

TARGETING YOUR JOB SEARCH

Wouldn't it be great to wake up each day excited about your work?

One part of making satisfying career decisions is exploring the question of *where* you want to work. This question looks at issues in addition to where you want to be geographically, such as, what individual employing organizations excite you and what type of working environment you desire. Clarifying what type of organization you prefer can help make your eventual job search manageable, show motivation and commitment to your potential employer, and lead to greater job satisfaction.

This resource is designed to help you answer two questions about *where* you want to work:

- Do you want to work in the business, government, computer industry, engineering or nonprofit sector?
- What types of industries, issues, products or services do you find most interesting or valuable?

Look beyond *what* you want to do - Perhaps you've not thought about where you want to work because you've been first addressing what job function you want to perform. Questions such as, "What can I do with a History major?" or "Do I want to apply my engineering background to design, research, marketing or manufacturing?" may be foremost on your mind. Remember that the next step is to ask yourself "Where do I want to apply my skills?" and "To what types of organizations do I want to send my resume?"

Look beyond the obvious - Often decisions about where you choose to work are based on visible or known options, such as organizations where alumni have worked or organizations represented in campus interviews.

It is important to broaden your knowledge of employment options. Following are two examples (that use the above model) to illustrate diverse options:

- **A chemistry major could perform . . .**
manufacturing in a private sector pharmaceutical firm
inspection and regulation work in a food and drug government agency
research in a nonprofit environmental think tank
- **A management major could perform marketing . . .**
in the business sector with computers, clothing or cars
in the government sector in any agency relating to commerce or tourism
in the nonprofit sector as a museum fundraiser or college admissions counselor

Use this website as a guide: www.bls.gov/oco

Freely go through the lists in the *Occupational Outlook Handbook* and identify what sounds appealing. Sometimes seeing options can help clarify preferences. Notice any trends. Listing your top five choices in each sector should prompt you to be more targeted in your career choice and job search.

Next Steps - Not all of your preferences may make for an easy job search. Perhaps you will depend more on professional associations and organization address directories than campus interviewing or office vacancy newsletters. Make an appointment with your Career and Professional Development Center Consultant who can help you plan your strategy for a focused independent job search.