

Identifying and Researching Employers



Pacific University Career Development Center

Jobs are out there: advertised and unadvertised. Explore all these sources in your job search, and be sure to consult with career staff for more in-depth information. There are also a wealth of books and articles in the Career Development Center's Resource Center and referenced on www.pacificu.edu/career that elaborate extensively on the lists below. This help sheet is just meant to provide a useful framework.

Advertised

- Web-based posting sites (see www.pacificu.edu/career for starters)
- Newspapers
- Trade journals
- Company/organizational web sites
- State employment agencies
- Local Chamber of Commerce resources
- Job fairs

Unadvertised (or Semi-Advertised)

- Private postings, unavailable to the public, such as listed on a company's internal network and accessible to its employees only.
- Simply not advertised **yet**—still being developed and known only to the employer, representing a perfect time for a job seeker to talk to the employer and beat the competition.
- Openings being recruited for by staffing agencies—available only to their job seeking clients.
- Opportunities that get created when the right job seeker presents an employer with skills he/she can't refuse.
- Opportunities that were never filled and were "de-posted"—yet representing needs that are still present in the minds of employers.
- Postings by professional associations, unavailable to the public, but accessed by registered members.
- Temporary positions created while full-time staff are out on maternity or medical leave, filled by word of mouth.
- Referrals: "88% of employers surveyed said that "employee referrals" brought in the highest quality of job applicants." Allen/Hamilton
- Opportunities known to people all around you, which you'll discover by asking.
- Opportunities that you create and act upon, doing what you want to do and know needs doing, letting the matter of remuneration work itself out later.