

Job Hunt cont:

advertising and weeding through the mountains of resumes that always flood in after a position is advertised). What do I mean by a mass mailout? I mean send out a lot of resumes. The exact number you'll need to send out to get some interviews depends on how marketable you are but this employer's comments should give you an idea.

"Job-seekers must be aware that a good response rate (i.e. letters sent to interviews granted) is between 3-5%. Therefore, an applicant must expect to apply to between 100 and 200 firms. Sending out 20 resumes is considered an inadequate job search."

It may seem like a lot of work but it's worth it: even if a company doesn't have an immediate opening, 70% of employers will keep an outstanding resume on file for six months or longer. (However, if you want any action taken you'll have to keep contacting

the companies to indicate your continued interest and notify them of your new address if you move.)

To do a mass mailout you can have your resume photocopied or printed. In most cases printing will be cheaper and look much better. (Look up printers in the yellow pages.) You should then write a brief personal letter to accompany each resume you send out. You can start your letter with a direct statement or question (Do you need a ...with experience and training in...?) and go on to relate one or two of your major qualifications for the position you're applying for. (Make sure you apply for a specific position; employers automatically reject resumes from applicants who will "take anything".) You can then finish off your letter by saying you will call in a week.

So who do you send your letters to? You can find out employers' names and addresses from the following sources:

The Yellow Pages: Your telephone Directory can provide you with lists of local companies

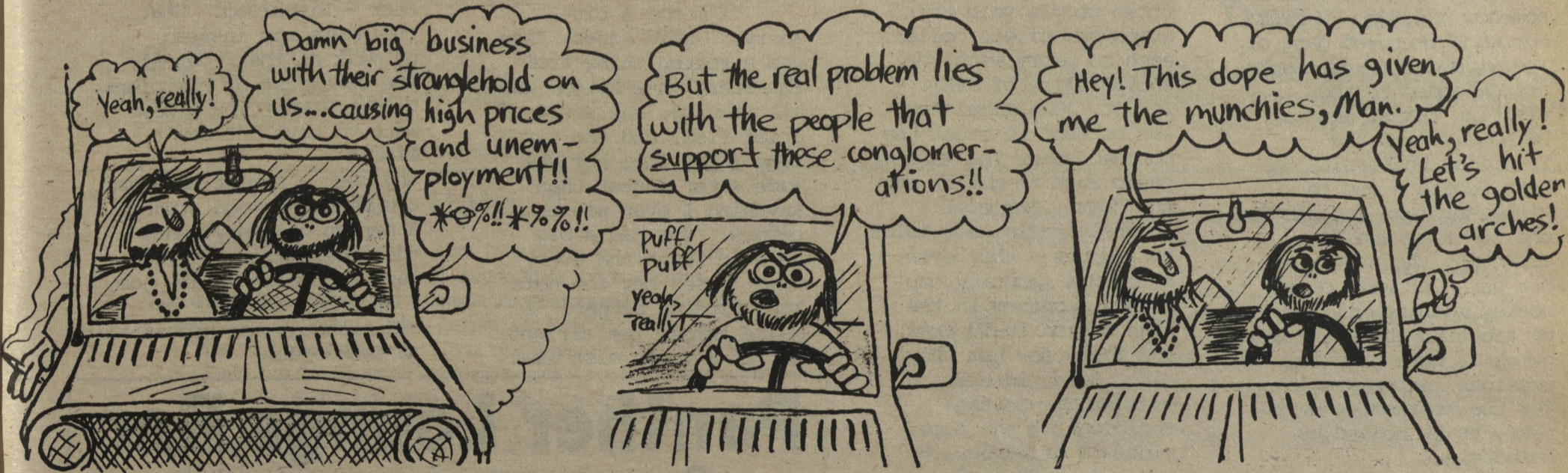
and organizations in your career field and their addresses (and the directory assistance operator can advise you on where to look if you're having trouble finding that list). To find the names of the supervisors or personnel managers in these companies simply call the office and ask the receptionist.

The Reference Section of your campus library: There are dozens (if not hundreds) of directories of businesses and organizations. Two of the most widely used by job-hunters are "Poor's Register of Directors and Executives: United States and Canada" and the "Canadian Almanac". The former lists major business firms and their products while the latter lists a variety of different businesses organization, institutions, and firms. Both give addresses and names of contact people too. (If you can't find the name of the personnel officer you can always send your resume to another executive officer.) Visit the reference section of your library

and explain to the librarian what kind of list you are looking for.

Out-of-Town sources: If you have your sights set on a different city or town that you're now living in there are several ways to find out about career opportunities there. Once again, you should visit your campus library. Many have telephone directories from a variety of cities and you can use the yellow pages to find a list of businesses to apply to. Secondly, write to the local Chamber of Commerce of City Hall and ask for a list of businesses. Finally, subscribe to the local paper. Not only will you be able to get an idea of the job market, you'll also be able to find out which companies are expanding and follow any news on particular companies you're applying to.

Newspapers are listed in Canadian Advertising Rates and Data (also in the Library). Happy job hunting!



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