

Career Services

UNIVERSITY OF MANITOBA

474 University Centre • 474-9456
www.umanitoba.ca/student/employment



Job Search

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An effective job search is critical for career success. This workbook is designed to help you find a job you want. These guidelines apply to students and graduates from across all disciplines - it doesn't matter if you are looking for a part-time job, a summer position, or permanent work. But be prepared, looking for employment is a full-time job in itself – think of yourself as “self-employed” because you will need to invest a significant amount of time and energy each week!

The world of work today is entirely different than 20 years ago – it is rare that one spends their entire career in one job/industry or occupation. This means that being able to develop and execute a job search will continue to be important throughout your life. While understanding today's labour market conditions can be helpful in creating your job search strategy, regardless of whether the current economic climate is “good” or “bad”, there are still jobs needing to be filled. Whether you find these jobs is dependent on your job search skills and your understanding of where to look and how to access the job market.



Step 1: Your Target Job...What are you looking for?

Being focused on the job you want is beneficial for both you and potential employers. Don't approach your job search by saying you will do anything or everything. Target a few occupational areas that interest you. An employer would prefer to hire an applicant who indicates a strong interest in an occupation, rather than someone who has no clear focus. The perception is that the well-researched applicant is more enthusiastic and interested in the opportunity.

If you have uncertainty about what kind of occupation or career path to follow, the Student Counselling and Career Centre offers a wide range of career counselling services to students and non-students to help them resolve this and other career difficulties. A common first step is attending a Career Planning Workshop. The workshop is \$10/students, and consists of two 2-hour interactive sessions that discuss career decision-making and planning, the career resources and assistance available to students and (eg. career inventories) and strategies for resolving career difficulties. This workshop will also involve participants in a variety of activities that can provide some immediate assistance to the resolution of a career dilemma. If interested, please register for a session at the front desk (474 University Centre) or call 474-8592.



Step 2: Understand the Job Market

Once you have focused your job search on a few occupational areas, you will need to understand how you can go about finding specific opportunities – what does the Job Market look like for these areas and how do you access it? In general, *the Job Market has two segments: The Visible Job Market and the Hidden Job Market.*

The Visible Job Market

The Visible Job Market includes all job opportunities that are posted via various media. In this type of job search, YOU, the candidate, make contact with the employer as a result of a job opening that is advertised in some manner.

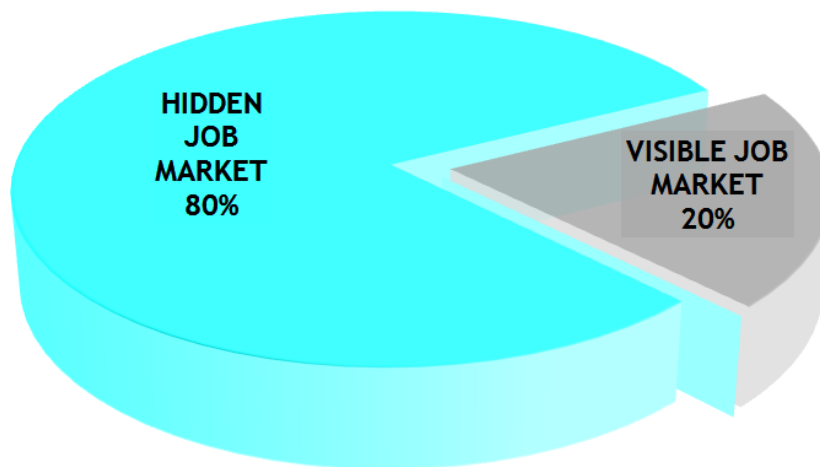
- Career Services job postings – full-time, part-time, summer, term and internships on our website at: www.umanitoba.ca/student/careerservices
- Newspaper advertisements
- Human Resources Skills and Development Canada Job Bank (www.jobbank.gc.ca)
- Internet job posting sites – you can find a comprehensive list on our website under 'Employment and Occupational Links'
- Company Postings (Internet/In-House)
- Advertisements in publications
- Private Employment Agencies
- Union Postings
- Bulletin Boards
- 'Help Wanted' Signs
- Social Media: LinkedIn /Facebook/Workopolis/Twitter
- Associations and Sector Council postings on behalf of their members

The Hidden Job Market

These are positions that are not advertised or posted. Locating jobs in this market requires creating a list of potential employers and getting in contact with them in some manner. The hidden job market has the highest number of potential job opportunities, you just need to find them! Think of yourself of an entrepreneur – you are in charge of your job search!

When looking for work, be sure to tap into both the **visible job market** and the **hidden job market**. It is generally known that **approximately 15 – 20% of the available jobs at any time are visible (i.e. posted) and the remaining 80 – 85% are hidden (i.e. not posted)**. With this in mind, you'll want to ensure you spend more of your job hunting time in the hidden job market – relying solely on applying for the jobs that are “visible” will significantly decrease your likelihood of landing a job you want.

VISIBLE JOB MARKET VS HIDDEN JOB MARKET



DID YOU KNOW?

Visible Job Market:

90% of job seekers apply for the 20% of jobs available in this market

Hidden Job Market:

10% of job seekers apply for 80% of potential jobs in this market

Step 3: Research and Identify Potential Employers

Building upon your knowledge of the job market, the next step in your research is to identify potential employers and gather information about organizations of interest to you. There are many different ways to do this, and some may be more relevant for you than others.

Informational Interviews

Informational interviewing is *by far the most effective job search tool used to explore career options and gather relevant company information directly from employers*. To conduct an informational interview, you will need to contact an individual from an industry/organization that interests you and set up a time to meet with them. Develop goals that you would like to achieve during the meeting: to get referrals or ideas for potential companies to contact or to understand their career path. If the process seems daunting, remember that whomever you are meeting with has likely been in your shoes before too. That being said, be sure to value their time and come prepared with questions and goals for your meeting and make a great first impression.

The Career Mentor Program available through the Student Counselling and Career Centre allows students to meet with someone in an occupation of interest. (474-8667 or cmp@cc.umanitoba.ca)

Sample Informational Interview Telephone Script

Hello, my name is _____, and I am interested in gathering information about the field of _____. I am a student at the University of Manitoba in the faculty of _____ and I am looking for some advice on how to become a _____. Would it be possible for me to meet with you for 15-20 minutes to talk about your profession and any suggestions you might have for me.

Career Fairs and Information Sessions

Attend Career Fairs and Information Sessions to make contacts at organizations you are interested in and learn more about an organization.

Associations/Memberships

Joining and being an active member of a professional association (for an industry or occupation) and attending association meetings is an opportunity to network with professionals already in your field and develop a base of contacts. Being a member shows you are serious about the field, and it looks good on your resume too! Generally, each association or membership will have online information including a listing of all members which can be used for contacts or locating possible employers and will provide helpful information and links to other related websites.

Similarly, becoming a member of a career-related student group is an excellent way to meet like-minded individuals who are interested in your career field and keep abreast with recent developments in your field, often through special training or workshops offered. It may also give you an opportunity to interact with already well-established professionals who could be helpful in your future career management.

Volunteering

The goal of volunteering could simply be to learn more about an industry or get related experience. However, volunteering at an organization of interest to you is a very powerful way to develop contacts and make a positive impression for any future employment opportunities. It is an opportunity to “get your foot in the door” at an organization or to get noticed by managers who could hire you in the future or even to gain contacts in other organizations that could help you in gaining employment.

Social Media

Linkedin

a.k.a. the “Professional Facebook page”. While this site is used for building a professional online network of contacts, there is also a capability to follow different companies and keep abreast of new developments within the organization or industry. Each user develops their own profile (resume) and builds a network of connections of people in their industry/field or in organizations of interest. Users can ask their contacts to “recommend” them and gain credibility.

The POWER of SOCIAL MEDIA today

80% of employers use some form (Facebook/Linkedin etc) of social media to screen or recruit candidates

Facebook/Blogs/Twitter: These can help you learn more about what an organization does and keeps you up to date on any current developments in the field or organization

- Research company Facebook pages
- Engage in online conversation forums or discussions to present your expertise and learn from others
- Send a tweet to all your contacts for referrals or job opportunities or to help get you identify employers or jobs you might be interested in

Other Industry and Job Search Resources

Directories

These guides list information by various means such as geographic location or industry, enabling you to target your area of interest. Often directories are easier to navigate and will produce more relevant information than a general internet search – they are an excellent source of potential companies/organizations to contact for employment. Career Services (474 University Centre) has directories available for students to access and many are available online as links from our website. (www.umanitoba.ca/student/careerservices)

The Yellow Pages

Similar to a directory, the Yellow Pages has a comprehensive list of all organizations in a specific industry or field under easy-to-find headings.

Internet Listings

In the electronic age, you will be able to find a great deal of information online. Many directories/associations are available on-line for you to locate potential contacts and some job search websites provide company information. You can often search for companies by keywords or geographic location

To find many links to websites that can help you in your job search, visit our website at (www.umanitoba.ca/student/careerservices) and click on the 'Career Related Links' and 'Employment and Occupational Information' sections. There you will find links to job posting sites, sites where you can gather company information, sites with occupational information, and specific faculty/discipline links.

Specialized Trade or Professional Magazines/Newsletters/Newspaper Articles/Ads

Publications can provide information on new developments and news in your area that may indicate potential opportunities that you could pursue for employment and the advertisements can help you locate companies of interest. Paying attention to the advertisements may give you ideas for potential employers to contact.

Using the above sources, you should be able to make an extensive list of potential employers.

Step 4: Create Your Job Search Toolkit

Now that you have identified potential future employers, you need to arm yourself with the tools to market your skills and experience to them! Your Job Search Toolkit must be a reflection of you, and should be strategically created to target the employers that you are interested in. There are many tools that you can use, but again, they may not all be relevant in your specific job search.

Resume & Cover Letter

Your resume and cover letter are your primary (and mandatory!) marketing tools – they must demonstrate your skills and experience and convince an employer that you deserve an interview. It is crucial that you tailor your resume and cover letter for each opportunity (paid or volunteer) that you apply for – focus on the most relevant skills and experience to the employer for that opportunity. Remember, an employer looks at your application (resume/cover letter) for approximately 15-30 seconds when deciding if they should invite you for an interview! Be strategic in what you include in your resume and cover letter – market yourself effectively.

In some fields, it is applicable to create a portfolio of your work to demonstrate more concretely what you have to offer an employer. Some examples areas of study could be Fine Art, Education or Architecture. However, having a collection of all your awards, diplomas, certificates, and reference letters can be helpful for anyone!

To find out the specifics on how to write a resume and cover letter, please refer to our Workbook or Webshop, or attend a Workshop. (www.umanitoba.ca/student/careerservices)

Calling Card/Business Card

Having a small personalized card is not only helpful for those who are already employed to help build their professional network. When you are looking for work, having a *calling card* is helpful for situations when distributing a resume is not appropriate or convenient. For example, networking events, association meetings, career fairs, information sessions, or impromptu meetings.

MARNIE GROENEVELD

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marnie_groeneveld@umanitoba.ca

- Over 10 years experience in Career and Employment Counselling
- Specialize in employment services including resume development, job search techniques and interview skills
- Extensive group facilitation and proposal writing experience
- Experience working with various abilities and ages including youth, adults and career transitioners
- Certified "Personality Dimensions" Level I Facilitator

Social Media

A more recent employment trend is to use **“social media”** (Facebook, LinkedIn, YouTube, Twitter, blogging, personal websites, e-portfolios) as a method of finding employment and just generally extending your reach and building contact networks. As opposed to a candidate *“finding”* their employer of choice, an employer **“finds” YOU, the candidate** as a result of your involvement in online (“social”) media, such as Facebook, LinkedIn, Twitter, YouTube, blogs, resume posting sites, or the creation of your personal website or e-portfolio. We know that approximately **80% of employers now actively use social media for recruitment and screening of potential candidates for hire**. This requires that you, the candidate, **create an effective and professional online presence** through engagement in social media.

If using social media in your job search sounds like it might be a good fit for you, [click here](#) for more information!

LinkedIn

Creating a LinkedIn profile is like having an online resume that allows you to market your skills to relevant contacts within your online network. By asking your contacts to “recommend” you, your credibility as a potential candidate will rise. And by making more connections, your chances increase in finding a job – each contact is a potential referral or job! All of your connections and actions are tracked, helping you to keep your job search strategy in check. For example, you could review hiring managers of organizations you are interested in and find out which of your contacts could refer you. There is also an excellent Job Board where organizations can post jobs.

Facebook/Twitter

These two social media sites can be used to relay relevant job search messages to your network of contacts: that you are looking for work and what you type of job you are looking for. Post your job objective as your status on Facebook or tweet a message to all your twitter contacts. Remember, every network connection can be a valuable one! Many companies now have Facebook pages and Twitter accounts, so even if you’re not participating, they are!

Personal Website/E-Portfolio

A personal website or e-portfolio can be used as an online version of your resume – it is another way to market your skills, experience or knowledge. Both give you an opportunity to: demonstrate creativity through the design or media you choose to include, enhance your credibility by providing proof of your achievements or testimonials from your references, and demonstrate your expertise.

YouTube

Similarly, YouTube is another media to give potential employers a visual demonstration of your skills, abilities, or knowledge. For example, you could upload a video of yourself doing a presentation to demonstrate your communication and presentation skills. Another option is to upload a video resume of yourself, but be sure that you do so in a professional manner.

Resume Posting Sites

Posting your resume is a simple technique that you can use to attract employers who are looking for candidates. If done correctly and safely, this can be an effective way to land a job.

Social Media and Job Search “DO’s”:

- **Create an online presence:** Showcase your skills and experience online and develop a network of contacts online that can help you in your job search.
- **Be consistent:** The information on your resume should match the information that you have on your social media (Facebook and LinkedIn profiles, website, e-portfolio etc) and it should all be up-to-date. If all of your information is not consistent, an employer may be worried that some of the information is not true.
- **“Google” yourself!:** Check out what results come up online when you perform a google search with your name, because employers do! Employers will form an impression with what they find out about you online, even though you may want to have kept that private...
- **Be careful what you say...or type!:** When you send out a tweet, change your Facebook status, post on a wall, comment on a blog, create a video, or upload information to your website, that information is now out there loose on the internet. Google searches will find this info, and you an employer may be using Twitter/Facebook/YouTube too...
- **Remember your privacy settings:** You can control the privacy settings for your accounts to some degree, but no matter what, there is no way to “lock down” your information completely. So be vigilant and don’t share miscellaneous pictures online!

- **Spend time job searching at home:** If you are already working, be sure that your job searching efforts are reserved for the time that you are at home, not at work. It is not a good idea to use company computers, email accounts or time for job searching.
- **Keep it professional:** Your screen or profile name, the pictures posted on your profile (or on those of your friends or contacts), the videos uploaded to YouTube, and status updates/posts/tweets should be appropriate. This can also extend to controversial content, for example, religious or political views. Employers may worry that you will be judgmental. First impressions can only be made once!

Helpful Hint: While you may not be able to go back in time and remove what you have already posted or uploaded online, employers will be more likely to form their first impressions on the top Google hits. So by being actively involved in a positive way online, your more recent activities will hit the top of the Google search and will push the more “questionable” material down to the bottom. This is the only way to “clean up your social media footprint”.

Does “**cleaning up your social media footprint**” seem unimportant to you? Well, consider the following information as ‘food for thought’:

- 70% of U.S. hiring managers have rejected an applicant based on information they found online. What kind of content, you ask?
 - “Inappropriate” comments or “unsuitable” photos
 - Criticisms of previous, employers, co-workers or clients
 - Inappropriate comments by friends or relatives that you are linked to
- Some students trying to clean up their social media footprint by changing their name, tightening privacy settings and removing photos have found that it didn’t work...because:
 - Changing your name on your facebook page still means that you can be searched via your connections in groups or networks, your email address, school etc.
 - Privacy settings only work if everyone in your network uses them well – but in the 21st century that is a false sense of security.
 - Pages are “cached” (pictures are taken of internet pages regularly) so your information never disappears

Step 5: Make Contact with Employers – Build Your Professional Network

Now that you have created your Job Search Toolkit, you have the necessary resources to contact employers and are on the road to success with your job search! If you feel nervous about the prospect of speaking with an employer, rest assured that your feelings are completely normal – it takes practice but you will become more and more comfortable. Remember, employers are people too, and they have probably been in your position once themselves and will be sympathetic to

Develop and Maintain a Positive Attitude

At this point after all the work and effort you have put into your Job Search, it is reasonable to expect that you may feel frustrated or nervous about contacting an employer. Your feelings of frustration or nervousness can be interpreted as having a negative attitude to an employer – be aware of how you feel and keep yourself in check. Continuing to maintain a positive attitude about your job search will make a positive impression with employers, and will likely produce positive results in your Job Search!

What is “Networking”?

Networking is the *process* of building relationships. These relationships become most effective when you are strategic in the network you choose to develop, you put effort into maintaining them and the benefits are reciprocal for all the parties involved. Strategic career moves and occasional periods of unemployment are common for today’s modern work world. So, having the right connections can open doors for future employment opportunities - being connected with multiple networks helps you increase your visibility and credibility within your industry or field and gives you the opportunity for professional development, to name only a couple benefits.

Networking has a 33% success rate – 1/3 of hires come from personal or professional network and prior contacts

Networking is hands-down the *best way to land a new job* – employers prefer to hire from personal referrals or previous contacts. Curiously enough, it is the strategy least used by job seekers to find jobs. That may be because it is typically the most time-consuming approach to getting a job.

Who is in My Network?

Meeting and speaking with people in your industry/organization of interest can help you locate potential job leads and provide useful information on the career you are looking to pursue. But don’t neglect people you know socially or on a personal level, as well as the people that they know - the more people you speak to or approach about possible employment increases your chances of finding work.

Networking List

Some of the people you could include on your network list are:

- Relatives & family friends (and their friends!)
- Acquaintances & friends
- Co-workers & former co-workers
- Neighbours (current & past)
- Teachers & professors
- Previous employers or those to whom you are applying
- Teammates from your athletic/sport teams
- Classmates or other students
- People from your church or community groups
- People with whom you volunteer
- Business people (eg. bank manager, insurance agent)
- Professionals within your desired field
- Members of professional organization(s)
- Politicians
- Chamber of Commerce staff

What should I say?

Getting in contact with employers either as a result of a job posting, to inquire about potential openings, or even at a networking event requires practice and preparation! After creating your list of employers from your research, and compiling your list of contacts both professionally and personally, it is time to approach your contacts in-person, by phone, or via email.

Remember, employers are time-pressed and they want to hear what *you have to offer them* quickly – pique their interest and keep them listening! And don’t forget to ask for a meeting, referral/contact, or for an opportunity to follow-up at another time.

Try this simple formula to help you develop a sample script:

Cast your **NETS**

- State your **NAME**
- Explain your **EDUCATION**
- Communicate your **TARGET** job or what you are interested in
- Demonstrate your **SKILLS**

Developing your 30 Second Infomercial

- Your **Name**
- **Education**
- **Target:** What you do / what you would like to do
- **Skills** or qualifications you want to market from your work/volunteer background

Hello, my name is _____

I'm graduating in May with a Bachelor of _____

I've reviewed your company's web site and am very interested in the work you are doing in _____ and finding out more about employment opportunities with your company.

I would like to pursue a career in your field and in order to prepare myself have taken courses in _____ or have had experience in _____

I have strong _____ skills, work well with _____, and enjoy the challenges of _____

Cold Calls

The term cold call refers to the method of job search that occurs when job seekers go directly to an employer to meet them in person.

- Ask to speak to the employer directly, be polite and persistent
- Introduce yourself personally to the employer
- State your education, related skills, experience, show interest, ask about opportunities
- Ask if they have time to meet with you
- Gives employer chance to match name and face to your resume
- You are able to market your skills directly to the employer and find out about potential openings

Phone Calls

The telephone approach can also be an effective way of contacting employer because you get a chance to speak to employers directly.

- Determine who is the person in charge of hiring and phone them (try to get this information through the company's internet site, directories or associations before you phone the company)
- Give them information about your skills – practice your 30 Second Infomercial
- Develop a script to help you remember important points
- Prepare for various potential scenarios: eg. Not a good time to call
- Try to set up an appointment to meet with them (Informational Interview)

Getting Past Blockers/Gate Keepers/Front Desk Personnel

IF THEY SAY:

YOU CAN SAY:

What is this about?

I'm following up on a letter I sent him/her last week. Is he/she in?

Does he/she know you?

Yes. May I speak with him/her?

She/he is out.

Do you know when she/he will be returning calls?

He/She is no longer with us.

Is there someone else you could suggest I speak with?

Sample Job Search Telephone Script

"Hello, my name is Rob Morris. May I please speak to Ms. Boychuk?" or

"Hello, my name is Rob Morris. I would like to speak with the laboratory department head, do you know his/her name?"

Once you get the person: "Hello Ms. Boychuk. I'm a recent graduate of the University of Manitoba with a Bachelor of Science in Chemistry. I have considerable laboratory work experience and I am a strong team player, well organized and an excellent problem solver. I'm very interested in learning more about your company and your laboratories. Would it be possible for us to meet?"

IF NO

IF YES: Date & Time & Directions & Thank Them



"Even if you don't have an opening I'd still like to meet with you to learn about your company. Would it be possible to meet and talk for 15 minutes?"

IF NO

IF YES: Date & Time & Directions & Thank Them



"Do you know of other companies in the area that might be hiring?" OR

"Are you familiar with anyone in the business community who might have a lead for me?" OR

"Would you know of anyone else in the company that may need someone with my qualifications?" OR

"Are you aware of any rapidly growing companies in the area?" OR

"When do you anticipate an opening in your company?" OR

"Are you planning any expansion or new projects that might create an opening?"

IF NO

IF YES: Ask if you can mention their name as a referral



"May I contact you in the future regarding potential job opportunities?"

Thank them, Good-bye

Overcoming Contact Person Blocks

IF THEY SAY:

YOU CAN SAY:

I'm busy.

I know it's your busy season. I'd be happy to meet with you at your convenience. When is a good time for you? **OR** I only need a minute of your time.

I don't think I can help you.

Whom on your staff would you suggest I contact?

We aren't hiring.

I'm not looking for job openings at this time. I want your advice only. Could we meet for 15 minutes at your convenience? **OR** That's okay, what I'm really looking for is some advice about starting out in this field. I just want to know what ideas, leads or referrals you might have for me.

Call Personnel / Human Resources.

Since I'm looking for advice about what types of jobs there are in (your area), I would like to speak with someone who is working in the field. Who would you recommend I contact?

Send your resume.

Can you schedule a 20 minute appointment with me next week? I will bring my resume then. **OR** I'll fax it to you right away and then when it's convenient for you, I would appreciate an opportunity to discuss it in person with you.

We just had layoffs and aren't hiring.

I understand. I'm only interested in your business experience. How about a meeting next week?

Now is not a good time.

Ok, I understand. When would be a good time to call you back?

Sending E-mails

In today's job market, e-mails have become an important step in the job search process. It is crucial to make it as easy as possible for the employer to get the information they are looking for. When sending e-mails to employers it is important to consider the following:

- Address them to a specific person
- Mention your education, skills and experience as they relate to the position you're interested in
- Unless an attachment is requested, always send the text version of your cover letter and resume in the body of the e-mail as some employers do not open attachments due to fear of viruses
- If you include your resume as an attachment, ensure it is in a format the employer can read. You can always ask if they scan resumes or offer to attach your resume as a MS Word document/PDF
- Send only one e-mail message with both the cover letter and the resume included as one document
- Use the job title or reference number in the subject line of the message
- Don't forget to proof-read!

Sample Cold Contact Cover Letter:

Dear Mr. Paulin,

Independent schools such as Greenwood Elementary require a hardworking, organized administrative staff to ensure that the school runs successfully and efficiently. My administrative experience and organizational skills would help contribute to the long history of success at Greenwood School.

I have extensive administrative experience in an academic setting. For the past two years I have worked at the Early Childhood Center at XYZ College, where I alternated between running activities for the children and answering phones, scheduling parent-teacher meetings, and performing other organizational tasks. I also served as an intern for the principal of 123 Elementary School, undertaking a variety of office assignments while also observing firsthand the day-to-day duties of an academic administrator.

I have attached my resume, and would love to speak with you regarding how I could make a significant contribution to Greenwood School's daily operations. I will call you within the next week to discuss arranging an interview. Thank you for your time and consideration.

Sincerely,

Susan Sharp
123 Main Street
XYZ Town, MB R0Z 0Z0
Email: susan.sharp@mail.com
Cell: 555-555-5555

Mail-outs

This is the **least effective way of contacting employers** and can be quite costly. Employers have hundreds of resumes sent to them and don't have time to read them all.

- Not recommended unless applying in another city – be sure to follow up with a phone call
- You could include in your cover letter that you will be contacting them regarding your mail-out
- When you call, your goal is to set-up an appointment to meet or to answer questions they may have

Keeping Track

Any time you meet or speak to someone in your job search be prepared to follow up and keep in touch with your contacts. With all the time and effort that you will spend in generating job opportunities and submitting applications, it is important that you keep organized! Set concrete goals that you would like to achieve, including deadlines, contacts, and appointments. Following a work schedule/routine and creating a method to track the progress you make with each opportunity and the contact you have with potential employers that you discover will help you stay on track.

Tips:

- Let your contacts know how you are progressing or if you find a job.
- If you add something to your job search portfolio (for example, completion of a certificate course, updated resume), use this as an opportunity to re-connect with a previous contact person.
- Be sure to thank everyone who helped you.
- Be brief and sincere when speaking to your contacts.

Following Up

Follow-up telephone calls can be used to bring closure to elements of your job search such as to check the status of your application, ask about the hiring process and timelines, or to receive feedback on your interview performance if you were unsuccessful in obtaining the position.

If, after working through this workbook or viewing our webshop online you have any questions, or if you would like to meet with an Employment Advisor to further discuss your job search, please make an appointment. (Visit Career and Employment Services, 474 University Centre or phone us at 474-9456)

Rejection is part of the job search - don't take it personally. It doesn't mean you're not a good applicant. It simply means the employer felt there was another applicant better qualified or perhaps you were not very effective in presenting your skills. View the rejection as a learning experience. Review your contact process and determine what you could do differently next time. Try your best to maintain a positive attitude and consider each new application as a fresh opportunity to market your skills to an employer. Some things you might want to do to maintain that positive mindset are:

- Keep in mind the hiring cycle of the employer and the wait times that are typically associated with that industry or type of organization.
- Set realistic goals & timeframes. Don't expect to find work immediately
- Re-read your references and your resume to remind yourself of the skills & experiences you have to offer to an employer
- Take care of your self-esteem - involve yourself in activities and with people who reinforce your sense of self-worth, Talk to people who motivate you, who are upbeat & positive
- Exercise regularly to reduce some of your stress
- Gain control by creating a job search strategy and a plan of action
- Recognize & celebrate small victories such as making that difficult telephone call or completion of your resume. Reward yourself as you accomplish tasks

Remember you have control in this situation; you are not at the mercy of the employer. You have skills & experiences the employer wants and you decide to whom you wish to apply. Employers are more likely to hire an applicant with a positive, relaxed attitude and you will be more likely to recognize potential opportunities.

APPENDIX – INFORMATIONAL INTERVIEWING

Informational Interviewing

Informational interviewing is *by far the most effective job search tool used to explore career options and gather relevant company information directly from employers*. It involves direct contact with potential employers in-person, by phone, or over e-mail.

What is an Informational Interview?

- A method of acquiring detailed company, industry and career information from employers
- Network-building, information gathering and an important part of the job search process
- A way of finding out about positions not advertised
- It is not a job interview but an excellent opportunity to meet with people in your chosen industry

Why should you do Informational Interviewing?

- Find out about careers and jobs / expand your knowledge of the job market
- Obtain first-hand, current information rather than relying on second-hand information
- Determine if you are well suited to the job you are applying for
- Determine areas where you may need further experience or training
- Build confidence for job interviews
- Impress employers with your research and initiative
- Learn more about yourself / take charge of your future

Obtaining and Preparing for Informational Interviews

- Determine career goals
- Gather company information
- Contact companies and employers
- Prepare a list of questions to ask
- Send a thank you letter after the meeting

Telephoning to Make an Informational Interview Appointment

- Develop a script
- Speak loudly and clearly
- Ask for the person by name if possible
- Handling **Gatekeepers**: secretaries, receptionists and clerks who try to keep you away from the decision maker (See page 13 for additional suggestions)
 - 1) Call until you get through to the potential employer, at least once per day, at least ten business days in a row
 - 2) Call early, late, at 10:05 and during lunch to get around the gatekeeper
 - 3) Walk in, say you were just in the neighbourhood, and ask if the decision maker has a moment to meet with you

Once you reach the employer directly

- Introduce yourself. State your reason for calling and provide a brief outline of your skills and experience
- Be ready to answer questions
- Ask for an informational interview
- Write down time, place and person's name
- Thank the person
- If you reach an employer's **voicemail**:
Don't hang up! Leave your name and number and tell them you will call back.
Then call back until you reach them.

Develop a List of Questions

- Make a list of questions to ask about things that are important to you
- Research the organization & occupation so you can ask more meaningful questions
- Ask open-ended questions. Avoid questions that can be answered with a simple 'yes' or 'no'
- Bring your list of questions with you to the informational interview

Day of the Meeting

- Dress appropriately
- Arrive at least ten minutes early
- Bring your resume, pen and paper (and portfolio/work samples if appropriate)
- Be polite, friendly, shake hands, listen carefully and show interest
- Stick to the allotted time frame
- Ask for contact names / referrals
- Remember to thank them for their time
- After the meeting take a few minutes to summarize the meeting and write down key points
- Keep a record of everyone you meet with for future reference / get their business card
- Send them a thank you note/letter

Sample Questions to ask at Informational Interviews

- What kinds of things do you find challenging about your job?
- Is there a team approach to your work?
- Do you get to express individuality in your work, or do you have to follow strict guidelines?
- What is the work atmosphere like – relaxed, competitive, exciting?
- What is the possible salary range for someone in this occupation?
- What is an average starting salary?
- Are there incentives for upgrading or taking extra courses to improve your education?
- What kinds of opportunities for advancement are there?
- Does your occupation take full advantage of your capabilities and education?
- Approximately how many hours do you work in an average week?
- How much flexibility are you allowed in your job in terms of dress, hours, vacation, or job location?
- How is the job market in this field?
- What is the future demand in this occupation?
- What sorts of changes are occurring in this field?
- Does the community benefit from your work?
- Do you do the same thing everyday?

- What is the most exciting thing about your job?
- What kinds of things did you do before entering this occupation? Which were most helpful?
- What do you look for or find most impressive in potential employees?
- Are there any professional journals / career-related literature / organizations that would help me to learn about this field?
- How do people find out about job openings? Are they advertised? If so, where?
- How is a typical job interview in this industry conducted?
- If you could go back in time, would you do anything differently in your preparations for this occupation?
- What is the typical entry-level position(s) for this job?
- What are some of the “do’s and don’ts” in trying to develop a successful career in your field?
- What are the people like who usually excel in this field? What personal qualities do you need to succeed?
- Would you choose the same occupation if you were just starting out? Why or why not?
- Is there such a thing as a typical week in your job and could you briefly describe it?
- If you had to choose another occupation, what would you choose?

APPENDIX – SOCIAL MEDIA

SOCIAL MEDIA OVERVIEW:

Not every social networking and job search site will be appropriate or work for you, and they might not even be applicable to be used in every job search. Nonetheless, they can be effective tools for you in your job search and can help give you a competitive advantage.

One key thing to keep in mind is that **even though YOU may not use social media as a means to job search, EMPLOYERS DO!** For example, some employers seek out candidates on social media sites, such as LinkedIn, so having a LinkedIn profile gives you a competitive advantage and markets your skills to employers that are engaged in that arena. Many employers screen candidates based on their social media usage, so ask yourself: “What does my social media footprint say about me?” (For example, what pictures did you post on Facebook last night?)

Facebook: A social media networking website started in 2004 that currently has 500 million active users (as of July 2010), 7 million of which are from Canada (2007). Users add people as friends, send messages, post pictures and messages on ‘walls’, and update their personal profiles to notify their friends about the changes.

Implications for Job Seekers:

- Many companies have recruiting pages on Facebook
- Most commonly searched social media tool by employers (Hint: You may want to start to “un-tag” yourself in all of those photos and watch your status and wall posts!)
- You can join or start networks (groups) and invite key players to your group or become a “fan” of a company and engage them in conversation – NETWORKING!
- You can search to find jobs/industries/company that you are interested in

LinkedIn: An international social networking site used for *professional networking*, with more than 75 million users worldwide spanning more than 200 countries and territories. Registered users can create an online profile (similar to a resume) and “connect” with other people (like adding a “friend” on Facebook) by invitation.

Implications for Job Seekers:

- These connections can help build and maintain a network of contacts that can be used as an introduction to a powerful business contact – your contacts can even “recommend” you, and all the action is tracked on your profile
- Site can be used to find jobs, people, and opportunities recommended by someone in your contact network or find hiring managers for an organization you’re interested in
- Employers can list jobs and search for potential candidates who meet their needs
- Users can search and bookmark jobs that they would like to apply for (Job Board)
- Users can follow different companies and get notifications from them
- Very powerful and **professional** network, often used by recruiters and companies

YouTube: A video-sharing website where users can upload, share, distribute and view videos. Most of the videos posted on YouTube are from individuals, but some companies use it as well.

Implications for Job Seekers:

- You could create a personal marketing campaign, or “video resume” – but be sure to do so professionally!
- You can record and upload presentations as evidence or samples of your work or skill in a particular area – this could be included as a link from your Facebook or LinkedIn profile or inserted on your personal website or blog.

Twitter: A social networking and “micro-blogging” service where users can send and read others short messages (up to 140 characters long) called *tweets*. The messages a user sends appear on their profile. Users can also *follow* other people or companies by subscription, and therefore receive their list of tweets as well.

Implications for Job Seekers:

- Can follow anyone (individuals, companies) easily, so you can increase your contacts – but be careful what you tweet about! (Do you really want an employer to know what you had for breakfast?!)
- Follow the companies you would like to work for! – Know what they are tweeting about so you are as knowledgeable as possible about what is going on in their organization. This is much more up-to-date than watching the news or reading the newspaper!
- Easy and inexpensive way to get the word out that you are looking for a job or contact person in a specific industry or organization
- Some employers and recruiters are tweeting job opportunities

Blogs: An online message board, forum and storybook all rolled into one! Users can create a blog to demonstrate their expertise in an area and engage in online discussion with others, or read and comment on company and industry blogs. An example of a free host where you can easily publish a blog is *WordPress*.

Implications for Job Seekers:

- Can showcase your knowledge to an employer on a particular subject.
- Can create a network of people who share your similar interest or passion on a topic – but be careful that all posts remain professional, uncontroversial and are never offensive to any individual or group of people!

Websites: Users can create their own personal website to market their skills to specific employers or industries or even for a specific job of interest to them. An example of a free host where you can create a free website is *Yola*.

Implications for Job Seekers:

- Can showcase samples of your work (Eg. Writing samples, if you are looking to become a Writer) or presentations that you have delivered to demonstrate your skills
- Can include videos, for example a video resume, to highlight your skills to a potential employer.

E-portfolios: An online and in-depth representation of your skills and experience – much more than just a resume and cover letter. They should include a(n): Career Summary and Goals, Professional Philosophy, Traditional Resume, Scannable/Text-Based Resume, Demonstrations of Skills and Abilities, List of Accomplishments, Samples of Your Work, Research/Publication/Reports, Testimonials and Letters of Recommendations, Awards and Honours, Conferences and Workshops, Transcripts/Degrees/Licenses/Certifications, Professional Development Activities, Volunteering/Community Service.

Implications for Job Seekers:

- An online or e-portfolio can be used to create initial employer interest to attract an employer, or during/after an interview to illustrate your skills in a concrete way.
- Can include samples of work and accomplishments, which give the employer concrete proof of your skills and abilities

Resume Posting Sites: There are many websites that allow a job seeker to post a resume. A good example of one is *Workopolis*. Traditionally, a job seeker would apply to a posting found on this website. But now, only those job seekers who are looking for a job at that time will submit their resume, so the employer is happy to save time and effort and screen interested applicants. In other words, the *employer finds the candidate*.

Implications:

- There is still an effective way to upload and complete your profile on these sites – it isn't as easy as 1-2-3.
 - You need to complete the whole profile because employers will search by different areas/sections.
 - Search results consider both “fit” for the position as well as “timeliness” (when you last updated your profile”) important in ranking and choosing candidates for an employer. So, be strategic in what you include in your profile, and update it often.
 - Do not make your Resume Status “Searchable” – keep it “Confidential” – an employer can still contact you by email via Workopolis. But this helps you to keep your personal information private and assess opportunities to be sure that they are legitimate. For someone that is currently at an organization, this allows them to be seeking employment elsewhere and not risk having their current employer know about their job search.