How to Apply for a Job Online

with Alex Marcus
Assistant Director of Talent Acquisition
Good Shepherd Services
We are gathering on the occupied land of the Lenape, Rockaway and Canarsie people. Join me in acknowledging the Lenape, Rockaway and Canarsie community and elders, who stewarded this land – past, present and future.

We also acknowledge and lament the history of genocide and displacement of their territory which was rooted in colonization and white supremacy.
How are you coming to today’s session and how can I support you during this time we have together?
I tell my daughter every morning, 'Now, what are the two most important parts of you?' And she says, 'My head and my heart.' Because that's what I've learned in the foxhole: What gets you through life is strength of character and strength of spirit and love.

Viola Davis

Actress & Producer | 1965 - Present
Agenda

1. Who is hiring?
2. Green Door
3. External Page
4. Employee Referrals
5. Staffing Agencies
6. Informational Interviews
7. Search Engines and Job Boards
8. Social Media Screening
9. Resume Tips
10. Cover Letters
11. The Interview
12. Communications and Etiquette
13. LinkedIn
Company Websites

[Image: urban pathways] 40 openings

[Image: win] 34 openings

[Image: Henry Street Settlement] 24 openings

[Image: Children's Aid] 76 openings
Company Websites

- The Jewish Board: 276 openings
- Safe Horizon: 65 openings
- S:US Services for the Underserved: 200 openings
- Urban Resource Institute NYC: 29 openings
Company Websites

Graham

Caring for Kids & Families
Since 1806

57 Openings

The Children's Village

Openings 113

Lutheran Social Services of New York

12 Openings

SCO Family of Services

100's of Openings
Company Websites

SHELTERING ARMS
Children and Family Services

76 Openings

THE NEW YORK FOUNDLING

239 Openings
Part-time jobs in NYC

Food delivery drivers

Contract Tracers, Team Supervisors, Community Support Specialists

60 openings: Bike Mechanic, Battery Swapper, Valets, Assembly and Deployment
Green Door Resources

https://greendoor.goodshepherds.org/resource_center/career_transitions_services
External Page Resources

https://goodshepherds.org/career-transitions/
Why Applying Online Is a Pain

seeing that “Thank you for your interest in X company” email is the worst. dont even gotta open the email

11:12 · 5/22/20 · Twitter for iPhone
Employee Referrals
Staffing Agencies

https://goodshepherds.org/webinar-recordings/
Staffing Agencies

Jill Bragg (ExecuSearch)
JBragg@execu-search.com

Dan Libardi (Atlantic Group)
Dlibardi@atlantic-grp.com

Jaymee Nusbaum (Michael Page)
jnusbaum@michaelpage.us.com
Informational Interviews

- How did you get your current position?
- What education did you need?
- Would I need to get another degree? Certification?
- What are the best schools/training programs for this line of work?
- What do you love most about your job?
- What do you wish were different?
- Do you know of any opportunities I could explore/anyone else I should talk to?
- What books/websites/etc. should I read?
Social Media Screening

Make your accounts PRIVATE!
Search Engines & Job Boards

Google For Jobs

Indeed

ZipRecruiter
Monster
CareerBuilder
Tips for Applying Online
Tips for Applying Online

- Use .pdf documents for resume and cover letter uploads
- Giving Google Drive account access is safe
- Answer **all the questions** even if they are not required (N/A)
Resume Tips

- Format: don’t go crazy!
- Use a template
- Length: 1 to 2 pages
Resume Apps

Search “resume creator” or “resume builder”
Resume Tips

• Dates: years only
• 10 years experience only
• Customize to the position (use the job listing)
• Keep an expanded resume on hand
  • Trainings
  • Certifications
  • Awards/Recognitions
  • Professional memberships
  • Community Service
Resume Support

Cesar_Guzman@goodshepherds.org (for Bronx staff)
Hiba_Rashid@goodshepherds.org (for Brooklyn)
Cover Letters

- Less common these days, but many companies still ask for it (or list it as optional)
- Have a generic one you can customize
- Use job listing to customize (optional)

December xx, 2019

Dear Hiring Manager,

I’m reaching out to express my interest in [JOB] at [COMPANY]. Having worked in education and nonprofit helping high-need populations for over 16 years, I am inspired by [COMPANY’S] mission and would be honored to be considered for this role.
Prepare for the Interview

STOP LOOKING AT MEMES
DO YOUR HOMEWORK
Prepare for the Interview

Mission, Vision, Values

Our Vision

We envision a New York City where children grow up in thriving neighborhoods, and all individuals and families can build on their strengths to realize their fullest potential.
### Other Salaries at Good Shepherd Services

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Average Base Salary (USD)</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advocate Counselor</strong></td>
<td>$40,811</td>
<td>$36K</td>
<td>$48K</td>
</tr>
<tr>
<td>17 Salaries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Social Worker</strong></td>
<td>$48,691</td>
<td>$43K</td>
<td>$57K</td>
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<tr>
<td>12 Salaries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Program Director</strong></td>
<td>$65,713</td>
<td>$50K</td>
<td>$80K</td>
</tr>
<tr>
<td>11 Salaries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Case Planner</strong></td>
<td>$40,880</td>
<td>$37K</td>
<td>$44K</td>
</tr>
<tr>
<td>7 Salaries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Group Leader</strong></td>
<td>$19.11/hr</td>
<td>$12</td>
<td>$21</td>
</tr>
<tr>
<td>5 Salaries</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Updated Jun 8, 2020
Prepare for the Interview

“Just out of school? No problem.”

Current Employee • Advocate Counselor

5 stars

Recommends Positive Outlook Approves of CEO

Current Employee: I have been working at Good Shepherd Services full-time for more than 8 years.

Pros

Good Shepherds take chances on hiring new talent just out of school with competitive compensation. It’s a great place to start if you’re thinking of a career in the non-profit sector.

Cons

It could be hard to leave. Depending I which program you work at, the professional relationships that you will build along the way will make it extremely difficult to leave when it is time to move on and there will be opportunities because other nonprofits tend to “borrow” talent from Good Shepherd Services.

Advice to Management

Continue the hard work. Sister Paulette LoMonaco is an amazing CEO who looks out not only for the families GSS helps but her employees.
Interviewing

- Don’t say what you think they want to hear, or use “rehearsed” answers
- Tell *specific* stories
- Be honest
- Show self-awareness, humility
- “What is your biggest challenge?”
You must have questions!

Ask questions that show you researched the company (mission, vision, values)

Some ideas:
  • What do you like most about this organization?
  • What is this organization’s biggest challenge right now?
  • Based on my experience, what do you think I will find the most challenging in this role?

Save salary conversation for the second interview

Remember: You are interviewing them, too!
Online Interviewing

- Try to find a place without distractions if it’s online
- Dress as you would for an in-person interview
Online Interviewing

- Have light shining on your face, not from behind you
- Have minimum background visual clutter
Communicating

• Find the hiring manager using LinkedIn and send them a connection request
• Always send a thank you email same day as interview
• Check in three days later if no response
• Do another follow-up after two weeks
• After that, you can safely forget about it
How to Use and Maximize LinkedIn

Download Presentation

https://goodshepherds.org/webinar-recordings/
Free Training

Contact Tracing course, 6 hours

Various trainings on looking for work during this time
Big Ideas

1. Applying for a job online by yourself is the most difficult way to do it. 
   Leverage your networks, let staffing agencies do the work for you, and get informational interviews.
2. It’s about people! Making a human connection is the most important factor.
Contacts

alex_marcus@goodshepherds.org

cesar_guzman@goodshepherds.org

hiba_rashid@goodshepherds.org
How are you leaving today’s info session?

And one has to understand that braveness is not the absence of fear but rather the strength to keep on going forward despite the fear.

Paulo Coelho
Novelist | 1947 - Present