

# JOB SEARCH STRATEGIES

## Identifying & Researching Employers

The competitive advantage in the job market goes to candidates who do their homework. You'll be ahead in identifying career fields that meet your needs, targeting potential companies, and succeeding during the interview.

### WHAT YOU NEED TO KNOW

Employer research will help you:

- Decide if you are interested in working for a particular company or organization.
- Find out about different career paths available if you are hired.
- Prepare for an interview.

The more you know about employers in the field of pharmacy, the stronger and more focused your job search. Here is the type of information you should look for:

- **The Basics:** Products services, organizational culture, operating divisions and subsidiaries, location of offices and facilities, international operations, major competitors, training and development programs, and typical career paths.
- **Performance and Personnel:** Size and number of employees, accomplishments, sales, financial performance, research and development activities, employee diversity, and hiring and promotion policies.
- **Philosophy and Culture:** Mission statement, goals and objectives, traditional values, beliefs, views and operating styles that characterize the organization, and the impact of private or family ownership on possible advancement potential.
- **Plans for the Future:** Expansion and restructuring plans, new projects, projected financial growth, new market adventures, and downsizing activities.



### WHERE TO FIND INFORMATION

With a bit of resourcefulness you can find considerable information about many industries, employers, and career opportunities. The Internet offers the most convenient way to visit company sites and explore hundreds of industries and professions.

### Tips on Researching Public and Private Companies

- Consult directories, such as Hoover's Handbook of American Business, Hoover's Handbook of Emerging Companies, and The Almanac of American Employers.
- Find an employer's annual reports and news releases online.
- Contact the local Chamber of Commerce for information, particularly if the company you're interested in is small or privately owned.
- Search periodical indexes for articles in newspapers, business publications, and professional journals.
- Talk to company representatives at career fairs, information sessions, and professional association meetings.

### Researching Companies

- Hoover's Online Business Network contains company and salary information.
- Career Resource Center at [www.careers.org](http://www.careers.org)
- Yahoo! Finance Company & Fund Index at [www.finance.yahoo.com](http://www.finance.yahoo.com)
- The Riley Guide [www.rileyguide.com](http://www.rileyguide.com)

### Researching Occupations & Careers

- Occupational Outlook Handbook / Bureau of Labor Statistics (career and salary information by occupation) [www.bls.gov/oco](http://www.bls.gov/oco)
- Princeton Review (Career profiles) [www.princetonreview.com/careers.aspx](http://www.princetonreview.com/careers.aspx)
- Vault (Career profiles) [www.vault.com](http://www.vault.com)
- Health Careers [www.explorehealthcareers.org](http://www.explorehealthcareers.org)
- AACP (Pharmacy Career Information)  
<http://www.aacp.org/resources/student/pharmacyforyou/pharmacycareerinfo/Pages/default.aspx>
- Pfizer Guide to Careers in Pharmacy <http://www.pharmacy.ohio-state.edu/academics/introduction-to-pharmacy/materials/PfizerPharmacyCareerGuide.pdf>



## Job Search Methods

There are many ways of looking for a job and each method has pros and cons. Presented below are some of the most popular techniques. Successful job seekers rely on a variety of job search techniques.

Adapted from: [http://studentaffairs.psu.edu/career/pdf/CG/CG\\_Job\\_Search\\_Methods.pdf](http://studentaffairs.psu.edu/career/pdf/CG/CG_Job_Search_Methods.pdf)

STRATEGY / TOOL	BENEFITS	CHALLENGES	TIPS
<b>CAREER FAIRS</b> Attend career fairs sponsored by APhA-ASP and career services offices across campus.	Opportunity to meet with a number of recruiters in person in one location; Build networking contacts.	Not all fields or areas of specialization are equally represented; Students with very specific career goals may benefit from more specific events.	Plan ahead and research companies attending; Follow up to learn about opportunities in your area of interest.
<b>ON-CAMPUS INTERVIEWING</b> Some employers will come to campus to conduct first round interviews for summer internships and full-time positions.	Primary way employers specifically seeking Ohio State graduates hire students.	On-campus interviewing is expensive for employers and may not be used by all employers.	Look for career services email to inform you about upcoming opportunities.
<b>Buckeye Careers Network</b> Update your personal & academic information, upload a resume, search for jobs and internships, find details on information sessions, workshops, etc.	Access a wide variety of job and internships posted by employers looking to hire Ohio State students.	Not all fields and areas of student are equally represented.	Check job postings regularly as they come in on a daily/weekly basis.
<b>NETWORKING</b> Talk to everyone you know to develop a list of contacts; Ask for information on jobs/companies and circulate your resume.	One of the top job search strategies to identify potential job opportunities and learn more about a position, company, or industry.	It takes more time and effort to build your network; requires skills in organizing contacts and following through on recommendations received.	Join student organizations relevant to your interests; Subscribe to relevant networking groups on LinkedIn.
<b>TARGETED SEARCH</b> Identify the types of organizations you would like to work for, develop a targeted list, and research them.	Allows you to be proactive and take charge of your search, instead of waiting for companies to post positions.	Takes investment of time to research and tailor your resume/cover letter to organization and the position.	Use resources such as Career Services, Chamber of Commerce, and employer directories.
<b>INTERNET</b> Scan job openings on various job search and employer websites.	May help you identify types of positions available.	Overwhelming number of sites and positions to sift through; May not receive responses.	Use the websites recommended in this handout to guide your job search.
<b>PROFESSIONAL ASSOCIATIONS</b> Research professional associations related to your career interests, as most provide a "career opportunities" section on their website.	A source of networking information and career opportunities; Build contacts with individuals who share your professional interests.	Entry level positions may be limited; May need to belong to association to access job postings.	Ask faculty to suggest professional associations to research
<b>EMPLOYMENT AGENCIES</b> Inquire whether these agencies offer experiences in your career areas.	Helpful in identifying local businesses and employment opportunities.	May have fees associated with the employment services.	Research each agency before signing any contacts; Talk to others who have used employment agencies.

## Opportunity Search Strategies

STRATEGIES	DONE ✓	NEED TO DO ✓	NOTES
<b>Resume or CV Review</b> Meet with Pharmacy Career Services and make the suggested changes/corrections to your document.			
<b>Events &amp; Opportunities Newsletter</b> Carefully read the weekly emails with job & event updates, and follow up on opportunities.			
<b>Buckeye Careers Network</b> Find positions on the campus-wide career posting system and submit your resume. <a href="https://careers-osu-csm.symplicity.com/students/">https://careers-osu-csm.symplicity.com/students/</a>			
<b>Career Fairs</b> Attend a Pharmacy or OSU event to network: <a href="http://pharmacy.osu.edu/current-students/career-fairs">http://pharmacy.osu.edu/current-students/career-fairs</a> or <a href="http://careers.osu.edu/students/career-fairs/">http://careers.osu.edu/students/career-fairs/</a>			
<b>Cover Letter or Letter Of Interest</b> Bring a position posting and have your letter reviewed by Pharmacy Career Services.			
<b>Portfolium &amp; LinkedIn</b> Use a digital portfolio network or LinkedIn to showcase your work and connect with others. <a href="https://portfolium.com/">https://portfolium.com/</a> & <a href="https://www.linkedin.com/">https://www.linkedin.com/</a>			
<b>Mock Interview or InterviewStream</b> Complete a mock interview with a career advisor or use the virtual interviewing tool. <a href="http://pharmacy.osu.edu/current-students/interviewstream">http://pharmacy.osu.edu/current-students/interviewstream</a>			
<b>Student Organizations/Associations</b> Check out the job boards and network within the student & professional groups: <a href="http://pharmacy.osu.edu/current-students/student-organizations">http://pharmacy.osu.edu/current-students/student-organizations</a>			
<b>Reaching Out</b> Simply ask your local hospitals, pharmacies, & units about available opportunities!			
<b>Additional Internet Job Search Sites</b> RxCareer Center: <a href="http://www.rxcareercenter.com/">http://www.rxcareercenter.com/</a> PharmacyWeek: <a href="http://www.pharmacyweek.com/">http://www.pharmacyweek.com/</a> OhioMeansInternships: <a href="http://ohiomeansinternships.com/">http://ohiomeansinternships.com/</a> Indeed: <a href="http://www.indeed.com">http://www.indeed.com</a>			

## Job Searching on the Internet

The Internet has fast become a professional necessity. Not only can the ability to conduct an online job search put you in touch with thousands of career opportunities, it can showcase to employers your adaptability to change, capability to learn new tools of the trade, and initiative to keep your technology skills current. Although the Internet is a powerful tool to add to your job search arsenal, don't neglect traditional strategies such as networking, company research, a winning resume, and thorough interview preparation.



### PRINCIPLES OF INTERNET JOB SEARCHING

Remember, the Internet is only one of many tools available to conduct a job search. Don't put all your faith in conducting a job search by only using this strategy. Technology is no substitute for strategy. The best kind of job search is highly selective and focused, and Internet job searching is no exception. More is not always better (Internet listing are a lot like classified ads - not the best place to put your energy and likely to overwhelm you with the sheer quantity of information). There is no substitute for personal, direct contact. The Internet can help you find contacts, but you have to take it from there.

### DIRECTORIES

Online directories can help you focus your search on a specific area. These websites have been categorized by topic, making it easier for you to concentrate on looking at certain fields, industries, or positions. Many pharmacy professional organizations keep directories that will be helpful to you during your job or residency search.

#### Residency Programs

- ASHP Residency Directory <http://www.ashp.org/menu/Accreditation/ResidencyDirectory.aspx>
- AACP Clinical Residency Directory <http://www.aacp.com/resandfel/>

#### Pharmacy Schools

- AACP Institutional Members  
<http://www.aacp.org/resources/student/pharmacyforyou/admissions/Pages/PSAR.aspx>
- PharmCAS Pharmacy Program Information  
<http://www.pharmcas.org/collegesschools/thedirectory.htm>

#### Hospital Directories

- Health Grades <http://www.healthgrades.com/hospital-directory>
- American Hospital Directory <http://www.ahd.com/>

#### Pharmacy Directories

- Pharmacy Benefit Management Companies <http://www.pbmi.com/pbmdir.asp>

## JOB BOARDS

Job boards are employment websites that allow employers to post positions and their requirements. Job boards allow job seekers to upload resumes and apply to positions. Thousands of job boards exist with new ones being created every day. Focus on using job boards sponsored by professional organizations or specifically targeting the field of pharmacy.

- ACCP <http://www.accp.com/careers/index.aspx>
- ASHP <http://www.careerpharm.com/>
- OSHP <http://pharmhs.oh.associationcareernetwork.com/>
- Pharmaceutical Research & Manufactures of America <http://www.phrma.org/about/careers>
- APHA <http://www.healthcareers.com/apha>
- OPA <http://associationdatabase.com/aws/OPA/pt/sp/careers>
- RxCareer Center <http://www.rxcareercenter.com/>
- PharmacyWeek <http://www.pharmacyweek.com/>

## JOB AGGREGATES

Job aggregates work like a Google search. Just like a typical search engine, these sites compile jobs that match specific keywords, skill, or location requirements. The main reason to use an aggregator is to save time by searching multiple websites at once.

- Indeed [www.indeed.com](http://www.indeed.com)
- SimplyHired [www.simplyhired.com](http://www.simplyhired.com)
- CareerJet [www.careerjet.com](http://www.careerjet.com)

## Buckeye Careers Network

The Buckeye Careers Network is Ohio State's university wide-online resource to connect currently enrolled student with employers for jobs, internships, co-ops, and career opportunities. Buckeye Careers Network gives students and alumni the power to apply for positions directly, arrange interviews on campus, and network through company information sessions. For more information about this please visit [www.pharmacy.osu.edu/careerservices](http://www.pharmacy.osu.edu/careerservices).