



## Job search requires using sources like placement offices, advisers, employment agencies, recruiters

No doubt about it. With more and more college graduates and MBAs crowding the market, the quest for that perfect job is tougher than ever.

That old adage, "It's not what you know but whom you know," is particularly applicable in this competitive climate.

The job search looks particularly grim to the unemployed without contacts. But it's not impossible.

Job hunters who find themselves in this situation should tap every resource available, including career advisers, employment agencies and executive recruiters.

The University Career Planning and Placement Office is the first stop for the newly graduated. Companies in need of personnel regularly place listings with this office, making this the easiest possible source for leads.

Job hunters many years out of school can also use the University placement offices to their advantage. A quick scan of employment listings can let you know which companies are hiring, and whom to contact about specific positions.

Maybe you are looking to make a career change. In this case, a career adviser might be able to help. An adviser will listen to your employment wants and needs, and assess your marketable skills.

After determining what kind of position would be best for you, an adviser will help you to target possible employers.

Career counselors can also help you

refine your letter-writing and interviewing skills and rework your resume.

Positions such as typists, receptionists, word processors, paralegals and telemarketers are most easily obtained through a general employment agency. Small companies without personnel departments regularly turn to such agencies to fill general clerical positions rather than going through the lengthy process of screening many applicants.

Reputable employment agencies will collect their payment from the company that hires you. Beware of any organization that asks you for a fee before it finds you a job. It's a good idea to ask associates or career counselors about which agency to consult; then you will be sure the agency is legitimate.

Executive recruiters — or headhunters — specialize in given professions such as sales, public relations, engineering and finance. If you're experienced in your field, consider consulting a specialized firm to aid you in your job hunt.

Headhunters usually work with large firms on an ongoing basis, so they are well aware of their clients' needs and tastes. Sometimes they can give you the inside track by giving you tips on how to respond to interview questions and even what to wear.

Keep in mind that headhunters work primarily for the employer. Try not to be discouraged by their "Don't call us, we'll call you" policy. It's in an agency's best interest to make a successful placement; repeat business depends



Finding a job these days requires pulling out all the stops.

Photo illustration by Mark Yien

on it. So it can't hurt to approach these recruiters.

If you are the right person for the job, they definitely will take notice.

While answering a classified ad may seem like a crapshoot — ads in major dailies generate hundreds of responses — it is still possible to gain

employment through one of these ads.

If you have the experience or qualifications requested, you probably have a leg up on about half the respondents.

But some jobs are never advertised in the Sunday paper. Many companies looking for people with specific expertise save their ads for trade newspapers and magazines.

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