

Master of Commerce Series: Getting That Job! Successful Job Search Techniques

UNSW Careers and
Employment

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www.careers.unsw.edu.au

Workshop Objectives

- Assess the effectiveness of various job search methods
- Learn how to research and contact employers
- Develop your 'elevator pitch' and practice informational interviewing

Key Marketing Tools

- Resume / On-line applications
- Cover letters
- 'Elevator Pitch'
- Networks
- Phone contact
- Interviews

**Be organised and
keep track!!!**

Group Discussion

“Have you had a job before? If so, how did you get it?”

What were the most effective methods of job search?

“Most jobs are found by applying to job ads in the newspaper and on the internet.”

Is this true?

Job Search Strategies

- Direct Approach
- Informational Interviews
- Being approached by an employer
- Work contacts / networks
- Family / friends / acquaintances
- Careers fair or information session
- Internet-based job search
- Employment agency
- Media advertisement

**How much time would you
dedicate to each strategy?**

Researching Employers

So where do grads end up?

- 1/ GradsOnline, The Grad Files & GradStats
www.gradlink.edu.au
- 2/ Graduate Destination Survey
www.careers.unsw.edu.au/student/GDS
- 3/ My Future
www.myfuture.edu.au
- 4/ Graduate Opportunities
www.graduateopportunities.com

Where some of our MCom graduates are working

- **Systems Accountant** – Macquarie Bank
- **Project Officer** – Sydney Water
- **Assistant Manager** – Citibank
- **Consultant** – PricewaterhouseCoopers
- **Group OHS Manager** – Stockland
- **Auditor** – Deloitte
- **Product Manager** – Astar Entertainment
- **Corporate Finance Advisory Officer** – Saigon Securities
- **Manager Diversified Institutions** – APRA
- **Data Analyst** – Morningstar Research
- **Technology Manager** – Westpac

From Graduate Destination Survey 2003

Researching Employers: Job Search Web Sites

Advertised Jobs

seek.com.au – Major Australian job site
 mycareer.com.au – Fairfax newspapers, SMH
 careerone.com.au – News Ltd. Newspapers
 jobsonline – UNSW Careers and Employment
 jobs.nsw.gov.au – NSW Govt jobs

Recruitment Agencies

See www.careers.unsw.edu.au for a list of industry specific recruitment agencies

Researching Employers: The Hidden Job Market

Careers & Employment

- *Student Employment* section:
- Useful Links
- Professional Associations
- Vacation Employment
- International Employment
- Program
- Graduate Destination Survey
- www.graduateopportunities.com

Other Research Sources

- Newspapers, Journals, Magazines: online and hardcopy
- Yellow Pages
- Business Directories, Online Databases and Job Boards

Talking to People

- Networks / Contacts
- Cold Calling / Speculative Letters: research and contact companies directly

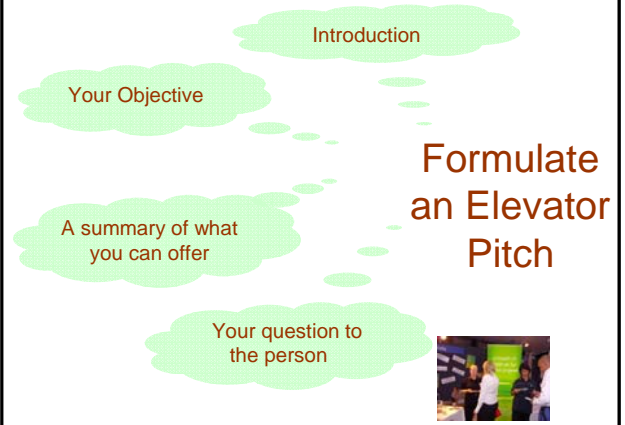
Why network?

- Obtain info about specific companies & organisations
- Gain valuable 'interview' experience
- Investigate positions or fields that may interest you
- Receive job search advice
- Improve your written application documents
- Meet representatives from organisations that you are interested in
- Increase your chances of winning an interview



Build your networks

- Family, friends, neighbours
- Professionals in your field
- University colleagues, lecturers, tutors, alumni
- Work colleagues, clients
- Clubs or association members
- Volunteer group members
- Acquaintances
- Networking events



For example...



Introduction	Hello, I'm Kate Wong. I'm a Master of Commerce student specialising in Finance.
Objective	I have a particular interest in corporate risk management
Summary	and received a high distinction for an essay I wrote for my Insurance and Risk Management subject this year. I really enjoy analysing data and solving problems and I also have over 3 years of customer service experience.
Question	I am really interested in the work that you do and was wondering if you had a couple of minutes so that I could ask your advice about the industry?

Tips on Preparing Your Elevator Pitch

- Be Brief
- Ask open-ended questions
- Develop a basic pitch and then tailor it to a particular situation
- Practice, practice and practice some more



Informational Interviewing

- Compile a spreadsheet of target companies, names, addresses, phone numbers etc
- Use your networks to find contacts at your target companies
- Search the companies on the Internet for names of relevant contacts (e.g. HR Directors, Marketing Managers, Business Owners)
- If you can't find the contact name then call the company switchboard and ask the receptionist
- Prepare yourself

Informational Interviewing (cont)

- If you can't get through the first time then try again
- Introduce yourself
- Ask if it is a good time to talk
- Explain that you are seeking advice
- Talk through your elevator pitch and objectives
- Use your active listening skills and ask open ended questions
- Be prepared to conduct the interview over the phone.
- Ask for referrals
- Follow up with a thank you email

UNSW Careers and Employment Services

Need a Job?

- Jobs Online
- Fortnightly e-list
- Employer talks on campus
- Careers Expo
- VICE / ICE
- Graduate recruitment

Need Career Help?

- Web info: Careers Education section : Applying For Jobs
- Daily workshops + Guest Presenter Program (employers)
- Mock Interviews
- Individual Assistance
- Careers library / computer access
- Graduate Destination Survey