

GET THE JOB

Ways to improve your job search success



RESEARCH POTENTIAL EMPLOYERS

One of the best ways to prepare for an interview is to get to know the company.

When you show interest in the overall mission and are knowledgeable about their accomplishments, it shows an interviewer you are serious about getting on board.

Where to find information

Today's technology gives job seekers awesome tools to research a company. If they have a social media presence, that's a great place to start. A simple search of their name can reveal charitable contributions, performance milestones and additions to their team. Be sure to mention things you relate to, regarding the strides they are taking to grow.

Former or current employees will also give you an interesting perspective in how the company operates, internally. Reach out to your peers who have or had a relationship with the group to find out what they expect and what they look for in prospective hires.

Prepare for the interview

Now that you know a little more, you should know how to share your research during the interview. Blatantly spouting out information can make you come off cocky or bland. Instead, plan how you will incorporate what you learned into the conversation.

When a hiring manager asks if you have any questions about the company or position, it's a great time to incorporate some of your research. You can ask them about recent milestones they made and what it took to achieve them. The more prepared you are with how you will present the research will make both yourself and the interviewer more comfortable during your meeting.

Research clients and services

Before you go into an interview, it's also helpful to know the types of services you will be offering and a general idea of the clientele you reach out to. Understanding the crucial components of every operation, can help you strategize an effective way to stand out once you're hired.

GET REFERENCES

The peers in your career can make or break your chances of landing a job if a new employer receives degrading information. In fact, career experts at Monster Worldwide Inc. report that hiring managers removed about 21 percent of candidates from consideration after speaking to their professional references.

Why references matter

While you may impress a hiring manager with a solid performance at the interview and a resume that shows you're qualified for the job, a reference is sometimes the determining factor to narrow down potential employment. Here are a few common questions your new employer may have for your list of references, from OfficeTeam, a leading staffing service:

- 36 percent inquire about past job duties and experience.



- 31 percent want to know about an applicant's strengths and weaknesses.

- 11 percent will ask to confirm job titles and dates of employment.

It's important to be honest when filling out your resume, as managers will likely eliminate you from consideration

if a reference cannot backup the information you provided.

Who to ask

Most employers only require a handful of professional references when you apply for a position. Because of this,

make sure to choose people who you know will give an honest review of your qualifications. Who to include can depend on what type of position you are applying for. For instance, when entering upper management, ask for permission from previous managers. If you are trying to land an entry-level job, include both professional peers and supervisors. The right mix of people can give you the upper hand when negotiation for a new career.

Say thanks

Networking is a big part of the job search. Remember to say thanks to your references who take time out of their busy schedule to promote you to a potential employer. You never know when they may need a kind word. Let them know you are willing to return the favor.

Clatsop County Job Fair provides job seekers access to area employers

More than 80 employers from throughout the region will converge on the Lexington Campus of Clatsop Community College next week at the Clatsop County Job & Career Fair March 6th in Patriot Hall.

Many employers are hiring for positions, and job seekers can pick up applications from selected businesses. The job fair is free to the public, and provides opportunities to learn about the diverse job choices available in our area.

All area high schools will attend the Job Fair in the morning, as Astoria, Jewell, Knappa, Seaside, Ilwaco, Naselle and Warrenton high schools will send juniors and seniors to the event, with an estimated 700 students in



Luke Whittaker

Sgt. 1st Class Katy Pritchard, a career counselor and member of the Oregon National Guard, spoke to students at the 2017 Clatsop County Job and Career Fair.

attendance between 10 a.m. and 1 p.m.

From 1:15 p.m. to 3:15 p.m. the general public is invited to attend, including

active job seekers, college students and those who want to learn more about career options in Clatsop County. CEDR (Clatsop Eco-



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Pacific Power general foreman Doug Peterson gave students an introduction to power transformers at the 2017 Clatsop County Job and Career Fair.

Development Resources) and WorkSource Northwest Oregon office co-sponsor the event with the assistance of commu-

nity volunteers. The event last year featured 73 participating companies, and more than 650 students attended. The theme of the career

and job fair is 60 percent career and 40 percent jobs focus. Attendees will be given an overview of the many industries and sectors that make up our local economy. The target sectors are Tourism & Hospitality; Business, Banking, Finance & Professional Services; Seafood Processing & Fishing; Forest & Wood Products; Health Care; Retail; Manufacturing; Law Enforcement; Career Technical, Contracting & Trades; Education & Government, Public Sector and Military Options.

The event website at clatsopjobfair.com includes a comprehensive list of all employers attending, with links to each employer's website or contact information.