Geographic-Specific Job Search Tips

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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, Monster and Hotjobs); you are applying to postings within 24 hours of viewing them with a targeted cover letter and resume; 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 SOM Career Resource Center, www.mgt.buffalo.edu/career and the University-wide Career Services Office www.ub-careers.buffalo.edu, 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:

www.jobbankinfo.org
www.flipdog.com
www.bestlocaljobs.com
www.jobfactory.com
www.bestjobsusa.com

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. For instance, Western New York’s main regional job search site is www.iambuffaloniagarajobs.com. Here are some other major cities & their corresponding job search sites:

<table>
<thead>
<tr>
<th>City, State</th>
<th>Websites</th>
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| Boston, MA | www.bostonjobs.com  
www.bostonsearch.com  
www.boston.com/jobs |
| Cleveland, OH | www.clevelandrecruiter.com  
www.cleveland.com/jobs |
| Pittsburgh, PA | www.pgh-job-index.com  
www.pittsburgh.jobs.com |
| Chicago, IL | www.chicagotribune.com/classified/jobs  
www.chicagojobresource.com  
www.chicagojobs.com |
| New York, NY | www.nyjobsresource.com  
www.nycecareers.com  
www.newyork.craigslist.org  
www.nytimes.com/pages/jobs  
www.efinancialcareers.com  
www.jobbankinfo.com  
www.newyorkjobs.com  
www.tristatejobs.com  
www.BigAppleHelpWanted.com  
www.newyorkrecruiter.com |
| Los Angeles, CA | www.lacareers.com  
www.latimes.com  
www.losangeles.4jobs.com  
www.losangeles.jobing.com  
www.los angeles.jobs.com |
| Charlotte, NC | www.charlotte.jobs.com  
www.charlotteobserver.com |
| Pittsburgh, PA | www.pgh-job-index.com  
www.pittsburgh.jobs.com |
| Washington DC | www.dcjobsourcing.com |
| Canada | www.allstarjobs.ca |
| Miami, FL | www.miami.jobs.com  
www.miamijobs.com  
www.southflorida.jobing.com |
| Dallas, TX | www.dallas.4jobs.com  
www.jobgusher.com  
www.texasjobs.com |
| Atlanta, GA | www.ajcjobs.com  
www.atlanta.4jobs.com  
www.atlanta.employmentguide.com  
www.atlanta.jobs.com  
www.georgiacareers.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 OF COMPANIES:**
- Vault Career Library: [http://mgt.buffalo.edu/career/students/opportunities/databases](http://mgt.buffalo.edu/career/students/opportunities/databases)
- Buffalo's Chamber of Commerce: [www.thepartnership.org](http://www.thepartnership.org)
- Hoover’s Online: Free via the Library’s Business page: [http://tinyurl.com/aoafc](http://tinyurl.com/aoafc)
- UB Career Services Employer list: [http://www.student-affairs.buffalo.edu/career/jobrsclist.php](http://www.student-affairs.buffalo.edu/career/jobrsclist.php)
  - www.fortune.com
  - www.wetfeet.com
  - www.techweb.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:**
- www.careerfairs.com/
- www.collegecentral.com

**REGIONAL PAPERS:** Subscribe to the newspaper in the specific geographic location in which you plan to live, or at least read the business section. 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 contacts, etc. You can learn quite a bit about the economic climate of an area by reading this. For other city’s business journals, visit [www.bizjournals.com](http://www.bizjournals.com) and search by the city.

**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.

- Let us do a search based on specific company names. Regardless of their geographic location, the alum can give you insight into the company’s culture, current state and possible future plans.

To request an alumni query, stop into the CRC and either fill out one of the query request forms at our reception area or ask the counselor with whom you are meeting.

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

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

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**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  
Geographic locations  
Location of corporate headquarters  
Number of plants, stores, and outlets  
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  
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. If the CRC library or the Undergraduate Library does not have the necessary information, you can contact the organization directly.

- 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 analyzes 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
  - Surveys of Social Science agencies are filed in the Resource Library

Use the information you learned about the company not just to make decisions, but in your interview answers. Using this info 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 by calling 645-3232.