Learning Objectives

• Understand the key components of an effective job search
• Learn how to develop and implement a successful job search strategy
• Understand the purpose of networking and how to build your network
• Become aware of job search and networking resources available through the Career Centre
Effective Job Searching

A successful job search is not just about getting a job, it is about getting the job you want
Before You Begin, you should have:

- Invested time in learning about yourself and options
- A clear vision of your qualifications/skills
- An idea of industry and career field targets

...to ultimately be effective with your job search
Before You Begin

Gather **evidence** from your experiences, education, activities and accomplishments:

Up-to-date resumé(s)

- Letters of reference/recommendation
- Copies of major works (publications, papers)
- Awards, achievements, certificates, degrees
- Work/project/portfolio samples (i.e., outlines for programs and copies of materials)
Online Presence

2015 research by careerbuilder

• 49% of hiring managers use social media to research job applicants
• 30% of hiring managers reported not hiring a candidate because of something negative
• 32% of hiring managers reported finding something positive that led to a job offer

Translation: think before you post
Assess Your Current Online Presence

How to Assess?

- Google yourself
- Review what you find

Ask:

- Is what you found helpful?
- If you found nothing, is that helpful?
- Will the information support your resumé and interview claims?
Online Presence

Don’t just manage...create!

• LinkedIn and Facebook reported as top sites turned to when researching candidates
• Your professional online presence **should** include [LinkedIn](https://www.linkedin.com)
• Could also include contributions to blogs or a personal website

• **Attend our LinkedIn Workshop**
There are two types of job searches:

1. The Passive Job Search – or accessing the visible job market

2. The Active Job Search – or accessing the hidden job market
Job Search Methods

The passive job search includes:

• Monitoring online postings (including LinkedIn’s Student Job Portal)
• Check out wlu.ca/career for:
  – Alumni Employment Service
  – Graduating Student Employment Service
  – Part-time/Summer Job Postings
• Sending out resumés and completing applications
• Registering with agencies/recruiters
Hidden Job Market

An active job search = tapping into the hidden job market (jobs not necessarily advertised)

STAGE ONE
The job does not exist

STAGE TWO
No formal opening, but informal possibility

STAGE THREE
Opening exists, but has not been advertised

STAGE FOUR
The job is advertised

75%-80% of jobs are filled during the first three stages
Generate Cold Contacts

Prospecting - identifying new contacts

Research and targeting are key!

• Target relevant organizations, associations, networks

• Target specific positions, departments, people within a specific organization

COLD CONTACTS

Alumni

Industry Professionals

Community Members
Generate Cold Contacts

Join or attend professional associations, activities and events

• Identify professional organizations and attend functions/events (there may be junior or student memberships)

• Attend events where people in the industry will be speaking or meeting (awards banquets, Chamber of Commerce meetings)

• Volunteer and become active in your community, [Workopolis](#) recently reported that “active volunteers were 27% more likely to get a job than non-volunteers”
Finding Contacts

Directories

- Scott’s Directory
- Marketline
- The Blue Book (The Directory of Community and Social Services Agencies)
- Regional/City Directories
- Chamber of Commerce listings
- Regional lists of associations and community partners
- Social Media
Talk to people you already know

**Approach Professionally**

| Schedule a meeting | Be **specific** about your industry and job targets | Collect **information** and referrals |

Career Development Centre
wlu.ca/career
Connect with Alumni

• There are over 50,000 Laurier students and alumni on LinkedIn

• Check out the Connections section
Connect with identified cold contacts

Marketing
Mr. Smith, Brand Manager at xxx org

Ms. Gunn, Marketing Manager in ASK

Ms. Chen, Social Media Specialist on LinkedIn
Informational Interviews

A meeting used to gather information on:

• Your field of interest
• Find employment leads
• Expand your professional network
Informational Interviews

• A 15 minute in-person meeting
• You are not asking them to find you a job!
• Use your prepared telephone script
  “Good morning, Ms. ____. My name is ____. I am a student at Wilfrid Laurier University and am currently conducting research on a variety of careers within the ____ field. One of the occupations which is of interest to me is ____. I am interested in talking to people like you who are knowledgeable in this field in order to learn more. Would it be possible to set up a time to meet with you for 15 minutes so I could ask you a few questions?”
**Making Contact**

To request an informational interview

<table>
<thead>
<tr>
<th>Phone Calls</th>
<th>Electronic Contact</th>
</tr>
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<tbody>
<tr>
<td>When to call</td>
<td>Emailing</td>
</tr>
<tr>
<td>Making the call</td>
<td>Social Networks</td>
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<tr>
<td>Managing Voicemail</td>
<td></td>
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</tbody>
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Do not request their time, request their guidance, suggestions and referrals
Attending a Meeting

Bring:

- A paper and pen to make notes
- Your resumé/samples of work
- Networking Card

Name
Contact Information
Key information such as degree, skills or philosophy statement

Anita Career, B.Sc. – Kinesiology
306-555-5555 abc123@mail.usask.ca
Fitness & Lifestyle Professional Stream
- Career expertise includes coaching, athletic therapy, and fitness/exercise management
- Skilled in conducting fitness tests and assessments
- Specialized in developing, planning, coordinating and delivering sports, fitness and recreational programming in an inclusive environment
- Certified in Standard First Aid and CPR C
- Skilled in planning and arranging health care treatment

Andy A. Russ
M.Sc. Comp. Eng. Candidate 20xx
408.782.4412 andyaruss@gmail.com
www.linkedin.com/in/andyaruss
- System Architecture, Software, Firmware, Hardware
- Program Management, Agile, Scrum, Kanban
- Wireless communications, RFID, C/C++, Java, SQL
Goals

Don’t begin by asking for a job

Gather Information

Future Contacts

New Contacts

Resources

Career Development Centre
wlu.ca/career
Share Information About Yourself

Sharing information about you:

- Qualifications and Skills
- Interests in Industry and Organizations
- Future Plans

Don’t forget:

- Be aware of the time
- Ask for feedback (on ideas, resumé, brand statements)
- Ask for suggestions (skills development, resources, people)
- Engage in a two-way conversation
Questions

Ask questions about:

- Their career path and their job
- The pros and cons of the job/field/industry
- The required education, training and skills
- The industry and emerging trends
- Recommendations about getting into the field
- Suggestions about what you should research
Referrals and Follow Up

Ask if you can use the person’s name when you follow up on the referral

When given a referral, contact that person immediately to ensure timeliness

Thank You

• Send immediately
• Email or handwritten
• Provide an updated resumé if they offered feedback
Network Building

• Stay in touch

• Reconnect after 3 - 6 weeks

• Appropriate to ask for information regarding their hiring process

• Continue to stay in touch
Online Networking

Speaking to someone in an online group, commenting on information someone has shared, sharing your own information

Follow professional blogs such as On Product Management

Join Professional Groups on LinkedIn such as the Canadian Society of Training and Development (CSTD)

Follow organizations, professionals on Twitter
Job Searching

• An effective job search should include both active and passive strategies

• But if 75% of jobs are reportedly fulfilled 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, 75% networking)
Final Tips

• Know yourself

• Know the industry

• People cannot help if they do not know what you are looking for, be focussed and targeted

• Always look for opportunities to build your network
Career Resources

• Book a **Job Search appointment** at x4495
• Drop-in hours, **Monday through Thursday, 1 – 3 p.m.** for quick questions

• Visit [wlu.ca/career](http://wlu.ca/career) to access
  - Career Workshops
  - Employment Guidebooks
  - Schedule of Career and Employer Events
Job Fair 2016

Wednesday, February 3, 2016
10 a.m. - 3:30 p.m.
RIM Park, Waterloo

Over 180 employers are hiring now for full-time, summer, co-op, part-time and contract jobs!

- Free admission with student/alumni ID
- Free transportation to and from the Fair
  (in front of King St. Residence at 200 King St.)


partners4employment.ca
P4E Career Fair Plus

A full-featured iPhone, iPad and Android app that puts the power to prepare for fairs in your hands.

Search for P4E Career Fair Plus on the App Store, Google Play Store and Amazon.

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Available on the App Store
Available on Google play
Available at Amazon

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