Jobs & Careers Resources:

On the WEB

&

In the DATABASES

Business, Science & Technology Department
San Francisco Public Library
December 2010
WEB RESOURCES

Use the Jobs & Careers Class webpage as your GUIDE

• Links to lots of useful resources (including those featured here!)
• Table of Contents at top

Getting to the “Finding Jobs and Careers on the Internet” webpage

• On the library homepage, mouse over eLibrary and click on “Research Tools”
• Scroll down to the bottom of the page, looking for “Jobs & Careers”
• Click on “Finding Jobs and Careers on the Internet”
Personality Tests and Skills Assessment
For Career Changers or people trying to figure out what they could do:
What kind of work would you enjoy?
What would you be good at?
What kinds of skills do you already possess?
California Career Zone
Simple personality tests that suggest possible job matches
Job descriptions by Industry
mySkills myFuture
Transfer Skills - Compares skills you might have with skills needed for other jobs
Good for people who need a new career, but don’t know where to start

Build a bridge to your new career.

Tell us a job you’ve had. We’ll match your skills to new careers.

ENTER YOUR CURRENT OR PREVIOUS JOB.

Marketing

FIND MY CAREER MATCHES
The careers below may be a good match for Marketing Managers United States

Choose a Location

Best Match

Public Relations Managers
Plan and direct public relations programs designed to create and maintain a favorable public image

Compare Skills

Market Research Analysts
Research market conditions in local, regional, or national areas to determine potential sales of a

Compare Skills

Advertising and Promotions Managers

Click on arrow for other related job titles to find the best match.

Click on Compare Skills to see how your skills & salary line up with new job type, and what additional training you might need.
Labor Market Information, Job Descriptions, and Vocational Training

Employment Outlook Statistics - Find out which jobs are in demand or decline. Get reports at the local, state, and national level.
- California Employment Development Department

Job Descriptions - Job descriptions can further define the skills involved, licensing information, or the training and education needed.
- Find out which jobs are in demand or decline. Get reports at the local, state, and national level.
- California Occupational Guides
- Licenses and Licensing Boards in California from America's Career InfoNet - Select California from the list of states
  - Occupational Outlook Handbook

Vocational Training and Apprenticeships - Learn a specific trade or occupation through vocational training programs or apprenticeships.
Occupational Outlook Handbook
Easier to navigate than the book
Authoritative job descriptions, including many details
Occupational Outlook Handbook
Job Descriptions all have same “Table of Contents”
Note the “Significant Points” – like an executive summary

- Nature of the Work
- Training, Other Qualifications, and Advancement
- Employment
- Job Outlook
- Projections
- Earnings
- Wages
- Related Occupations
- Sources of Additional Information

Significant Points

- Public school teachers must be licensed, which typically requires a bachelor’s degree and the completion of an approved teacher education program; private school teachers do not have to be licensed but may still need a bachelor’s degree.
- Many States offer alternative licensing programs to attract people into teaching, especially for hard-to-fill positions.
- Teachers must have the ability to communicate, inspire trust and confidence, and motivate students, as well as understand students' educational and emotional needs.
- Job prospects are best for teachers in high-demand fields, such as mathematics, science, and bilingual education, and in less desirable urban or rural school districts.
Help Wanted Postings

- **Private and Public Sector Jobs**
  - CalJobs
  - Craigslist San Francisco
  - JobStar San Francisco
  - Direct Employers
  - Indeed.com

- **Government Jobs**
  - City & County of San Francisco
  - Association of Bay Area Governments
  - State of California Jobs
  - USAJOBS

- **Non-profit Jobs**
  - OpportunityKnocks.org
  - Idealist.org
  - *Chronicle of Philanthropy*'s Philanthropy Careers

- **Phone Hotlines**
  - Jobstar's recorded employment hotlines for the Bay Area
Craigslist is the most popular site for Employers & Job Seekers, so it’s important to apply for jobs ASAP after they’re listed!

Find the most relevant listings by doing an “all jobs” search.

Searching for keywords in one category limits hits. Get more hits with “all jobs”.

Using “all jobs” pulls from many categories.
Consider temporary jobs for quick cash in **ETC** and **gigs**

**ETC** includes hard to classify jobs, heavy on Research Studies.

**gigs** are (usually) short term, pick-up jobs. They aren’t found by an “all jobs” search.
indeed.com
Casts the widest net, pulling job listings from 100’s of websites – company sites, job search sites large and small, association pages and more. Good for hard-to-find jobs that rarely show up on Craigslist.
indeed.com

Limit distance from target area and age of job (go to advanced search) for greatest accuracy.
Networking

- Professional Associations - One of the best ways to find employment is through networking.
  - Ryze.com
  - LinkedIn.com
  - Professional and trade associations from America's Career InfoNet
  - QuintCareers.com
  - Hidden Job Market from JobStar
    - Find an association by accessing the San Francisco Public Library's subscription database, Gale Directory Library. Available to SFPL card holders only.

- Volunteer Organizations
  - Volunteer Center
  - VolunteerMatch

- Job Fair announcements from JobStar
- Job Clubs in San Francisco - Job clubs provide free job search help. Members participate by helping each other.
  - Experience Unlimited, a program of the EDD (State Employment Development Department) View San Francisco listing
  - Graceworks - Established by Grace Cathedral in partnership with secular resources
  - Job Forum of the San Francisco Chamber of Commerce
is a business social networking site widely used by jobseekers. In the Bay Area, many employers use it for hiring.
Hidden Job Market
Networking technique from **JobStar** helps you look for the 80% of jobs that are never advertised

Lots of useful advice on many aspects of the job search.

Hidden Job Market technique laid out step-by-step
Step-by-Step Plan for Using the Internet to Go "Beyond the Want Ads"

1. Focus on your selling points.
2. Focus on one position and one target industry.
3. Develop a custom list of targeted employers.
4. Use your network.
5. Make contact with the employer.

1. Focus on your selling points.

Why should an employer hire you? Be specific. And creative. The key is to know (or be able to imagine) what the employer needs. Your experience, research and networking will help you do this!

You'll need to know as much as you can about the tasks, skills, and experiences your new employer is looking for. You'll learn more about that in Steps 2-4. For now, focus on what YOU have to offer. As you learn more about employer needs, you will pick up the best ways to present your selling points.

Your selling points are based on your performance (proven track record), experience, and training as well as on your own preferences--What do you LIKE to do? What do you do WELL? What do you want to LEARN and keep on learning?

Make sure your resume spells out your selling points so the employer doesn't have to "read between the lines" or guess. [See JobStar's Resume Section to learn more about writing a good resume for your situation.]

Even offers help if you get stuck!
Recent local wages
Best source is through the California State website – EDD (Employment Development Dept) section.
Useful for getting an idea of what wage might be appropriate to ask for.

Scroll down page to San Francisco County and click on "Excel" under most recent quarter.
This brings up a large Excel file. Use Ctrl + F to find occupation keyword – may be necessary to try different keywords.
Low, medium, & high end wages based on 1st quarter 2010

<table>
<thead>
<tr>
<th>Geographic Area Name</th>
<th>SOC Code</th>
<th>Occupational Title</th>
<th>May 2009 Employment Estimates</th>
<th>25th Percentile Hourly Wage</th>
<th>50th Percentile (Median) Hourly Wage</th>
<th>75th Percentile Hourly Wage</th>
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<tbody>
<tr>
<td>San Francisco-San Mateo-Redwood City MD, CA, 47-0000</td>
<td>47-0000</td>
<td>Construction and Extraction Occupations</td>
<td>33,830</td>
<td>$30.32</td>
<td>$21.95</td>
<td>$28.90</td>
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<tr>
<td>San Francisco-San Mateo-Redwood City MD, CA, 47-1011</td>
<td>47-1011</td>
<td>First-Line Supervisors/Managers of Construction Trades and Extraction Workers</td>
<td>2,860</td>
<td>$42.11</td>
<td>$32.22</td>
<td>$42.35</td>
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<tr>
<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2021</td>
<td>47-2021</td>
<td>Brickmasons and Blockmasons</td>
<td>660</td>
<td>$36.26</td>
<td>$37.33</td>
<td>$43.22</td>
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<tr>
<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2022</td>
<td>47-2022</td>
<td>Stonemasons</td>
<td>70</td>
<td>$19.96</td>
<td>$14.13</td>
<td>$15.60</td>
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<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2031</td>
<td>47-2031</td>
<td>Carpenters</td>
<td>7,110</td>
<td>$31.63</td>
<td>$25.29</td>
<td>$31.62</td>
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<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2041</td>
<td>47-2041</td>
<td>Carpet Installers</td>
<td>610</td>
<td>$25.03</td>
<td>$19.89</td>
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<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2043</td>
<td>47-2043</td>
<td>Floor Sanders and Finishers</td>
<td>80</td>
<td>$29.98</td>
<td>$30.48</td>
<td>$34.95</td>
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<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2044</td>
<td>47-2044</td>
<td>Tile and Marble Setters</td>
<td>410</td>
<td>$24.17</td>
<td>$22.81</td>
<td>$28.86</td>
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<tr>
<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2051</td>
<td>47-2051</td>
<td>Cement Masons and Concrete Finishers</td>
<td>920</td>
<td>$24.67</td>
<td>$20.93</td>
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<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2061</td>
<td>47-2061</td>
<td>Construction Laborers</td>
<td>5,560</td>
<td>$23.63</td>
<td>$19.23</td>
<td>$24.24</td>
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<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2071</td>
<td>47-2071</td>
<td>Paving, Surfacing, and Tamping Equipment Operators</td>
<td>(3)</td>
<td>$28.61</td>
<td>$18.96</td>
<td>$32.04</td>
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<tr>
<td>San Francisco-San Mateo-Redwood City MD, CA, 47-2072</td>
<td>47-2072</td>
<td>Pile-Driven Operators</td>
<td>(3)</td>
<td>$28.80</td>
<td>$25.08</td>
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</table>
Using The Databases in a Job Search

Most useful categories:

Jobs & Careers

Business

Articles and Databases

Database Category: Jobs & Careers

Career Center | (Tutor.com)
Chat live with a certified tutor who will assist you in reviewing your resume, job searching tips and interview preparation. There are also thousands of worksheets, tutorials and study guides on cover letters, resume writing, resume templates and samples.

Career Transitions | (Gale)
Step-by-step approach to help people: 1) explore new career possibilities; 2) assess their interests and experience; 3) identify ways to improve their prospects including networking and education; 4) prepare for a job search (including a resume-building tool); and 5) search and apply for jobs.

Articles and Databases

Database Category: Business

American Firms Operating in Foreign Countries | (Uniworld)
Contains listings for American companies that have a substantial investment in overseas operations-wholly or partially owned subsidiary, affiliate or branch.

Business & Company Resource Center | (Gale)
Business and Company Resource Center is a fully integrated resource bringing together company profiles, brand information, rankings, investment reports, company histories, chronologies and periodicals. Search this database to find detailed company and industry news and information.
Online tutorials on resume & cover letter writing (and more). Resume course teaches about resume formats and goes through possible info you might want to include when preparing a resume. At end of course, you’ll have a resume, ready to send out.
Help with Resumes and Cover Letters

Career Transitions | (Gale)
Has a resume-building tool (and more) – walks you through parts of a resume, in 6 steps. You supply content with minimal input from database. It will format resume for you. No Cover Letter help.

Create an effective resume in six easy steps
Build it. Save it. Send it.

Get Started Now

Prepare Resume

Here we'll guide you through a quick, step-by-step process to create a resume that highlights your qualifications in a meaningful way. Steps include:

Step 1: Contact Information-We'll make sure you include the necessary information in the right format, with tips and examples to help you.

Step 2: Objective-You'll find out why this short statement can be so important, including what to put in and what to leave out.

Step 3: Experience-We'll offer you helpful tips and examples for presenting this centerpiece of your resume so it will have the right positioning and impact.

Step 4: Skills-You'll find ways to identify the skills, knowledge, and experience you have, and how to present this as being important to the work you are seeking.
Help with Resumes and Cover Letters

Chat live with a certified tutor who will assist you in writing / reviewing your resume or writing a cover letter (and more), M-Sun 2-9 pm. Also available in Spanish

Click on “Adult Center - Resume Help” on Tutor.com home page to get here.
Business Database Category
Information about Businesses or Industries

Useful handout listing Business databases (available from link on Jobs & Careers Class page)

Descriptions detail which databases have industry info, which have articles, etc

Also includes a few databases from other categories helpful for Job Seekers
Business Databases
Reference USA – one of our best resources
Can create lists of companies in the same line of business

Handout available from link on Jobs & Careers Class page

Handout gives step by step directions for using Ref USA to find similar kinds of companies. Job seekers can contact companies to see if they are hiring!

This works for a job search starting with the type of business – ie a law firm that might be looking for admin assistants, not admin assistant in general.
Business Database Handouts + PDFs of handouts are online in the Jobs & Careers Class webpage.

“Quick Guide to Business Databases” handout

“Using Reference USA in your Job Search” handout

“How to Prepare for a Civil Service Test...” handout
More from the Databases

Articles on job-related topics
  – Keep up with what’s happening in an industry
  – Find info on a career of interest
  – Research small business opportunities
  – And more

Use Articles & News Category
(some Business or Jobs & Careers databases also have articles)
Particular Magazines or Journals

Look through a magazine or journal used in a previous or future career

Find electronic version starting with OPAC or Periodical Finder (on database page).

Click on desired issue, look through starting at table of contents.
The End