

# IDENTIFYING ORGANIZATIONS

(More than 80% of job openings available are never advertised. These are some techniques to learn about these job openings.)

There are numerous resources you can use to find employers that are in fields/areas that interest you. One of the best techniques of job searching is targeting employers that you want to work for and being proactive by reaching out to them. Here are a few sources to use when identifying potential employers. Be sure to read the “Informational Interviewing” packet in the Career Library of the Career Services Office.

➤ **CHAMBER OF COMMERCE:** is a form of business network. Business owners in towns and cities form these local societies to pursue their own interests. Local businessmen are members, and they elect an executive council to run the chamber. **You can also benefit** by using the Chamber of Commerce by **identifying lists of companies that are in areas/specialties that interest you**. There are Chambers of Commerce for many states, cities and towns around the country.

\*\* For any Chamber of Commerce around the country go to: [www.chambersearch.com/](http://www.chambersearch.com/)  
Then choose the state that you want to search.

\*\*To search Pennsylvania Chambers you can get there two different ways: choose PA from [www.chambersearch.com](http://www.chambersearch.com) or go to [www.pachamber.org](http://www.pachamber.org) (select “membership directory-on left toolbar”; then search by zip code or click Local Chamber Listing).

## Example of Search

1. Let's say you are interested in locating Public Relations Agencies in the Philadelphia area.
2. Go to [www.chambersearch.com](http://www.chambersearch.com); click on **PA**; then click on Philadelphia Chamber of Commerce.
3. Once you get to [www.greaterphilachamber.com](http://www.greaterphilachamber.com); click on “**Membership**” then click on “**Membership Directory**”
4. Then select by “**Business Type.**” Scroll down until you see Public Relations Agencies.
5. You will then get a list of companies that are members of this chamber that fall under that category—public relations agencies. Research each of the individual ones and see which ones interest you.
6. Now you can see if you want to work there. You can check out the **individual company's website** to see if they list jobs on their website; or you can contact them to see if they have job openings in the area you are interested in and ask them who you should send your resume and cover letter to; also you can conduct informational interviews with someone from there. (Read Informational Interviewing Packet in Career Services.)

**\*Flip over to read about using the Yellow Pages in your job search.**

# **IDENTIFYING ORGANIZATIONS**

(More than 80% of job openings available are never advertised. These are some techniques to learn about these job openings.)

There are numerous resources you can use to find employers that are in fields/areas that interest you. One of the best techniques of job searching is targeting employers that you want to work for and being proactive by reaching out to them. Here are a few sources to use when identifying potential employers. Be sure to read the “Informational Interviewing” packet in the Career Library of the Career Services Office.

- **YELLOW PAGES:** a telephone directory or section of a directory where business products and services are listed alphabetically. You can also benefit by using the Yellow Pages by identifying lists of companies that are in areas/specialties that interest you.

\*\*To do a Yellow Pages search go to [www.yahoo.com](http://www.yahoo.com) and click on “Yellow Pages” on the bottom left.

## **Example of Search**

1. Let’s say you are interested in identifying Law Firms in the Gwynedd Valley area by GMC.
2. Go to [www.yahoo.com](http://www.yahoo.com); click on “**Yellow Pages.**”
3. Choose your **Location** (top right). Type in the zip-code of the area you want. It would be 19437 for Gwynedd Valley.
4. Then click on “Legal and Financial.” Click “Law Firms” and then you can either choose the specific service or select “All Services.”
5. You will then get a list of companies that are members of this chamber that fall under that category—public relations agencies. Research each of the individual ones and see which ones interest you.
6. Now you can see if you want to work there. You can check out the individual company’s website to see if they list jobs on their website; or you can contact them to see if they have job openings in the area you are interested in and ask them who you should send your resume and cover letter to; also you can conduct informational interviews with someone from there. (Read Informational Interviewing Packet in Career Services.)

**\*Flip over to read about using the Chamber of Commerce in your job search.**