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Marie Nashik, PricewaterhouseCoopers. Photographed by Michael Nash.
Looking for graduate employment?
Try the Careers Service website:

www.adelaide.edu.au/Careers

For information about Employer Presentations and Workshops,
see page 9 of this handbook

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STRATEGIC JOB SEARCH

A Strategic Job Search Approach for Graduates and near Graduates

Brenton Schulze, Manager, Careers Service, Adelaide University

This article aims to give you some useful strategies and suggestions to help you with your career preparation and search for a suitable graduate position. It summarises the main steps in the job search process - you are encouraged to use the Careers Service resources and to search relevant, dynamic and useful graduate specific websites. Here are some inter-connected steps to help you.

KNOW YOURSELF
Have an understanding of your own particular qualities and talents - know what you can offer an employer - equally employers will want to know about you.

Be aware of:
What you are good at
(ie skills and personal attributes.)
Some examples: interpersonal skills, social skills, teamwork, leadership, organisation skills, analytical skills, problem solving, communication skills, flexibility and adaptability, proactive, innovative and creative, self starter, able to work independently, attention to detail, hard working, sense of responsibility, self confidence.

What you value
Some examples: harmony, creativity, cooperation, environment, honesty and integrity, wealth, happiness, security, social justice, conscience, power, relationships, lifestyle, rewards and recognition, independence, team based culture, challenge, personal development, influence, competition, ethical behaviour, status.

KNOW EMPLOYERS
Do your homework and research employers prior to any contact. Use the resources available to you:

Careers Service
Services for Students seeking information about employers
- Employer Information Sessions
- On-Campus recruitment activities
- Careers Resource Centre
- Comprehensive Website with many links
- Internet facilities to access career and employment information
- Careers Fairs 2001
- Careers 2001 Handbook
- Careers counselling
- Resume checking
- Graduate starting salaries

Internet
- Research information on companies and Professional Associations
- Search job sites for graduate positions which match your qualifications, skills and competencies
- Apply for positions on-line
- Complete templates for on-line application forms
- Post your resume to a website resume database
- Search home pages of major companies and Government agencies
- Search employment advertisements on the Internet by logging on to the home page of major newspapers
- Apply for current positions directly through the home pages of major recruitment agencies

Careers Fairs
Careers Fairs present a huge spectrum of professional career opportunities under the one roof. Gather information, ask questions and participate in interactive displays. Careers Fairs help students to develop a network with employers.
There are a number of sites with sections specifically for graduates. Other sites accept resumes and some list overseas jobs. Enure that the job site is up to date and check whether it is a secure site. Always discern the integrity and accuracy of the information obtained.

Search Gradlink Website with a focus on graduate job opportunities throughout Australia and career information - gradlink.edu.au

### Student Employment Service
- Student register list for job referrals
- Website job database (includes graduate & casuals jobs)
- Computer with internet access & employer links
- Customised job applications
- Salary information
- Up to date resource books on job search techniques
- Information on obtaining work visas
- Information on disability employment services
- Advice on all employment related matters

### Professional Associations
Professional Associations provide a raft of services to their members including contemporary publications, seminars, conferences, professional development opportunities and importantly, opportunities to establish valuable networks. Many Professional Associations offer student membership and activities tailored to student needs - some may have a Student Chapter.

### Find the Hidden Jobs
Many jobs are never advertised
- establish networks and make contacts
- cold canvass - make contacts with potential and targeted employers
- contact recruitment agencies and register/lodge resume on the agency’s data base
- read the classified careers/employment sections and Early General News sections of the weekend edition of the major daily newspapers
- consult relevant professional associations
- search the internet

### APPLY FOR THE JOB

#### The Cover Letter
The purpose of a covering letter is to get the attention of the employer and to create an interest and desire for the employer to interview you. If applying for a specific position always contact the employer and obtain a job description and selection criteria if they are available. Make sure that you very specifically address each of the selection criteria. Sometimes a separate statement addressing the selection criteria will be necessary.

#### Essential Elements of a Cover Letter
A cover letter should be no longer than one page. It should be addressed accurately with the name and address of the organisation and if known, the name and position of the appropriate person to whom the letter is addressed. Your own name, address and contact details and date should also be included. Remember to include the date, use the appropriate salutation and sign off correctly - Yours sincerely if you have the addressee’s name and Yours faithfully if you use the salutation Dear Sir/Madam.

- Identify the position and when and where it was advertised (include reference number if known);
- State that you are a student of Adelaide University, your course of study, major study area/interest and year of the course;
- Indicate why you are interested in the position and directly link your studies/experience/competencies to the selection criteria;
- Include other relevant information (languages, computing skills, achievements, projects etc);
- State that you have included your resume;
- Indicate when you will be available to work;
- Mention that you are available for an interview at a mutually convenient time (or mention your desire to discuss the application further at an interview).

#### Writing a Resume
Your resume or curriculum vitae is a summary of your educational qualifications, employment experience, achievements, abilities/competencies, personal qualities and extra curricular activities/interests. It is your marketing tool to employers - its main purpose is to provide the employer with relevant information and to make the employer sufficiently interested in you to call you in for an interview.

#### Structure and Content of the Resume
A typical resume should include the following information:
- Personal Details: name, address, telephone number & email Address
- Education: Tertiary/Secondary/Other
- Career Objective
- Employment History: (career related and casual work experience - set out in a logical order - most recent experience first - ie reverse chronological order)
- Dates of employment, position, name of employer & duties (describe briefly)
- Additional Skills (eg computer literacy; languages; drivers license)
- Achievements: outstanding academic results, awards, sporting achievements
- Other Interests: extra curricular activities and general interests
- Referees: name, position, contact telephone number (obtain referee’s approval before using his/her name and ensure that referee is relevant, current and knows you well)
A Strategic Job Search Approach (continued from previous page)

There are increasing numbers of employment sites on the web that accept resumes. Some sites allow applicants to build a resume and attach a cover letter online.

Some features of a quality resume (new graduate)
- accurate, relevant, positive and concise (2-3 pages)
- correct grammar and spelling
- consistent, logical and simple format and layout with adequate white space
- appropriate use of bold type and subheadings
- word processed and laser printed (one side only) on good quality white paper
- highlight significant skills and knowledge and experience achieved
- include your name at the top of each page
- make it reader friendly
- use dot points
- adapt each resume to the position you are applying for - generic or stock resumes do stand out to experienced recruiters and Human Resource Managers
- use doing verbs such as organised, implemented, initiated, coordinated

THE JOB INTERVIEW
The job interview is a vital part of the selection process. At the interview it is essential that you put your “best foot forward” and display a positive, enthusiastic and confident approach. Do not undervalue yourself but equally be truthful and do not exaggerate. Employers may use any one interview method (or a combination of interview methods) including telephone interviews, panel interviews, video conferencing and one-on-one interviews. Sometimes assessment centres and psychological testing can also be used as selection tools in the selection process.

Preparation
- Prepare a portfolio of job related information including transcripts, resumes, references and a copy of your resume and cover letter.
- Find out who is going to interview you including their position/title
- Know the time and place of the interview
- Research the organisation
  - Find out about the organisation - its products and services, competitors, vision/mission, values, location(s), culture
  - Request information from the organisation
  - Read the annual report
  - Talk to employees
  - Visit the organisation’s home page on the internet
- Research the position
  - Understand the nature and scope of the position
  - Obtain a Job Description or Duty Statement
  - Seek clarification if necessary
  - Prepare some questions

Conduct at Interview
- Be on time
- Dress appropriately
- Create a good first impression
- Use a firm handshake
- Maintain comfortable eye contact with each of the interviewers
- Try to appear relaxed and at ease even if you are not
- Reflect enthusiasm but not over confidence
- Expect to be asked rigorous and challenging questions
- Address the Selection Criteria if it exists (use examples which demonstrate your ability and skills - say what you have actually done)
- Keep to the point
- Thank the interviewer(s) and leave

“At the interview it is essential that you put your ‘best foot forward’ and display a positive, enthusiastic and confident approach.”

Typical questions
Interviewer Questions:
- What are some of the benefits that you have gained through your course of study?
- Why did you choose this course?
- What is your immediate (or long term) career goal?
- What do you regard as your most important achievement and why?
- Can you give me an example of one of your achievements?
- What do you know about this organisation?
- What can you bring to this organisation?
- What do you consider your strengths to be?
- Do you have any weaknesses?
- How would others who know you well describe you?
- Can you tell me something about yourself?
- Do you have any questions?

Interviewee Questions:
- What opportunities are there for professional development and further study?
- What are the opportunities for further advancement?
- Where do you see the future of the organisation?
- When do you expect to make a decision? (Know what will happen next and the time frame)

Review and Evaluate the Interview:
- Assess what went well and where your performance can be improved
- How can you improve your answers to questions?
Visit the Student Employment website to search for the right vacancy for you.

www.online.adelaide.edu.au/auuemployment
Looking for work as a tutor?

Demand for tutors is strong in a variety of subjects.
Add your details to the Students’ Association’s Tutor Register.

Call the SAUA on 8303 5406, or visit us on the ground floor, George Murray Building.
Networking for Employment

Des C Masters, Office of Industry Liaison, Adelaide University

USE INTERMEDIARIES TO BETTER TARGET BOTH INDUSTRY AND BUSINESS:
People who have high level contact such as industry players, such as:

• Industry Associations
• Industry Representative Bodies
• Federal, State and Local Government Agencies who associate with developing industry and business
• Lawyers, Accountants and Industry Consulting Forms
• Regional Development Boards, Business Enterprise Centres.

ACTION STEPS:

• Identify industry sector(s) to which your discipline can be applied
• Research the industry sector to ascertain: (WEB sites)
  - does it have a representative body?
  - is there a core of main players who shape the industry’s direction?
  - who are the advisers to the industry?
• Assess best method of making personal contact.
• Join a professional organisation and be prepared to attend meetings and workshops to network.
• Identify industry sponsored seminars and attend these to network.
• Identify companies that are growing or associated with innovative processes and approach on basis that you can add value to them.
• Maintain a database of companies and keep them in categories such as:
  - high potential
  - medium potential
  - no potential
• Try and get others to assist you in finding the right job for you.
  Most people get ahead because they are in the right place at the right time.
SEE AN OPPORTUNITY AND GO FOR IT
“Persistence always wins out.”

TRY TO GET OTHERS TO ASSIST YOU IN FINDING THE RIGHT JOB FOR YOU.
Chance meetings are opportunities waiting to be exploited.”

Looking for graduate employment?
Try the Careers Service website:

www.adelaide.edu.au/Careers
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INSTITUTION OF ENGINEERS AUSTRALIA

The Institute of Engineers Australia can be contacted via the web site: www.ieaust.org.au

LAW SOCIETY OF SOUTH AUSTRALIA

The Law Society of South Australia can be contacted via the website: www.lssa.asn.au

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The NIA plays a major role in promoting the recognition of its members in legislation, and also in maintaining standards through ensuring that members adhere to a Code of Practice and by-laws. Members receive a range of services including updates and access to technical advice, continuing professional education, networking functions and discounts on a range of professional services/products.

The NIA Student Register serves as an introduction to NIA membership. In addition to receiving our core services, Student Register members can access our successful Mentorship Program, which offers the opportunity to gain invaluable vocational experience within the profession. Students may also register to be considered for the many job vacancies notified each year to the NIA Employment Register service.

ROYAL AUSTRALIAN CHEMICAL INSTITUTE

The Royal Australian Chemical intitute can be contacted via the web site: www.raci.org.au

ROYAL AUSTRALIAN INSTITUTE OF ARCHITECTS

The Royal Australasian Institute of Architects can be contacted via the website: www.raia.com.au
Benefits of getting involved in the student chapter of professional organisations

Glenn Simon, President, Mawson Student Chapter of the AusIMM

Being involved in a student organisation is one of the most rewarding things I have ever done. And I think everyone who has been involved in one would feel the same.

Early in 1999, as a third year geology student, thoughts of the big-wide world beyond university were creeping into my head. More importantly, I was starting to get concerned as to how I was going to go about advertising myself for employment in the not so distant future. Then, in early 1999, the AusIMM (Australian Institute of Mining and Metallurgy), of which I am a member, expressed the interest in having a student chapter at Adelaide University. This seems like the sort of thing that could help me, as well as other students interested in the Mining Industry.

I discussed the possibility of having such a student chapter with the Head of the Geology and Geophysics Department, and with his support, rounded up a group of 6 Geology Students to be the official Committee. The AusIMM was also very supportive and before I knew it the Mawson Student Chapter of the AusIMM was born (named after past Adelaide University head of the Geology Department, and Antarctic Explorer, Sir Douglas Mawson.) I was elected as President in our first Committee meeting.

The idea of a student chapter is to get students involved in activities related to industry, with support from the parent organisation (in this case the AusIMM). This in turn reflects well on the students who are involved in such a chapter as their participation shows that they are keen students who are interested in their chosen field.

Since its conception, the Mawson Student Chapter has run events such as site visits, social events, mentor schemes (where students have a professional industry as a mentor), and (I think, most importantly) careers nights.

The careers nights are a fantastic opportunity for students to meet industry professionals in a relaxed, casual atmosphere and find out where their degrees can take them. However, it also works the other way. These nights are a great way for industry representatives to see which students are really interested in a career in their field. Consequently, many vacation jobs can be arranged at these events. It happened to me.

As a final note on student chapters I would like to point something out for all the students who are still not convinced about professional organisations. Every single member of the Mawson Student Chapter of the AusIMM managed to obtain vacation employment for the summer of 1999-2000. And I already know of at least 3 who have secured some for this summer as well. One of them got the job on the spot!

Something must look good on their resumes, right?
It is the **people** you work with that really **make the difference**

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