests and follow companies to hear about timely opportunities. Connect with those you know and want to know; don't be afraid to ask for introductions to helpful contacts. Get noticed further by posting relevant questions to your field and answering others. [www.linkedin.com](http://www.linkedin.com)

## **Tumblr:**

This blogging site can incorporate tons of visuals (photos and videos), which makes it attention grabbing. Display portfolio items, share career accomplishments, and post about topics pertaining to your field. Link to relevant content and connect with others to share similar interests, discuss ideas, and to network. Demonstrate your commitment to your field by following brands and thought leaders, along with re-blogging content of interest and adding your own comments to the discussion. [www.tumblr.com](http://www.tumblr.com)

## **Twitter:**

Find general job and internship advice and listings through hashtags (the number symbol) like #jobs, #recruiting, #interns, etc. You can narrow your search by using more specific hashtags such as #salesinterns or by college major for instance #biology. Including the phrase #tweetmyjobs in your search is also recommended. Plus, you can use [www.tweetmyjobs.com](http://www.tweetmyjobs.com) (like a job board but only containing listings from Twitter) to receive new job openings as they become available. [www.twitter.com](http://www.twitter.com)

## **YouTube:**

This video-sharing website is an excellent way to research employers (to learn more about their organization and services) as well as to better promote yourself. Consider uploading videos of your presentations, events and volunteer activities. Best of all, post a 30-60 second commercial of yourself speaking about your strengths, featured skills, experience, and career goals. [www.youtube.com](http://www.youtube.com)

## **Pinterest:**

Because it is a visual medium, Pinterest can provide a multi-dimensional representation of your two-dimensional resume. Create an entire board with pictures of the companies you've worked for, events you've organized or projects you've presented on, schools you've attended, places you've volunteered, and samples of your work. Utilize the text box given with each pin to describe the image, how it relates to your career and why it's important to you. [www.pinterest.com](http://www.pinterest.com)

## **Instagram:**

The fast, creative way to share yourself with the world via a 15-second video or photo. Similar to Pinterest, you want to select photos and videos that focus on what you offer to the job market. Think of it as a portfolio or journal of your skills and professional interests. Don't be afraid to get creative! [www.instagram.com](http://www.instagram.com)

## SAMPLE LETTER ACCEPTING AN OFFER

1200 Main Street  
Bethlehem, PA 18017  
610-555-5555

December 20, 20XX

Joe Jones  
Executive Director  
XYZ Corporation  
555 Executive Lane  
Newark, NJ 08345

Dear Mr. Jones:

It is with great pleasure that I accept your offer of employment as a Human Services Associate at XYZ at the salary of \$35,000 and a start date of August 20, 20XX. I am confident that I will make a strong contribution to your staff.

I appreciate your help and all the information that you have given me. It will assist me in my upcoming transition to your organization. Throughout the interview process I found the individuals at XYZ to be very knowledgeable and I look forward to working with other XYZ employees.

Sincerely,

*Jane Doe*

Jane Doe

## SAMPLE LETTER DECLINING AN OFFER

1200 Main Street  
Bethlehem, PA 18017  
610-555-5555

December 20, 20XX

Joe Jones  
Executive Director  
XYZ Corporation  
555 Executive Lane  
Newark, NJ 08345

Dear Mr. Jones:

Thank you for extending an offer to me for the position of Human Resource Assistant with your organization. After consideration, I am declining the offer to accept a position that I feel is a better fit for my career goals.

I appreciate your help and all the information that you gave me. Throughout the interview process I found the individuals at XYZ to be very knowledgeable and happy to be employed there.

I appreciate your time and consideration.

Sincerely,

*Jane Doe*

Jane Doe

## SAMPLE RESPONSE TO A REJECTION LETTER

1200 Main Street  
Bethlehem, PA 18017  
610-555-5555

December 20, 20XX

Joe Jones  
Executive Director  
XYZ Corporation  
555 Executive Lane  
Newark, NJ 08345

Dear Mr. Jones:

Thank you for allowing me the opportunity to interview for the coordinator position. I appreciate your assistance during the interview process and all the information that you gave me. Throughout the interview process I found the individuals at XYZ to be very knowledgeable and happy to be employed there.

Although I was not the candidate you chose for this position, I am still interested in XYZ. If possible, I would like to be considered for future opportunities.

I appreciate your time and consideration.

Sincerely,

*Jane Doe*

Jane Doe

# SAMPLE LETTER WITHDRAWING AN APPLICATION

1200 Main Street  
Bethlehem, PA 18017  
610-555-5555

December 20, 20XX

Joe Jones  
Executive Director  
XYZ Corporation  
555 Executive Lane  
Newark, NJ 08345

Dear Mr. Jones:

Thank you for allowing me the opportunity to interview for the actuarial position. I am withdrawing my application to pursue an option that is a better fit with my career goals.

I appreciate your time and consideration.

Sincerely,

*Jane Doe*

Jane Doe

# EVALUATING AND NEGOTIATING JOB OFFERS

As your job search nears completion, you will need to evaluate each job offer that you receive. In addition, you may find that you desire to negotiate a job offer. Give careful consideration to evaluating and negotiating job offers in order to assist in your career success. Listed below are some key points that can assist you.

## EVALUATING OFFERS

A job offer involves more than just salary. When evaluating a job offer take the total compensation package (salary, signing bonus, benefits, and perks) into consideration. In particular, you should consider benefits such as tuition reimbursement, medical coverage, vacation time, sick leave, savings plans (401k, 403b, etc.), stock options, and flexible work practices; and perks such as a company car, training, etc.

Also, you should consider the organization's culture and growth potential when evaluating a job offer. You should develop an understanding of how the organization operates on the daily basis. Questions you should ask are: Is the environment supportive?, Are employees valued?, and Can I be successful in this company's environment? In addition, you should be looking at you growth potential in the company. Ask yourself: Do I see myself growing in the company? and Where will I likely be in 2-5 years if I stay with this organization?

## NEGOTIATING OFFERS

When negotiating salary take the following details into account:

- Never begin negotiating a job offer until you are offered the position  
**Explanation:** If you begin negotiating before an offer is made, you may find that a company will not make you the offer.
- Negotiating job offers can be risky  
**Explanation:** Unfortunately, you may lose a job offer if you choose to negotiate the offer. Some employers rescind their original job offer when the negotiation process begins.
- Seek to receive all job offers in writing and be cautious of employers that will not give you written offers  
**Explanation:** Make sure that you get offers (including new offers that are made after negotiating) in print. A verbal offer cannot be verified and can be changed.
- Research the company before negotiating in order to find out the salary range for the position you received  
**Explanation:** Companies (even those in the same industry) provide compensation at different levels. Do research to find what the company normally offers for the position you are seeking.
- Remember some offers are not negotiable  
**Explanation:** Do not be surprised if a company does not allow you to negotiate an offer. Some companies have a strict policy providing compensation.
- Ask questions about benefits that are not stated in the offer such as tuition reimbursement, etc.

**Explanation:** Be sure that you have all the information possible on the benefits of the job offer. Some benefits may not be explained in the job offer and you should search for clarity on the benefits that you can expect to receive.

- Know what you are worth in the current job market

**Explanation:** Understand the value of your skills in the current job market. This will help you understand your negotiating power.

- Never lie during job offer negotiation and use discretion

**Explanation:** Lying during the negotiation process can catch up to you. Many employers will ask to verify the information that you have told them. In addition, be careful with disclosing too much information and over-negotiating.

- Take every opportunity to continue selling you skills

**Explanation:** Continue marketing your skills and abilities during the negotiation process. When appropriate state how you would prove to be of value to the company.

- Timing can be extremely important

**Explanation:** Consider that the company is making a business decision in hiring you. Take into consideration that they are expecting you to make a timely decision and to keep them informed of your employment status/decision.

## THE NEGOTIATING PROCESS

### **Begin by stating your interest in the position and how well you fit it.**

Start the conversation on a positive note. State that you really are interested in the position and that your skills make a good match for what the company needs.

Example: *“I was excited to receive the job offer and I am very interested in the position. I feel confident that my communication and analysis skills will allow me to make a positive contribution to the company.”*

### **State your position.**

Build your case for desiring to negotiate the offer. Some scenarios for building your cases may be:

1. Based on your research of the cost of living and/or the market value for your skill set, you found that you need more compensation.
2. Based on other job offers that you received you found that your market value is higher than what you have been offered by the company.
3. Based on the shortage of individuals in your chosen field you found that you are worth more than what the company offered.
4. Based on your current situation you find that you need to negotiate your start date and/or benefits package.

### **Ask the employer if they can provide more compensation.**

After stating your position, ask the employer if they can provide additional compensation.

Example: *“After doing research on the cost of living in New York, I found that the total compensation of the offer will not allow me to secure an apartment and live in the surrounding area. Is there anything else you can do in terms of the offer?”*

### **When asked, state an acceptable salary range.**

Be careful not to give an exact salary figure. State a salary range in which the employer can work in. Example: *“I would be interested in an offer between \$39,000 and \$45,000.”*

### **Work on creative solutions.**

Be prepared to be involved in creating the solution. The company may ask you to provide options for them to consider when negotiating the job offer. Consider all angles including benefits, perks, signing bonuses, relocation expenses, etc. Example: *“I would consider accepting a lower salary if the company could provide relocation expenses and tuition reimbursement.”*

### **Points to Remember**

- Seek to create a win-win situation.
- Know when to stop negotiating.
- Never fabricate information.
- Understand your needs and the needs of the company.
- Stop interviewing once you accept an offer.
- Write a letter of acceptance to formally accept the offer.

## **HANDLING REJECTIONS**

Some say failure or rejection is like a rite of passage. You can't really get on with your life unless you have experienced a setback and learned to overcome it. Your job search may be the first time you have experienced rejection or major disappointment. This is not unusual!

### **Keep These Things in Mind:**

- Sometimes rejection has nothing to do with you, but more to do with the employer (the interviewer/the organization's needs), so do not be overly critical of yourself and take it personally.
- Do not just accept an employer's negative response without looking at the reason(s). You may want to ask him/her the reasons behind it. Also ask yourself... was there a poor fit between the position and my background? Did I fail to present myself well in the interview? In my resume and/or cover letter? How can I present myself better?
- Try to gain something from every failure or rejection; use it as a learning process.
- Law of Averages: The more "no's" you receive, the closer you are to getting a "yes!"

## **SUMMER JOBS: CLUES FOR SUCCESS**

Millions of college students will be looking for jobs this summer-both to earn money and to gain experience helpful in making career choices and building up job qualifications. But the process of getting the best summer job takes thought and planning.

### **LOCATING POTENTIAL EMPLOYERS**

- Use employment services set up in the area. Register with your local or state employment services.
- Ask people working in the fields that interest you for leads.
- Use temporary placement services (Manpower, Kelly, etc...)
- Look online to identify organizations of interest.
- Check classified ads to learn about employers expanding staffs.
- Ask friends a few years ahead of you in school for their suggestions.

### **GETTING INTO THE RIGHT JOB**

- The easiest jobs to get, such as making hamburgers in a fast food restaurant, may offer the least valuable work experience. Try to get a job that provides background for careers that interest you.
- Generally, it is better to be one of only a few summer employees than to work in an organization where you do not stand out among dozens of other summer hires.
- Do not hesitate to look into even modest jobs with large organizations where after one summer you may have the opportunity to move into better jobs in subsequent years.

### **CONDUCTING THE JOB SEARCH**

- Start your summer job search in early January for jobs with governmental agencies, in March or April for business or industry.
- If you do not get just what you want and take a temporary job, remember that employers hire for jobs that come up in July when they receive relatively few applications.
- Make contact and schedule interviews with a number of employers. Do not put all your eggs in one basket or hold up making contacts because you have your heart set on one job.

### **THE JOB INTERVIEW**

- Learn something ahead of time about each organization before you interview. Be prepared to point out why you like the work and what you have to offer.
- Arrive at least 20 minutes early for your interview.
- Bring a copy of your resume to leave with the employer. If your work history to date has been minimal, stress activities, volunteer experience, interests, abilities and career goals.
- Smile, people like employees who are cheerful. Give the impression that you are a “doer” and have a lot of energy.
- Dress neatly. This is not the time to experiment with clothing.
- Follow up with a call a few days later to express interest in the job and to ask if additional information is needed.
- If you get a job offer, obtain it in writing.

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