

Summer Job Search Strategies and Making the Most of Job Fair - For International Students -

Career Development Centre
2012 - 2013

Learning Objectives

- Expand awareness of resources used in the job search
- Learn strategies of how to become more active in the job search
- Know what to do to prepare for Job Fair 2013
- Understand the steps to get the job that you want

What do you need to begin your job search

- Clear vision of your qualifications/skills
- Attend a Resumé Writing workshop and create a resumé and cover letter
- Meet with a Career Consultant for a resumé critique
- Knowledge of job search strategies
- Interview skills
- **Work permit** – Talk with Laurier International for information

Effective Job Searching

- The most successful job search is a **targeted job search**
- A successful job search is not just about getting a job, it is about getting **the job you want**

Focus your search by identifying:

- What do you want to do?
- Specific types of jobs (job titles)
- Where do you want to work?
- Location, specific organizations, specific industries

Tip: Start early!

Sample types of summer jobs for students with little experience

- Attractions
- Business
- Entertainment
- General labour
- Hospitality
- Office
- Helping
- Retail
- Recreation



**Gain
transferrable
skills!**

How do I find a job in Canada?

Job Search Methods

There are two types of job searches:

1. The Passive Job Search – a.k.a. the
‘Traditional Job Search’
2. The Active Job Search – a.k.a. the
‘Non-Traditional Job Search’

The Passive Job Search: advertised jobs

- Newspaper/magazine classified ads
- Job postings and job boards
- Check out wlu.ca/career for job postings in Navigator
- The Career Centre lists many [job postings websites](#)
- Send out resumés
- Complete applications

Job Posting Websites from the Laurier Career Centre Website

Job Postings - Job Posting Websites - Windows Internet Explorer

http://www.lauriercc.ca/career/students/job/postings/websites.htm

File Edit View Favorites Tools Help

Google Search More >> Sign In

Job Postings - Job Posting Websites

LAURIER
Career Development Centre

NAVIGATOR CONTACT QUESTION

Information for ► Home Students Alumni Employers/Recruit at Laurier

Career Centre Overview
Event Calendar
Planning Your Career
Finding a Job

► Job Postings

Graduating Student Employment Service
Off-Campus Summer/Part-time Employment Service
On-Campus Summer/Part-time Employment Service
Jobs for OSAP Recipients
Job Posting Websites

► How Do I Look For A Job?
► Résumé Preparation
► Interview Preparation
► Career Fair/Job Fair
► Labour Market Information
► Social Media

Students

Career » Students » Finding a Job » Job Postings » Job Posting Websites

Job Posting Websites

The following websites may be of use in conducting your job search (in addition to the jobs listed for Laurier students and alumni in Navigator):

Canada Indeed - www.indeed.ca - a job search engine

Eluta Canada - www.eluta.ca - a job search engine for opportunities across Canada with a variety of search criteria including searching for top employers

Wowjobs - www.wowjobs.ca - a job search engine

Service Canada Job Bank - www.jobbank.gc.ca - a job search engine for employment opportunities across Canada, searchable by region

Waterloo Tech Jobs - waterlootechjobs.com - a job portal for Waterloo Region's tech companies

Kitchener-Waterloo Jobs and Employment - www.kwjobs.com

Other Summer Job Websites:

1. [Laurier Navigator](#) – on-campus and off-campus summer jobs
2. [Service Canada Job Bank](#) – job bank listing summer jobs
3. [Ontario Summer jobs](#) - summer jobs with the Government of Ontario
4. [Indeed](#) – popular job posting website
5. [Ontario Camps Association](#) – summer jobs at camps in Ontario
6. [Workopolis Campus](#) - a section of a popular job listing website
7. [Cool Jobs Canada](#) – search for tourism/hospitality jobs in Canada
8. [Additional Summer Job Sites](#) (from McGill University)

Let's look online for a job...

[Laurier Navigator](#)

Guess how many jobs are found
using the passive/traditional job
search methods?



20-25%

How do I find the other jobs?

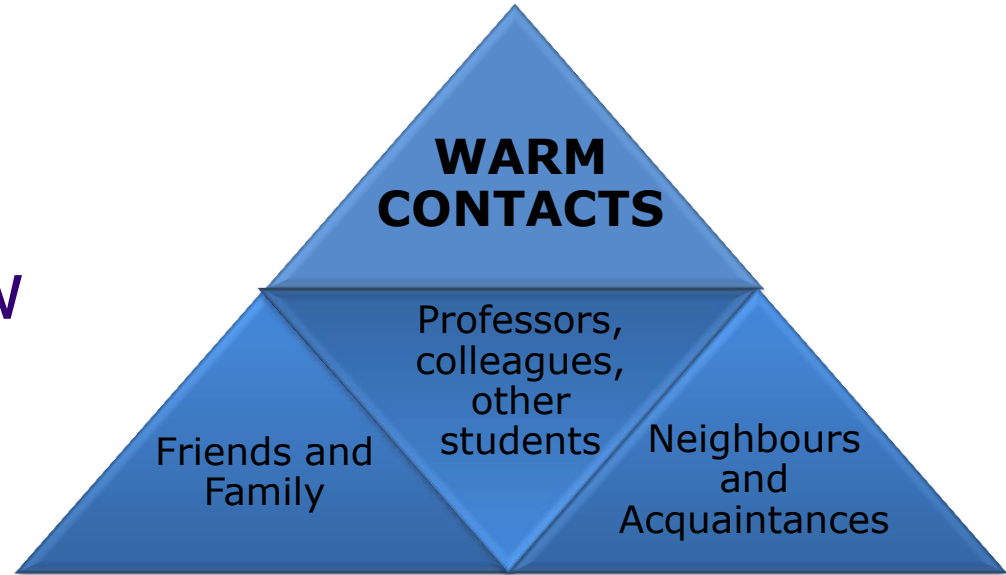
In the hidden job market

The Active Job Search: networking to find jobs

1. Talk to people you know - access your warm contacts (friends, neighbours, classmates, instructors, volunteer supervisor, etc.)
2. Use your warm contacts to generate additional contacts for informational interviews and job opportunities
3. Contact organizations directly

Access Your Warm Contacts

Talk to people
you already know



Approach Professionally

Schedule a
meeting

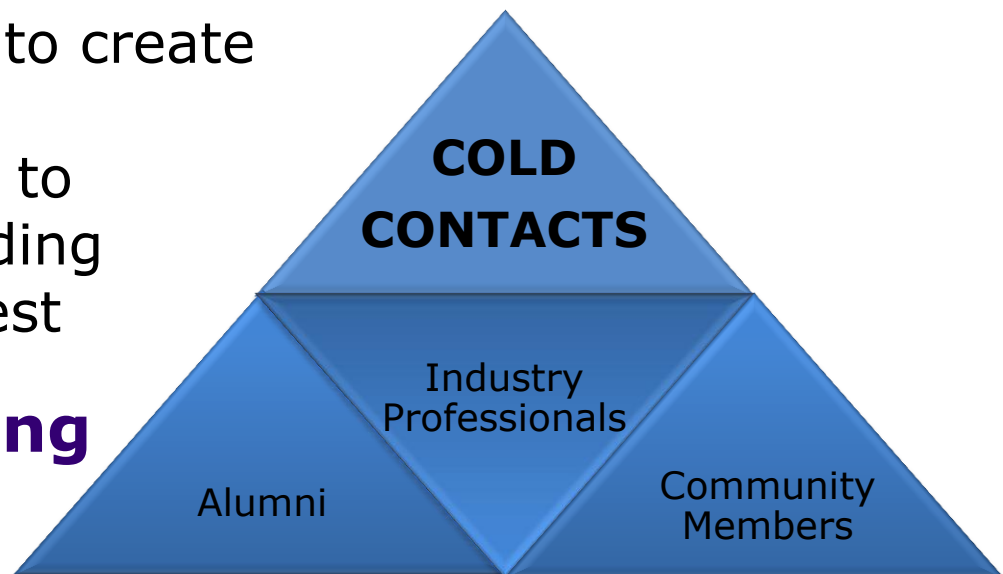
Be **specific** about
your industry and
job targets

Collect
information and
referrals

Generate Cold Contacts

1. Use your warm contacts to create cold contacts
2. Prospecting: a good way to identify new contacts by finding people in your area of interest

**Research and targeting
are key!**



- Target relevant organizations, associations, networks
- Target specific positions, departments, people within a specific organization
- Consider volunteering to develop experience and knowledge of the type of job that you are interested in

Identify organizations to which you want to apply

Service or retail industry (restaurants, stores, etc.)

- Go in person with a **targeted resumé** and speak with the manager. You may need to fill out an application. Dress appropriately and practice what you will say.

Other Industries

- Use the resources at the Laurier [Library](#) and our [Career Resource Centre](#)
 - The Canadian Summer Job Directory
 - Scott's Directory
 - Regional/City Directories

Use your research to find organization names, information, websites, etc.

Alumni Sharing Knowledge Program(ASK)

- [Alumni Sharing Knowledge \(ASK\)](#)
 - Connect With Laurier Alumni
 - Search by:
 - Occupation
 - Program of Study
 - Employer Organization
- [Linkedin](#) Laurier Career Centre Group

What Do I Ask? Topics of Conversation

- How did they get into their role with organization X?
- In what specific roles do they recruit summer students?
- Ask about required education, training and skills
- Bring up an industry trend you researched
- Ask for recommendations about getting into the field
- Ask for suggestions about what you should research
- See the [Job Search Guidebook](#) and the Informational Interview booklet for more ideas.

Job Searching

- An effective job search should include **both** active and passive strategies (traditional and non-traditional)
- But if 75% of jobs are reportedly filled through the hidden job market and you spend all of your time online searching for postings, imagine how many opportunities you will miss.
- Consider using a proportional ratio for your time and energy (25% of time applying to postings and 75% networking)

Job Fair 2013

Wednesday, February 6, 2013

10 a.m. - 3:30 p.m., RIM Park, Waterloo

- Hundreds of jobs - one place, one time
- Hiring for full-time, summer, co-op, contract and part-time jobs
- Free transportation to and from the Fair
- Admission is FREE with your Laurier ID

Register at **partners4employment.ca** and attend the Fair for a chance to win one of 4 iPad Minis!

Career Development Centre **wlu.ca/career**





Benefits of Attending Job Fair

- To explore career/job options and identify potential opportunities available
 - summer, full-time, co-op, contract, etc.
- To gather information from potential employers on their organizations and job requirements
- To learn about the current job market
- To meet people (an important step in any job search)



Industries Represented at Job Fair

- Agriculture/Forestry
- Architecture/Construction
- Biotechnology/
Pharmaceuticals
- Consulting
- Education/Teaching
- Environment
- Finance/Accounting/
Banking/Insurance
- Government
- Health/Healthcare
- Hospitality/Tourism/
Travel
- Technology/Software
- Law Enforcement/ Security
- Manufacturing
- Marketing/Advertising
- Media/Broadcasting/
Publishing
- Professional Associations
- Recruitment/Staffing
- Retail/Wholesale
- Social Services
- Sports/Recreation
- Telecommunications
- Transportation
- Utilities/Mining/Oil & Gas

www.partners4employment.ca

Steps and Strategies to a Successful Job Fair

- ✓ Preparing for the Fair
- ✓ Executing the day of the Fair
- ✓ Proper follow-up after the Fair



Preparing For The Fair

- Think about your specific **career goal**
 - What do you want from the fair?
- **Research** specific organizations who are attending the Fair
 - See the [partners4employment](http://partners4employment.com) website
- Update your **resumé** and develop a **networking card**
 - Resumé workshops!
- Think about how you are going to approach employers



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RESUME: www.JoeNetworker.com

Joe Networker

Website Developer

Internet communications developer with heavy
Wordpress theme design experience

PHONE: (xxx) xxx-xxxx
EMAIL: joe@joenetworker.com

"Born to be Crème de la Crème "

Interests: Web and Mobile Development
Skills & Knowledge: XHTML, CSS, JavaScript, SDLC, SQL &
Programming Fundamentals
Goals: Obtain AS in Comp. Science in Fall of 2012 then obtain
BS in Comp. Science
Other: Naturally analytical and an excellent problem solver.

JAMES R. McMAHON, MFA

Senior Creative Director

Mobile: 678-555-6332

Office: 404-555-5762

POSITIONS/AFFILIATIONS

- Creative Studio Director
- Senior Designer
- Project Manager
- *Member NACD

SELECT CLIENT LIST

- Kraft Foods
- Northwest University
- US Commerce Dept.
- Marriott Hotels

JMcmahon@hotmail.net

www.McMahonCreativeServices.com

Quick Resumé Tips

3 parts to an effective resumé:

- 1) Appearance
 - Design, layout, aesthetics
 - Structure
- 2) Organization, flow, common subsections
- 3) Content - focusing on relevance and transferable skills



Your Résumé is Your Advertisement

Alice Clark

Sample # 1 -
Before

School Address:

222 Oakbluff Lane
Waterloo Ontario N2N 1N1

email: AliceC@gmail.com
Cell 591.555.5555

Permanent Address

333 Oak Avenue
Hamburg, M1M 1M1

Education

Wilfrid Laurier University

2007 - Present, Honours B.A Political Science and Communications (GPA 9.3)

Recent courses include: Foreign Policy Analysis (PO334), Trade Policy (PO329), Constitutional Law I and II (PO342/343), Introduction to Marketing (PO229)

2006 - O.S.S.D Hamburg High School

Helped organize Fashion for Hunger Spring Event
Top athlete grade 11 and 12 Varsity Athletics

Work Experience

Present, Clerk, The Gap

- Worked with customers in a friendly way
- Handled money, operated the cash register and sold merchandise
- Prepared and cleaned the store
- Covered for other staff or managers when they were ill or away

2008-9, Summer Playground Assistant, Recreation Department, City of Kitchener

I took care of children ages 6 - 16 taught them arts, crafts and sports
I helped with personal needs and emotions

2007, Clerk (part-time), Summer Treats Ice Cream Parlor

Sold ice cream to the public and made sure store was clean

Worked as a Children's Swimming Instructor for different families in the town since I was 15

Obtained Bronze Cross and National Lifeguard service and Standard first aid training

Extra-Curricular Activities

Swim team member and intermural sports participant

Involved in the Communications Club and the Students for Responsible Government Club

Winner of the S.D. Community Award last year

Community Development Centre Volunteer

I played soccer all through high school

Skills

- ☐ Experience in Customer service
- ☐ Excellent computer skills and using the internet
- ☐ Friendly, hard working, dependable and creative
- ☐ Excellent communications skills
- ☐ Work well in a team or individually; enjoy working with culturally diverse people

Interests include Sports, Movies and Traveling

ALICE C. CLARK

alicec@gmail.com ♦ <http://www.linkedin.com/in/AliceClark>
222 Oakbluff Lane ♦ Waterloo, ON
591.555.5555

OBJECTIVE

Laurier student looking to secure a Communications Specialist position with a reputable firm

PROFILE

- Previous experience assisting in the development and implementation of communications campaigns designed to raise awareness and gain 'buy in'
- Demonstrated skills in consulting with clients to develop focus and clear messages
- Successfully developed projects/events from conception through to implementation; organized a series of public meetings attracting 450 participants
- Strong knowledge of media trends and a natural ability to tap into the public
- A motivated team player who always brings enthusiasm, creativity and an eye for design, as evidenced by a supervisor testimonial

EDUCATION

Wilfrid Laurier University, Waterloo, ON

Bachelor of Arts, 20XX Candidate

- Communication Studies and Political Science
- Ontario Entrance Scholarship
- Member of Laurier Swim Team, 20XX - Present

RELEVANT EXPERIENCE

Executive Member

Community Preservation Committee (Volunteer), Waterloo, ON, 20XX - Present

- Contributed to the development of a multi-media marketing plan to engage the public
- Created strong communication messages to send a clear and concise message
- Liaised with media to generate interest in the process and increase news coverage

"I found Alice's contribution to the public consultation process very useful as she had wonderful ideas of how, when, and where to generate interest from the public" - Susan Richart, Media by Design

Event Committee Chair

Laurier Communications Club (Volunteer), Wilfrid Laurier University, Waterloo, ON, 20XX

- Successfully developed and organized an event for 200+ guests
- Recruited high profile guest speakers and ensured their needs were met
- Facilitated group meetings to maximize each individual member's contributions
- Managed volunteers schedules, allocated tasks, provided reviews of performance

"It was great having Alice working with us on this event, we could not have pulled it off without her leadership and ideas" - Wan Lee, President, Laurier Communications Club

What is the best resumé?

= A targeted resumé

Use information obtained from the job posting and your research to target the content of your resumé.

Prepare Your Conversational Starter

A brief 30 second introduction:

“Good morning. My name is **Anne** and I am a **1st Year Communications** student at Wilfrid Laurier University. I am interested in working in a **related area** for the summer and was pleased to learn that your organization would be represented here today. Can I ask you a few questions about your organization and the types of jobs you are hiring for?”



Prepare How You Will Handle Roadblocks

- You may find that some employers respond by saying: “I’m sorry, but we are not looking for _____ students”
 - Some representatives have preconceived ideas about the types of students they are recruiting
- Do not let this deter you. If you have done your homework and have a reason for talking to the employer, you should proceed.
- How should you respond to a road block?



Responses To Roadblocks



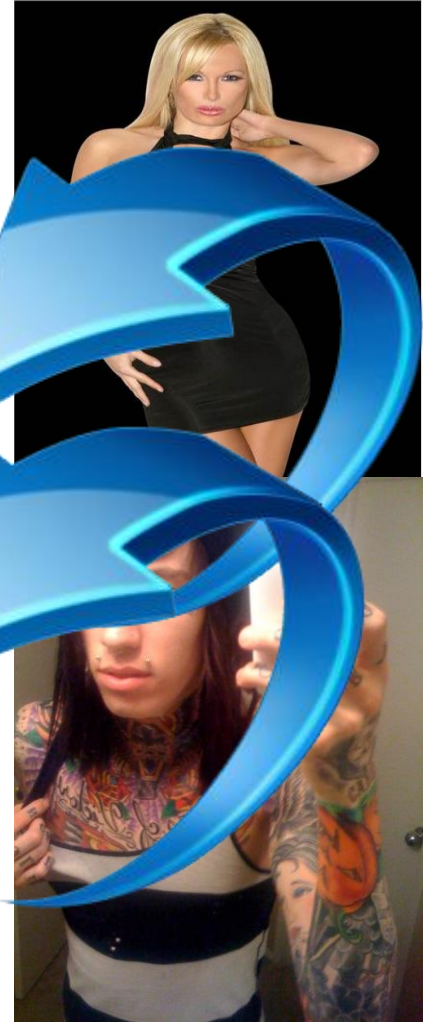
- This is where your research and preparation can make a difference.
- "I understand that your organization does _____. While attending university I have developed skills in _____ (select a relevant skill). I am at Job Fair because I am interested in learning more information about how I can use these skills in your industry."
- "In addition to my education, I have also worked _____, (again, draw upon something relevant). Is there someone at your organization who I could contact? May I mention that I spoke to you at Job Fair?"

Executing the Day of the Fair

- Dress professionally – business casual
- Prepare and bring your questions
- Bring a portfolio: resumés, pen, blank paper, networking cards, water
- Plan your day – know which employers you want to see. Arrive early
- BRING YOUR ONE CARD!



First Impressions Matter



Questions to Ask at Job Fair

- What specific qualifications or skills does your organization look for in candidates?
- What type of work or volunteer experiences should I focus on getting if I am targeting an opportunity in this field?
- What training should I acquire to succeed in this field?
- Ask if you can use the person's name when you contact others

Follow-Up After Job Fair

- Immediately - review the Employer Guidebook and make notes on what you learned
- Send a thank-you letter to employers with whom you met within 48 hours. You may chose email or regular mail.
- If you are job seeking, follow up on promising leads within two weeks by requesting a meeting
- If you are conducting career/job research, stay in touch!

Common Mistakes At Job Fair

- Monopolizing an employer's time (use 5-10 minutes)
- Negative comments
 - about your school, past employers, other students
- Being louder than necessary or speaking too softly
- Eating, drinking or chewing gum (water is ok)
- Bad hygiene or personal grooming in public (combing hair, applying lipstick)
- Asking about specific salary and benefits
- Not being confident - practice!
- Travelling in groups - approach employers on your own!
- Asking superficial questions
- Answering your phone- turn it off!

Check out the Job Fair website at:

www.partners4employment.ca

What's there?

- List of participating organizations
- Profiles on each organization
- Transportation schedules
- Map/directions to the Fair



Final tips

- **Ensure you have your work permit** in hand **BEFORE** you start work! Talk with Laurier International for information about applying for a work permit
- Know what you are looking for and what you have to offer
- Talk to people and let them know what you want
- Always look for opportunities to build your network
- Concerns around cultural issues? Talk to a career consultant about how to plan for and manage these concerns

Career Centre Resources

- **Guidebooks:** Résumé, Interview and Job Search
- **Workshops:** Check the [event calendar](#)
- Upcoming **Workshop:** Workplace Culture, March 5, 2 p.m.
- **Appointments:** Meet with a career consultant
- **Drop-in Hours** at Laurier International: Ask a Career Consultant a quick question (January 17 & 31, 2:30 - 4 p.m.)
- Attend the upcoming **Job Fair:** Wednesday, Feb. 6, 2013
- **Visit** the Career Centre and the [Career Centre website](#)

Connect With Us!

519.884.0710 x4495

careercentre@wlu.ca

wlu.ca/career



facebook.com/lauriercareercentre



lauriercareercentre.wordpress.com



linkedin.com (Laurier Career Centre group)