



# Job Seeking Skills

冯莉◎主编



立信会计出版社

LIXIN ACCOUNTING PUBLISHING HOUSE

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## Job Seeking Skills

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# Unit 1

# Job Searching



## Learning Objectives

Identify the four steps of job searching.

Identify different methods of job searching.

Be able to find job information.



Betty is a girl who is going to graduate from SCAS in June. Now, she is busy with job seeking, but she has no idea what to do. Shall we help her to find a suitable job?

Finding the right job requires many steps and decisions. You don't just apply and wait for an offer from those who have a place for you. Nor do you hope that you stumble onto an appealing opportunity. It is important to realize that getting a job will depend on the level of effort that you put forth. Most people do want more than "just a job". To ensure a successful career campaign, there are four essential steps to follow:

Step I : Self-assessment

Step II : Knowledge of Employment Options

Step III : Job Hunting Methods

Step IV : Preparing Job Searching Tools

## ① Step I : Self-assessment

To prepare for an effective job searching, you must understand your skills, interests, values, family situation, employment preferences and job target. Although this sounds basic, it is an important but often forgotten step.

Knowledge of your skills, interests, values, family situation and employment preferences can help you clarify what type of organization, industry or position offers you the most of what you want in a job. Although



no job will be an exact match, the job offer you accept should provide the best opportunity available to match the factors that are most important to you.

### **1) Skills**

Indicate work tasks (behaviors) that you can usually successfully perform. Identifying your skills can help you focus on specific positions that draw on your strengths.

### **2) Interests**

Indicate what work activities you enjoy or prefer doing. Know whether you want to work with people, data or things and whether you prefer to work alone or with others. Clarifying your interests can help you identify specific positions that will allow you to engage in activities you enjoy.

### **3) Values**

Motivate us to work. Know what kind of reward is most important to you in a job — money, security, creativity, leadership, influence, etc. Clarifying your values helps you identify potential employers and work settings and confirm your decision to seek employment with a particular organization.

### **4) Family Situations**

Include the desire to live close to family members, the employment opportunities for a spouse, fiancée, or partner, the preferences (or bias) of family members, family employment contacts, or the existence of a family business.

### **5) Employment Preferences**

Include the hours of work, travel limitations and the physical demands

of the job. Choose your ideal location — urban, suburban or rural and your ideal work environment — large corporation, small business, government agency or non-profit organization.

## 6) Specifying a Job Target(s)

Helps you answer the question, “What do I want to do?”

### (1) Personality

Personality encompasses a person’s relatively stable feelings, thoughts, and behavioral patterns. Each of us has a unique personality that differentiates us from other people, and understanding someone’s personality gives us clues about how that person is likely to act and feel in a variety of situations. To manage effectively, it is helpful to understand the personalities of different employees. Having this knowledge is also useful for placing people into jobs and organizations.

**Figure 1-1 Big Five Personality Traits**

Trait	Description
Openness	Curious, original, intellectual, creative, and open to new ideas.
Conscientiousness	Organized, systematic, punctual, achievement oriented, and dependable.
Extraversion	Outgoing, talkative, sociable, and enjoys being in social situations.
Agreeableness	Affable, tolerant, sensitive, trusting, kind, and warm.
Neuroticism	Anxious, irritable, temperamental, and moody.

As you can see, the Big Five dimensions are openness, conscientiousness, extraversion, agreeableness, and neuroticism—if you put the initials together, you get the acronym OCEAN. Everyone has some degree of each of these traits. It is the unique configuration of how high a person rates on some traits and how low on others that produces the individual quality we call personality.





## (2) Have a Try

Evaluate yourself on the big five personality factors.

Go to <http://personality-testing.info/tests/BIG5.php> to see how you score on these factors.

Pay special attention to this first step. It is the foundation of your job search.

Without it you will not be able to effectively write cover letters, prepare a resume, or interview. The job search is an exercise in communication; you will be evaluated on your ability to communicate both orally and in writing. And you must have something to communicate!

### Task 1

Please make a list of your interests and skills you have or you want to obtain in the following.

Figure 1-2 List of Interests & Skills

Interests	Skills

### Task 2

Work in pairs, discuss the following questions.

1. What are the most important factors to consider when you choose a job?
2. What is your ideal location of a job?
3. What is your ideal working environment of a job?

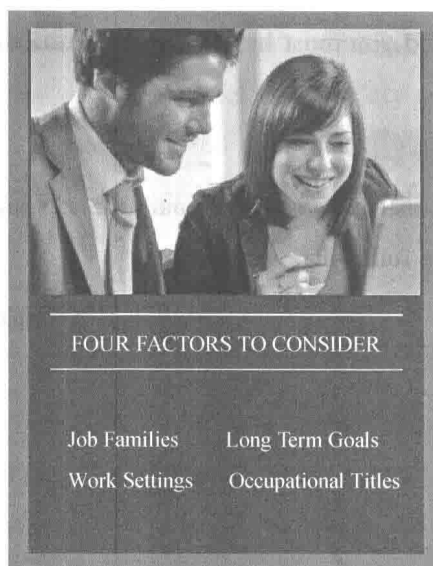
## Step II : Knowledge of Employment Options

Now that you've completed an assessment of yourself, your next step is to determine what you want to do, where you can do it and who employs people.

### 1) What Do I Want to Do

"I want to work with people" or "I'm interested in making a lot of money" or "I want to work for the federal government" are all inadequate answers. For example, firstly, if you want to work with people, what age group, race or gender do you want to work with; do you want to gather information from people by talking to them as a newspaper reporter does, investigate people through contact with other people as a law enforcement

officer does, or influence the attitudes and ideas of others as a salesperson does? Secondly, the federal government has all types of positions from janitors to program directors—what are your interests? To adequately answer this question, you should consider four factors: *job families*, *work settings*, *long-term goals* and *occupational titles*.



### Job Families

Examples of Job Families include advertising, banking, education, health care, law, human services, telecommunications, and sales.



## Work Settings

Work Settings can be grouped into six categories:

- (1) Business/Industry (e. g. Banks, insurance companies, manufacturers, and transportation firms)
- (2) Government(e. g. , federal, state, or local)
- (3) Education (e. g. , public, private, trade schools, elementary, secondary, or college)
- (4) Non-Profit (e. g. , social services, health services, or cultural)
- (5) Professions (e. g. , law, medicine, clergy, or dentistry)
- (6) Private (all forms of individual and private ownership; may overlap with previously mentioned categories)

In addition to your immediate job target you should also be thinking about long-term career goals. You do not necessarily have to know exactly where you want to be five years from now, but you should have a general picture of an occupational interest for the next few years.

In order to know how your abilities and interests can be put to best use in the job market, you need to become familiar with occupational titles — what employers call certain jobs (e. g. , Tax Accountant, Job Developer, Environmental Engineer, Home Health Aide, Cashier, etc.). There are many resources you can use to locate specific information about occupations like the *Occupational Outlook Handbook*, the *Dictionary of Occupational Titles* and the *Career Choices Encyclopedia*.

## 2) Where Can I do it

To conduct an effective job search campaign, you need to consider and specify the geographic location where you want to do the work. While jobs exist almost anywhere, it is clear that economic activity is sometimes

concentrated in particular regions of the nation, which means more employment opportunities than ordinary are available there. Decide if your job search will include international, national, regional, or local employers.

### 3) Who Employs People

To increase your awareness of companies who employ people you could consider using the following resources:

- (1) Employer directories (e. g. , Corporate Jobs Outlook, Moody's Manual, Standard & Poor's Industry Surveys)
- (2) Periodical articles ( e. g. , Business Periodicals Index)
- (3) Company web site and literature
- (4) Chamber of Commerce directories
- (5) Trade and professional association web sites and magazines
- (6) Telephone directories
- (7) Information interviews



## Step III : Job Hunting Methods

The first thing you should realize before launching your job search campaign is that each type of employment has its own unique style of hiring. The hiring methods of advertising agencies differ from those of newspapers. Similarly, the hiring methods of newspapers differ from those of public accounting firms, which differ from those of educational institutions. In addition, large, complex organizations often use different hiring procedures to fill different types of positions.

Therefore, savvy job seekers use a variety of methods to contact prospective employers, rather than limiting themselves to one method.



Below is a list effective approaches which can be used in your job search. (Newspaper/classified Ads, Job Fairs/Career Expos, Employment Agencies, Networking, Previous Employ, Volunteer)

Regardless of your career interest, it is important for you to let as many potential employers as possible know who you are, what you can do, and why you are interested in their organizations. The more specific you can be in discussing why you are interested in them and what you can contribute to their organizations, the more effective your contact will be.

#### Newspaper/Classified Ads



#### Job Fairs/Career Expos



#### Employment Agencies



#### Networking

**iJobsDB.COM**  
Internet Jobs Database





## Previous Employers

## Volunteer



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### **4 Step IV : Preparing Job Searching Tools**

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After you have completed the self-assessment, researched your employment options, and identified potential employers, your last step is to refine or develop your job searching tools, including the resume, cover letter and interviewing skills. It is also very important to set up a record-keeping system to help you keep track of your job searching.

#### **1) A Word About Voicemail**

As your job searching advances, an employer may need to reach you by phone. Voicemail can be very helpful. However, employers won't appreciate silly messages that entertain your friends. If you're engaged in a job search, use a simple, business-like message. Here's an example: "You've reached 236-789-6547. Please leave a detailed message to include your name, the time of your call, and phone number after the tone. I will get back to you as soon as possible."

#### **2) Electronic Job Search**

One source of jobs may be as close a personal computer. Various online resume services let you input your resume into a database, which then can be accessed by companies searching for applicants who meet their criteria.



Companies also post job listings on web sites to which you can directly respond by sending your resume and cover letters. Some of these services will also send you job alerts via an e-mail account.

Persistence is the key to cracking the hidden job market. Attend meetings of professional associations and become an active member. After you begin the above processes, and your network base expands, your search will be made easier.

Employers will appreciate your resourcefulness — and view you as a viable candidate.

### **3) The Hidden Job Market**

Your job search should neither begin nor end with the help wanted ads. Studies have shown that fewer than 5% of openings are filled by employment agencies, only 15% of available jobs are filled by applications or responses to “help wanted” ads, and 80% are filled through recommendations of friends already employed by the organization, by “tips” or other contacts—what we refer to as the Hidden Job Market. It takes much more than merely perusing the classifieds. By employing a number of methods, you increase your chances of landing a job. Some hidden job market techniques you might use are:

### **4) Networking**

The most effective way to meet potential employers and learn about possible jobs is to tap into your personal network of contacts. Think about everyone you know — family members and their friends, co-workers, professors, past employers, neighbors, and even your doctors. Don’t be afraid to inform them of your career interests and let them know that you are looking for work. They could possibly be able to refer you to any professionals they think can be of assistance.



### **5) Information Interviews**

This approach allows you to meet professionals, gather career information, investigate career options, get advice on job search techniques, and familiarize yourself with employers who just might remember you when a vacancy occurs.

### **6) Temporary Work**

As more companies employ the services of temporary or contract workers, this type of employment is a good opportunity to gain experience in your chosen career field. Temporary workers can explore various jobs and get an inside look at different companies without the commitment of a contract. Also, if a company decides to make a position permanent, these “temps” have already made a good impression and are often given first consideration.

#### **Task 3**

**Work in pairs and discuss the pros and cons of the method mentioned above.**

If you use WANT ADS to look for jobs, one of the pros is that it involves minimal investment of time in identifying companies, however, one cons it may cause is that resume and cover letter will compete with large number of others.

#### **Task 4**

**According to the background of the following person, please use different methods to search suitable job information for them.**

Linda, who has been a saleswoman in electronics company for two years and she is going to find a job which offers her more opportunities and not far away from her home. She is now living in PuDong New Area near Century Park.



## Unit 2

# Job Analysis



### Learning Objectives

Discuss the nature of job analysis, including what it is and how it is used.

Write job descriptions, including summaries and job functions.

Write job specifications using the Internet as well as your judgment.