

EMPLOYABILITY SKILLS AND KNOWLEDGE

MODULE 27



OUT STATION JOB SEARCH DO'S AND DON'TS

Here are the keys to a smooth long-distance job search. Follow these simple rules and you should avoid many of the stresses of job-hunting from a distance.

- **Do** research your new city to make sure it suits you.
- **Do** devise an overall strategy for relocating, including timing, a relocation budget, and planning for any scouting trips in advance of your move.
- **Do** determine your job opportunities in your new location. Check out geographic-specific job sites for books that tell about job opportunities in various cities.
- **Do** look at the career-planning websites in the area you plan to locate to.
- **Do** explore the possibility of reciprocity agreements between college placement centres if you're a new graduate. Your own college likely has a reciprocal agreement with colleges in your new locale that will allow you to use the resources of those colleges' placement centres.
- **Do** make a list of employers to target in your new city and identify key people to contact. A list of about 20 employers is a good goal to shoot for.
- **Do** plan to "cold call" any employers at which you don't have a potential contact. Cold-calling consists of writing (and then calling) recruiting managers at these organizations and ask about job openings and possibilities.
- **Do** make sure your cover letter is in good shape and briefly explains your relocation to employers.
- **Do** include head-hunters/recruiters/executive-search firms among those organizations you contact in your new city.

- **Do** consult newspaper employment ads.
- **Do** read the non-classified portion of your new city's newspaper, particularly the employment section, (Opportunities in The Hindu – Ascent in The Times of India) to learn about employment trends and especially new businesses opening in or relocating to the city. Most newspapers can be perused online.
- **Don't** forget that networking is the best way to get a job, so brainstorm ways you might be able to network in your new city using professional associations, friends, colleagues, and alumni associations.
- **Do** make the most of your second -- or perhaps only -- trip to your new city, by having as many interviews lined up as possible.
- **Do** investigate the possibility of any career fairs, relevant professional conferences, or trade shows planned for your new area and perhaps plan your trip based on the date of the scheduled event(s).
- **Don't** scrap a trip to your new city if you are not successful in lining up job interviews before your trip there; instead line up some informational interviews.
- **Do** ask for relocation help as part of the negotiation of your compensation package, but don't count on getting your relocation expenses paid. If the planned date for your move is looming and you still don't have a job lined up, do consider temping in your new city. It's a great way to get your foot in the door in a new locale.
- **Don't**, however, accept a lower-level position in your new locale just to have a job. You probably won't be happy, and you may be digging your career's grave.
- If, after researching your new city or after an unproductive job hunt there, you should decide you want to stay put, be sure you don't burn any bridges in your current city or place of employment! An amicable break also will serve you well if you ever want to return to your former city and employer.