

Geographic-Specific Job Search Tips

Career Resource Center

It is generally easier to find employment opportunities when you are in the geographic region in which you are job searching. However, below are some tricks of the trade that can be useful for you during a geographic-specific job search. You can use these approaches no matter where you live, but they can be particularly important when you are searching for a job in an area other than where you currently reside.

Of course you should be using the traditional sources (CRC site, LinkedIn, Indeed and Simply Hired); you are applying to postings within 24 hours of viewing them with a targeted cover letter and résumé; and you are following up on those positions in which you are interested. But it's now time to take a few more steps in your active job search approach.

Websites: Beyond the School of Management [Career Resource Center](#) and university-wide [Career Services Office](#), you should be using national websites that allow you to search for jobs geographically. Most candidates spend a majority of their job-hunting time searching on the web, and this is a mistake. Yes, use the web, but remember that since everyone else who is looking for a job is also using these sites, your competition is fierce. Some national sites you might not have used yet are:

[CareerOneStop](#)
[BestJobsUSA](#)
[Career Builder](#)

[USA Jobs](#)
[Indeed.com](#)
[LinkedIn Jobs](#)

[SimplyHired](#)
[Glassdoor](#)

Not all companies use national sites. Most regional/middle sized or smaller companies use resources closer to "home". This makes it difficult for candidates who are not in the same geographic location to find these opportunities. Therefore, we recommend identifying the regional employment websites for the specific region you want to work/live. Here are some other major cities and their corresponding job search sites:

Boston, MA	www.bostonjobs.com www.boston.com/jobs	Los Angeles, CA	losangeles.jobing.com www.lacareers.com www.latimes.com/business/jobs www.losangeles.4jobs.com
Cleveland, OH	www.cleveland.com/jobs www.clevelandrecruiter.com	Charlotte, NC	www.charlotteobserver.com/jobs charlotte.jobing.com
Pittsburgh, PA	www.launchpgh.com/job-boards www.pittsburghjobs.com	Washington DC	www.dcjobsource.com www.dcjobs.com careers.dc.gov
Chicago, IL	www.chicagotribune.com/classified/jobs www.chicagojobresource.com www.chicagojobs.com	Canada	ca.indeed.com www.allstarjobs.ca www.wowjobs.ca
New York, NY	www.nyjobsource.com www.nycareers.com www.nytimes.com/pages/jobs www.nyc.gov/html/misc/html/jobs www.efinancialcareers.com www.newyorkjobs.com www.tristatejobs.com www.bigapplehelpwanted.com	Miami, FL	www.miamijobs.com southflorida.jobing.com
San Diego, CA	www.sandiegouniontribune.com/jobs www.sandiegocareers.com www.sandiegojobs.com	Dallas, TX	dallas.jobing.com www.jobsindallas.com
San Francisco, CA	www.bajobs.com www.sanfranjobs.com	Atlanta, GA	www.ajcjobs.com www.atlanta.employmentguide.com georgia.jobing.com
		Western New York	www.buffaloniagara.org www.wnyjobs.com

If you identify companies that hire professionals in your field, you can then look through the employment section on their web site. Here are just a few examples of sites that contain directories of companies:

DIRECTORIES [Vault Career Library](#)
OF COMPANIES: Contains comprehensive information by industry and company. This includes more than 100 career and industry guidebooks, 1700 Day In the Life articles, 5000 employer profiles and much more. Log in to [BizLink](#) and access the Vault link under the shortcuts on the home page. *This site is only available to current UB School of Management students.*
[Buffalo's Chamber of Commerce](#)
[Hoover's Online](#): Free via the UB Library's Business page
[fortune.com](#)
[wetfeet.com](#)
[glassdoor.com](#)

JOB FAIRS: Check out the colleges (especially the B-schools) in the geographic location in which you'd like to live. Look for a calendar or list of events to attend. Even though you are not a student of that school, you may be able to attend their event.

Other national events are advertised on sites such as:

<http://mgt.buffalo.edu/careerevents>
www.nationalcareerfaairs.com
choicecareerfaairs.com

REGIONAL It's important to be informed about the region where you plan to relocate. Subscribe to the
RESOURCES: online newspaper in the specific geographic location in which you plan to live, or at least read the business section. In addition, you can watch local online news.

One resource that may be useful is the "business journal" for that region. The Western New York resource is called "Business First" and is published every two weeks. It highlights what companies are growing, declining, merging, signing new contracts, etc. You can learn quite a bit about the economic climate of an area by reading this.

Business First also publishes an annual report, the Book of Lists, which can be used to identify the top companies in various industries. For other city's business journals or Book of Lists, visit www.bizjournals.com and search by the city.

Below are a few websites that may assist you in researching your target city. Factors to consider may include cost of living, cultural diversity, state of the economy, or average salary.

www.salary.com money.cnn.com livability.com
www.glassdoor.com moving.com [Department of State](#)

ALUMNI QUERIES: There are a variety of ways to use the alumni database available to you through the Career Resource Center.

- Once you have applied to an opening, let us identify if there are alumni working at that company so you can do further investigation. An example email to an alum in this situation could be:

*"Dear Ms. _____,
I am graduating this May with my MBA from your alma mater, the University at Buffalo*

School of Management. I received your information from the Career Resource Center and wonder if you have a moment to answer some brief questions regarding your company. Recently, I applied to the analyst position posted on your website and feel that I am a strong and capable candidate. To prepare for the next step in the recruitment process, could you give me some insight into the culture of your organization and possibly what your experience is/was with the recruitment process?" Etc. etc. etc.

- You can identify alumni that work at *any* company in a specific geographic location so you can ask geographic-specific questions, such as:

"Dear Mr. _____,

Upon May graduation from the University at Buffalo MBA program, I will be moving to San Jose, CA. I received your information from the Career Resource Center and wonder if you have a moment to answer some brief questions regarding the San Jose area. I have focused my coursework on finance and plan to work in the commercial banking arena. Are you aware of any resources that would be useful for someone conducting such a job search? I have searched the internet and have found numerous websites that post jobs specifically for the San Jose area. However, I'm sure you are aware that networking and other sources can be more useful. For instance, can you recommend any company database resources or professional associations in which I should join?" Etc. etc. etc.

Just because you are in finance does not mean you can't reach out to an alum in marketing or IT. You can at least learn more about that geographic location and the resources useful for that area.

When networking with alumni, be able to talk about your interests, skill sets, and future plans. Have your résumé ready, but do not "shove" it on to the person who is helping you. One possible way of getting your résumé in front of the person with whom you are networking is to ask them to give you their input about your résumé. You may get advice that is inconsistent, or even wrong, so make sure you are conferring with others before making sweeping changes to your résumé. But in this way, they at least get to see your qualifications on paper and may even take it upon themselves to forward this résumé on. This should not take place in your first correspondence with the alumnus.

Decide how to organize your network/job search information. The best method is a database or spreadsheet where you can enter key information, such as contact names, titles, company names, addresses, phone numbers, fax numbers, email addresses, dates of communication, application dates and positions. Keeping an organized collection of business cards, where you can write notes and comments about your network, is another alternative.

RESEARCHING AN EMPLOYER

So you have identified companies in your geographic location of choice, but what should you find out about that company before applying (or at least before interviewing)? Below is a long list of what to identify and how to obtain that info. It's a mistake to assume you know enough about the organization without doing any research. For example, you may know that Ralston Purina makes pet food, but are you aware the company also makes cereal for humans, owns a major tuna fish company, owns and operates resorts and restaurants and also manufactures Eveready batteries? You may be talking with a subsidiary of a much larger company and not realize it if you don't do your research.

FACTS TO KNOW ABOUT THE ORGANIZATION:

- Size of organization in industry
- Potential growth
- Annual sales growth long term and short term
- Organizational structure
- Type of training program
- Recent developments via news stories
- Complete product line or service
- Potential new products or services
- Competition
- Age of top management and their backgrounds
- Relocation policies
- Typical career path in your field/Promotional path
- Name and correct spelling of recruiter
- History of organization
- Funding sources (for non-profit organizations)
- Customer and/or clients
- Location of corporate headquarters
- Number of plants, stores, and outlets
- Geographic locations
- Attitudes toward employees

WHERE TO GET THIS INFORMATION:

The primary source should be annual reports and employment brochures. This information is prepared by the organization and includes predominantly positive information, which is a good starting place. All publicly held companies are required to report to their stockholders via annual reports.

- www.wetfeet.com
- www.fortune.com
- www.hoovers.com
- www.vault.com
- The Wall Street Journal
- Barron's
- BusinessWeek
- Forbes
- Trade Publications
- Finance & business sections of local newspapers
- Standard & Poor's Corporation - *records and industry surveys analyze 35 categories of industry and contains financial comparisons of major companies in each industry*
- Dun's Review
- Dun and Bradstreet reference library
- Moody's manuals
- Thomas' Register of American Manufacturers
- Forbes' "Annual Report on American Industry" (January edition) - *ranks industries and their major companies according to profitability and growth over the past five years*
- Value Line Investment Survey - *provide ratings and reports on approximately 1,600 stocks in 80 industry groups*

Use the information you learned about the company not just to make decisions, but in your interview answers. Using this information in your answers (and questions) will show that you have done your homework and are serious about employment with this company.

The amount of time and energy you put into this process can be great, but well worth it. Think of this process as a full-time job in itself. Take it seriously and be professional in EVERY situation. Opportunities can arise in the least likely of places. Good luck, and feel free to make an appointment with the CRC through [BizLink](#).