

# Job Search Strategies Workshop

Career Development Centre

2025 - 2026

Career Development Centre  
[students.wlu.ca/career](https://students.wlu.ca/career)

**LAURIER**   
WILFRID LAURIER UNIVERSITY



# Learning Objectives Questionnaire

**Step 1:** Use your device to fill out the first portion of the questionnaire before we begin the session.

**Step 2:** Keep your browser open to this questionnaire. Complete the second half of the questionnaire after the session.

Select 'Job Search' as the workshop

**URL:** [bit.ly/cdcworkshops](https://bit.ly/cdcworkshops)



# 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

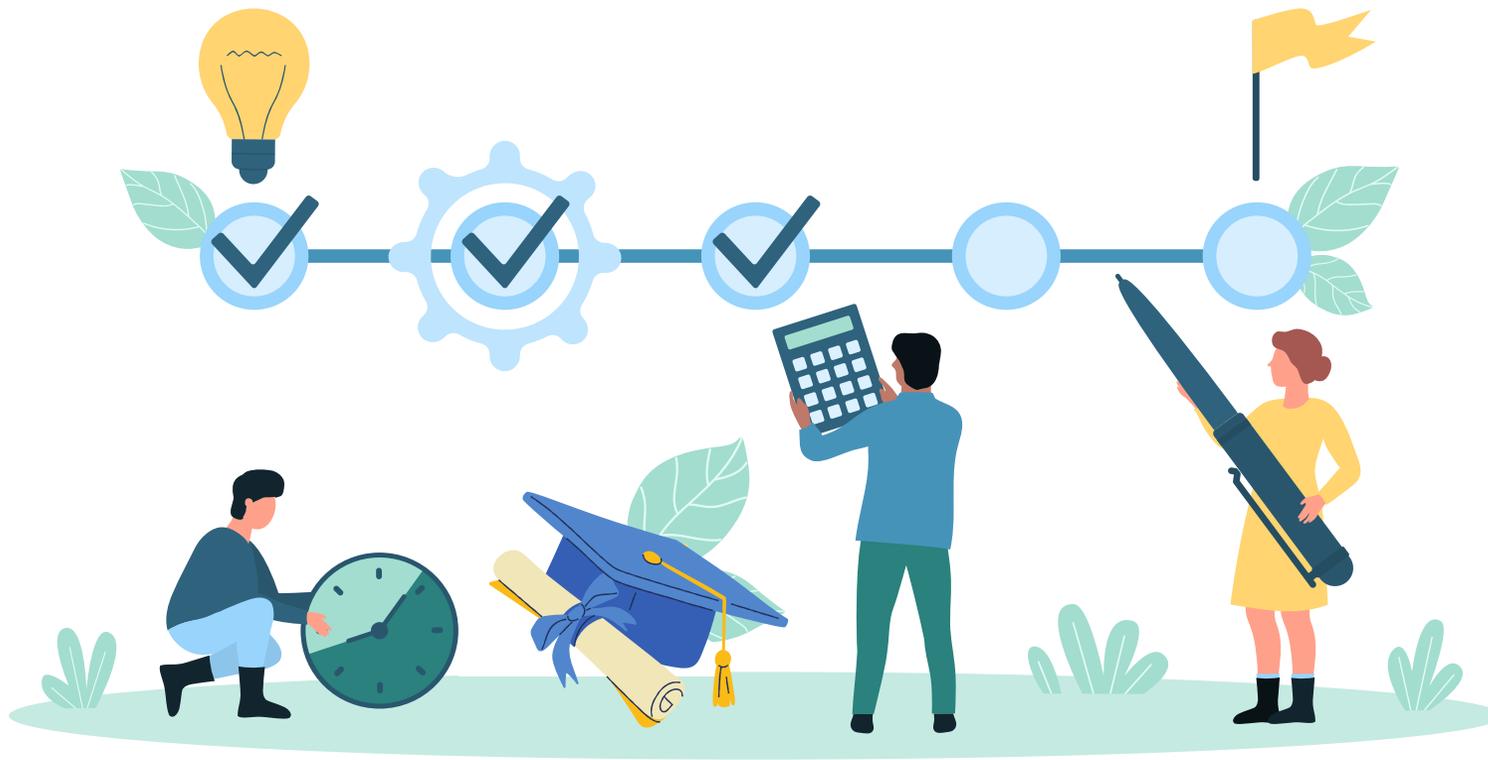
**Thank you for joining!**

Please share:

- Name/Program/Year
- What kind of job are you looking for?



# Effective Job Search



A successful job search is not just about getting a job, it is about getting **the job you want**, or a job that will help you get there.

# 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

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**...to ultimately be effective with your job search**

**Tip:** Attend the **Career Planning Workshop**



## Before You Begin



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

- Up-to-date resumé(s)
- Contact information for references, letters of reference
- Awards, achievements, certificates, degrees
- Work/project/portfolio samples (e.g., outlines for programs and copies of materials)
- Copies of major works (e.g., publications, papers)

Confirm your work **eligibility** (if required)

- International students can talk to an advisor at Laurier International

# 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?

**Tip:** Attend our **LinkedIn Workshop**

Answer the Following Question:

**How did you get  
your last job?**



# How did you get your LAST job? Did you use any of these methods?

Navigator's job listings

Job boards  
(Indeed, etc.)

Company career pages

Industry-specific sites (Work in Tech, Charity Village, etc.)

Hidden job market (family, friends, referrals)

Informational interviews/  
coffee chats

Cold calling or cold emailing

Career fairs/  
employer events

Volunteering

# How can you get your NEXT job? Consider using a variety of these methods!

Navigator's job listings

Job boards  
(Indeed, etc.)

Company career pages

Industry-specific sites (Work in Tech, Charity Village, etc.)

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coffee chats

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Volunteering

# How can you get your NEXT job?



Navigator's job listings

Job boards  
(Indeed, etc.)

Company career pages

Industry-specific sites  
(Work in Tech, Charity Village, etc.)

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(family, friends, referrals)

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coffee chats

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Career fairs/  
employer events

Volunteering

# Job Boards

- **Navigator:**
  - Part-time/Summer Job Postings
  - Graduating Student Employment Service
  - Alumni Employment Service
- **Online job boards and industry-specific sites:**
  - For example, Indeed, Eluta, LinkedIn, etc.
  - [See a list on our website](#)
- **Companies' career pages**

Dashboard

Laurier Experience Record

Job and Volunteer Postings

Career Centre

Co-op

Co-Curricular and Volunteer Records

Certificate Programs

Curricular Experiences

On-Campus Employment Records

Logout

## Welcome Student 123

Search Postings
Book an Appointment
Register for an Event
Sign up for a Program
Experience Record ▾

Dashboard
Co-op
Documents
Posting / Applications
Interviews
Appointments
Event Registration
Program Participation
Lauri

Overview
My Account
My Calendar



**Laurier Experience Record**

To view your Laurier Experience Record, click on the tab above.



**Career Centre**

Book an appointment, view and register for events, join the Alumni Employment Service and access online career resources and Career Centre handouts and workshop slides.



**Co-op**

Current co-op student portal for job postings, work term records, events and appointments. Future co-op students can apply for a program when available.



**Curricular Experiences**

Access the portal for your Community Service-Learning and Workplace Partnership experiences.



**Co-curricular and Volunteer Records**

Track co-curricular experiences, reflect on your learning and identify competencies you developed.



**Certificates**

Sign-up for a certificate or workshop series and add reflections and competencies to completed certificates.



**Off-Campus Job Postings**

View and apply to off-campus job postings and view interview schedules. This includes Graduating Student (GSES), Immediate Full-time, Off-Campus Part-time and Off-Campus Summer positions. In addition to these job opportunities, you can also view jobs posted through Campus Connect by clicking the tab above.



**On-Campus Job Postings**

View and apply to on-campus job postings (part-time, summer and full-time) and view interview schedules.



**Volunteer Postings**

View and apply to off-campus and on-campus volunteer opportunities.

- Dashboard
- Laurier Experience Record
- Job and Volunteer Postings
- Off-Campus Job Postings
- Job Applications
- Interviews
- On-Campus Job Postings
- Volunteer Postings
- Documents
- Career Centre
- Co-op
- Co-Curricular and Volunteer Records
- Certificate Programs
- Curricular Experiences
- On-Campus Employment Records
- Logout

## Advanced Search

[← Back to Search Postings](#)

Search Job Postings

Keyword Search:

Options: All of these words ▼

### GENERAL SEARCH PARAMETERS

Date Live



to



App Deadline



to



Featured Posting

### ORGANIZATION INFORMATION FOR JOB POSTING

Organization

### JOB POSTING INFORMATION

Position Type

 SELECT ALL

Filter

- Graduating Student (GSES)
- Immediate Full-time
- Off-campus Part-time
- Off-campus Summer
- Unpaid Internships/Miscellaneous

Job Title

# Navigator

## Did You Know...?

- Laurier alumni often reach out to post and recruit their fellow graduates
- Positions posted on Navigator are received directly from employers with an interest in targeting Laurier students/alumni
- Employers may include their contact details on the job posting - networking opportunity for job seekers...

Job ID: 113135 Pharmaceutical Communications Associate (Bilingual)  
Meducom Health Inc.

Job Posting Status: **Approved**

[I intend to apply for this position](#) [Shortlist](#) [Not Interested](#) [Print](#)

Posting Date: **Overdue**

No qualifiers defined for this job.

Job Posting Information

Position Type:	Intermediate Full-time
Job Title:	Pharmaceutical Communications Associate (Bilingual)
Job Location:	Guelph, ON
Employment Category:	Public Relations/Communications/Advertising/Media
Position Start Date:	August 2018
Job Description:	<p>Based in Guelph, Ontario, MEDUCOM Health Inc. is a full-service, integrated healthcare communications agency which conceptualizes and delivers pharmaceutical marketing, medical advertising and healthcare education services. MEDUCOM has extensive experience in strategic consulting and communication strategies that assist in delivering quality programs and services related to medicine and pharmacy practice.</p> <p><b>Job Description:</b> As a <b>Pharmaceutical Communications Associate</b> at MEDUCOM, you will be an integral part of a multidisciplinary team focused on developing and delivering communication programs of the highest quality. You will be continuously challenged to expand your skills in a wide variety of areas. Supporting the account and medical teams will be your top priority. You will be involved in a wide variety of projects and tasks, and will participate in the development of innovative media programs from concept through to practice and re-forecasting, and will have demonstrated excellent communication skills in addition to a passion for learning.</p> <p><b>Primary Accountabilities:</b></p> <ul style="list-style-type: none"> <li>Development and formatting of slide presentations including representation of figures and tables</li> <li>Producing program content and materials in both English and French</li> <li>Conducting basic market research and literature reviews</li> <li>Meeting planning support including venue sourcing and meeting material development</li> <li>Streamlining team review times and to support the development of various deliverables</li> <li>Collaborating with team members for program development and execution</li> <li>Providing ongoing feedback and support to the management team</li> <li>Completion of daily administrative tasks as required</li> </ul> <p><b>Essential Skills &amp; Qualifications:</b></p> <ul style="list-style-type: none"> <li>Completed a university degree, preferably in Biological, Health Sciences, Business or Marketing</li> <li>Employment in Guelph and French</li> <li>Strong oral and written communication skills that allow you to easily relate to a wide variety of individuals</li> <li>Superior computer software knowledge including, but not limited to, Microsoft Office (Word, Excel, PowerPoint, Outlook)</li> <li>Proven time management and organizational skills, with the ability to prioritize work effectively</li> <li>Exceptional problem solving skills, with an attention to detail and accuracy</li> <li>Three (3) or more years of experience in the pharmaceutical industry in an entry</li> </ul>
Salary:	Full-time salary
Number of Positions:	1
All Degrees and Diplomas:	No
Targeted Degree and Diplomas:	<a href="#">View Targeted Programs</a>

Application Information

Application Deadline:	Aug 01, 2018 11:59:00 PM
Application Procedure:	Employer Email
E-mail address for:	<a href="mailto:christian@meducom.ca">christian@meducom.ca</a>
Additional Application Information:	<p>If you possess the above qualifications, are able to demonstrate a proven track record of success, leadership and a commitment to excellence please email your resume to: <a href="mailto:christian@meducom.ca">christian@meducom.ca</a>. Please be proactive in providing your professional references.</p> <p>Only those selected for an interview will be contacted. To learn more about MEDUCOM, please visit <a href="http://www.meducom.ca">www.meducom.ca</a>. We are committed to fostering a team atmosphere that encourages innovation and growth. If you possess the qualifications and experience MEDUCOM seeks, please consider applying.</p>

Organization Information For Job Posting

Organization:	Meducom Health Inc.
Salutation:	Mr.
Job Contact First Name:	Christian
Job Contact Last Name:	Carsjens
Contact Title:	Finance & Operations Manager
Website:	<a href="http://www.meducom.ca">www.meducom.ca</a>
Email:	<a href="mailto:christian@meducom.ca">christian@meducom.ca</a>
Address Line One:	18 Macdonell Street, Suite 200
City:	Guelph
Province / State:	Ontario
Postal Code / Zip Code:	N1H 2Z3
Country:	Canada

## Organization Information For Job Posting

Organization:	Meducom Health Inc.
Salutation:	Mr.
Job Contact First Name:	Christian
Job Contact Last Name:	Carsjens
Contact Title:	Finance & Operations Manager
Website:	<a href="http://www.meducom.ca">www.meducom.ca</a>
Email:	<a href="mailto:christian@meducom.ca">christian@meducom.ca</a>
Address Line One:	18 Macdonell Street, Suite 200
City:	Guelph
Province / State:	Ontario
Postal Code / Zip Code:	N1H 2Z3
Country:	Canada

# Working On Campus



## When to Apply:

- The biggest recruiting times are usually January – March for jobs for the *following year*.
- Some departments will hire throughout the year – **check Navigator (on-campus job postings) and inquire with them directly.**

# Laurier Departments That Hire Students

- Accessible Learning Centre
  - Alumni Relations
  - Athletics & Recreation
  - Career Centre
  - Centre for Student Success
  - Ceremonies and Events
  - Conference Services (Jump)
  - Diversity and Equity Office
  - Faculty of Education - LEAP
  - Food Services
  - Information and Communication Technologies
  - Laurier Bookstore
  - Laurier International
  - Library
  - Laurier Students' Public Interest Research Group (LSPIRG)
  - Maureen Forrester Recital Hall and Theatre
  - Parking and Transportation Resources
  - PRISM Resources
  - Professors and/or academic departments
  - Recruitment & Admissions - Welcome Centre
  - Special Constable Services
  - Students' Union
  - Sustainability Office
  - The HUB
  - The Turret and Wilf's Restaurant
  - WLU Student Publications
- ...and others!**

## Working On Campus

### Work-Study Programs:

- The [Laurier Work-Study Program](#) (LWSP) is designed to provide students with financial need, part-time employment opportunities at Laurier. Consider applying for LWSP eligibility in August and April.
- The [International Student Work Experience Program](#) (ISWEP) offers undergraduate international students at the Waterloo and Brantford campuses an opportunity to gain work experience on campus. Watch for information about approval and applications starting yearly in February.

# Job Search Websites

See this list on  
our website



## Job Search Engines

[Canada Indeed](#)

[Eluta Canada](#)

[LinkedIn's Job Portal](#)

[Magnet](#)

[HiringCafe](#)

[Monster.ca](#)

[Simply Hired](#)

[Talent.com](#)

[Workopolis](#)

[Headhunters Directory](#) - Ontario recruitment firms, headhunters, recruiters, executive search firms, staffing and employment agencies

## Information for your Career Search

[Glassdoor](#) - view employee reviews, salaries and interview questions

[Service Canada Job Bank](#) - search for jobs, explore careers and use the post-secondary career tool

[TalentEgg](#)

## Industry-Specific Job Postings

### Agricultural/Food Industry

[AgCareers](#) - providing global talent solutions in agriculture and food

[Careers in Food](#) - jobs in the food industry

### Cultural/Heritage/Arts/Music

[WorkInCulture](#) - non-profit arts service organization that supports the professional lives of Ontario's artists, creatives and cultural workers

[Canadian Museums Association](#) - jobs in heritage and Young Canada Works Program

[Culture Works](#) - a job board for the cultural sector administered by [The Cultural Human Resources Council](#)

# Companies' Career Pages

Created a targeted list of companies.

See the TD example:



TD Careers

Life at TD ▾ Students & new grads ▾ Finding a team ▾ [Get Started ▾](#)

Start your career with our support

Our Early Talent programs introduce undergraduate, Masters, PhD students and new or recent graduates to a variety of learning and networking opportunities.

# LinkedIn Jobs

The screenshot shows the LinkedIn Jobs interface. At the top, navigation links for Home, My Network, and Jobs are visible. The 'Jobs' tab is selected, and the search bar contains 'Supply Chain' with the location set to 'Toronto, Canada Area'. The search results are filtered by 'Entry level', 'Internship', and 'Toronto, Ontario, Canada'. The results list several job openings, including 'Supply Chain Co-op' at Canadian Tire Corporation, 'Various Stores and Supply Positions' at Federal Public Service, 'Supply Services Co-op or Developmental Student - Summer and Fall 2018' at Ontario Power Generation, 'Customs Senior Rater' at Panalpina, and 'SCM Sustainability Analyst' at Celestica. A 'Premium Career' sidebar is also visible on the right.

Showing 108 results

Sort by: Relevance

Entry level Internship Toronto, Ontario, Canada Clear All

**Supply Chain Co-op**  
Canadian Tire Corporation  
Toronto, CA  
Our Supply Chain is responsible for connecting our quality products and services with our customers. As one of Canada's most trusted and iconic brands, we build teams that ... cantire.taleo.net  
22 company alumni work here  
8 days ago

**Various Stores and Supply Positions**  
Federal Public Service  
Toronto, CA  
If contacted in relation to a job opportunity or testing, you should advise the Public Service Commission or the departmental official in a timely fashion of the accommodation ... neuvo.ca  
Be an early applicant  
4 days ago

**Supply Services Co-op or Developmental Student - Summer and Fall 2018**  
Ontario Power Generation  
Toronto, CA  
We are searching for an enthusiastic Engineering, Computer Science or Business student who has completed a minimum of 2 years and will be returning to university or college (... opg.taleo.net  
3 company alumni work here  
1 week ago

**Customs Senior Rater**  
Panalpina  
Toronto, CA  
It is the responsibility of all staff to ensure that their day to day activities embrace sustainability/Health and safety therefore reducing the impact upon the environment, ... jobs.panalpina.com  
Be an early applicant  
3 days ago

**SCM Sustainability Analyst**  
Celestica  
Toronto, Ontario, Canada  
Excellent skills in MS Word, MS Excel, MS PowerPoint. Minimum of 1 to 2 years of applicable experience. Preference to candidates with supply chain experience. Good analytical ...  
7 days ago

Saved job searches

Save this search to get notified as new jobs become available.

Create search alert

PREMIUM

Get ahead with Premium Career

- See who's viewing your profile
- Learn skills with expert-led courses
- Contact recruiters directly

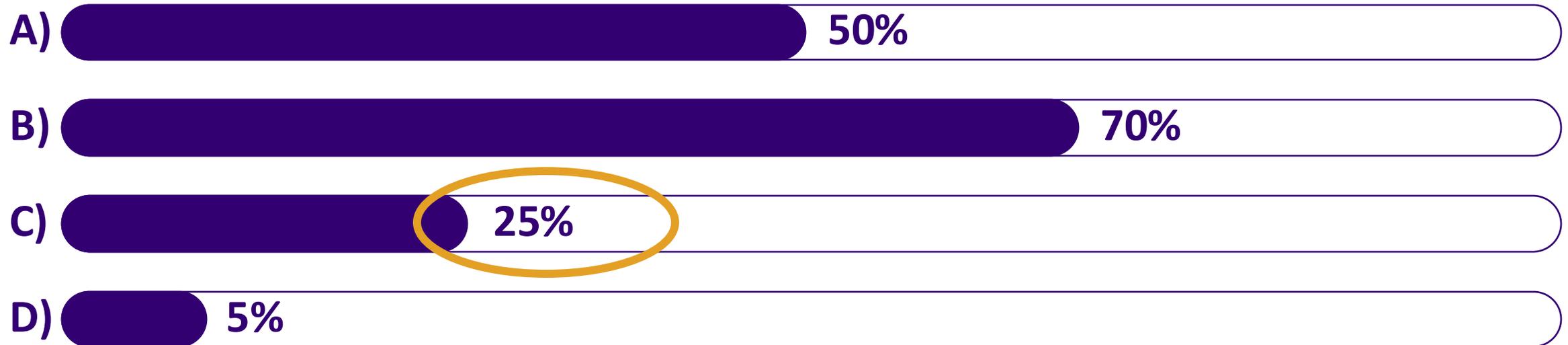
Try Premium for free

## Answer the Following Question:

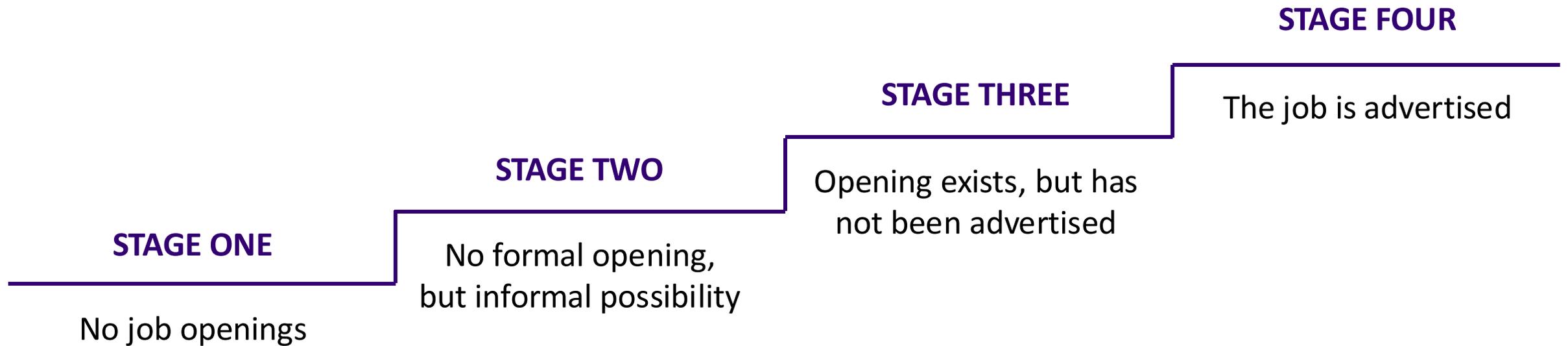
Guess how many jobs are found using on job boards? (also known as the traditional method or visible job market)



How many jobs are filled through job boards?

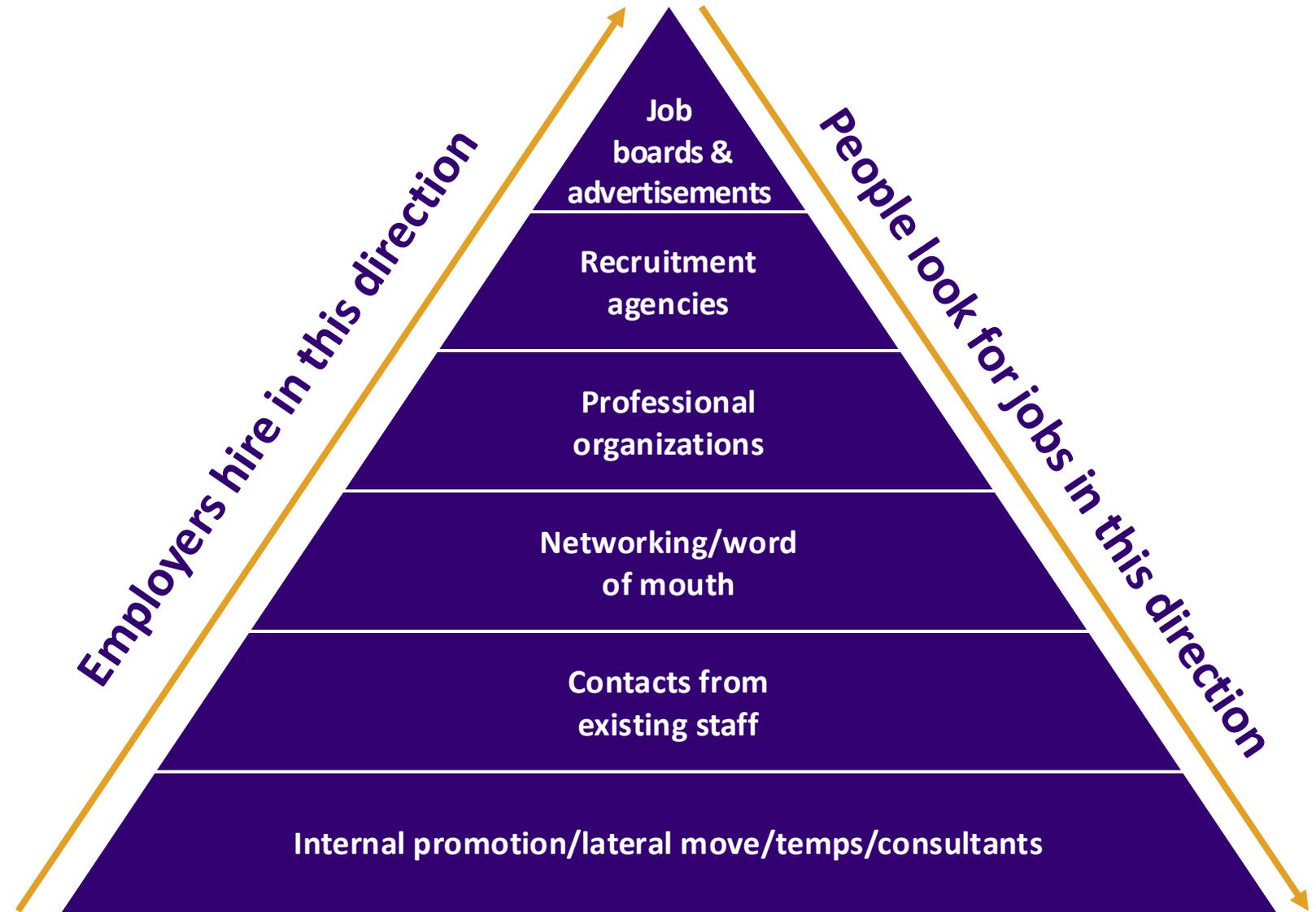


# Understanding the Hidden Job Market



**75% - 80% of jobs are filled during the first three stages!  
20 - 25% are found through job boards**

# A Problem with the Traditional Job Search Method



Source: <http://iwantmycareer.com/break-hidden-job-market-using-network>



Posted jobs



Hidden opportunities



- Many jobs are in the hidden job market
- How can you **diversify** your job search strategies beyond only job boards?
- One way is through networking

# How can you get your NEXT job?

Navigator's job listings

Job boards  
(Indeed, etc.)

Company career pages

Industry-specific sites (Work in Tech, Charity Village, etc.)

Hidden job market (family, friends, referrals)

Informational interviews/  
coffee chats

Try  
Networking!

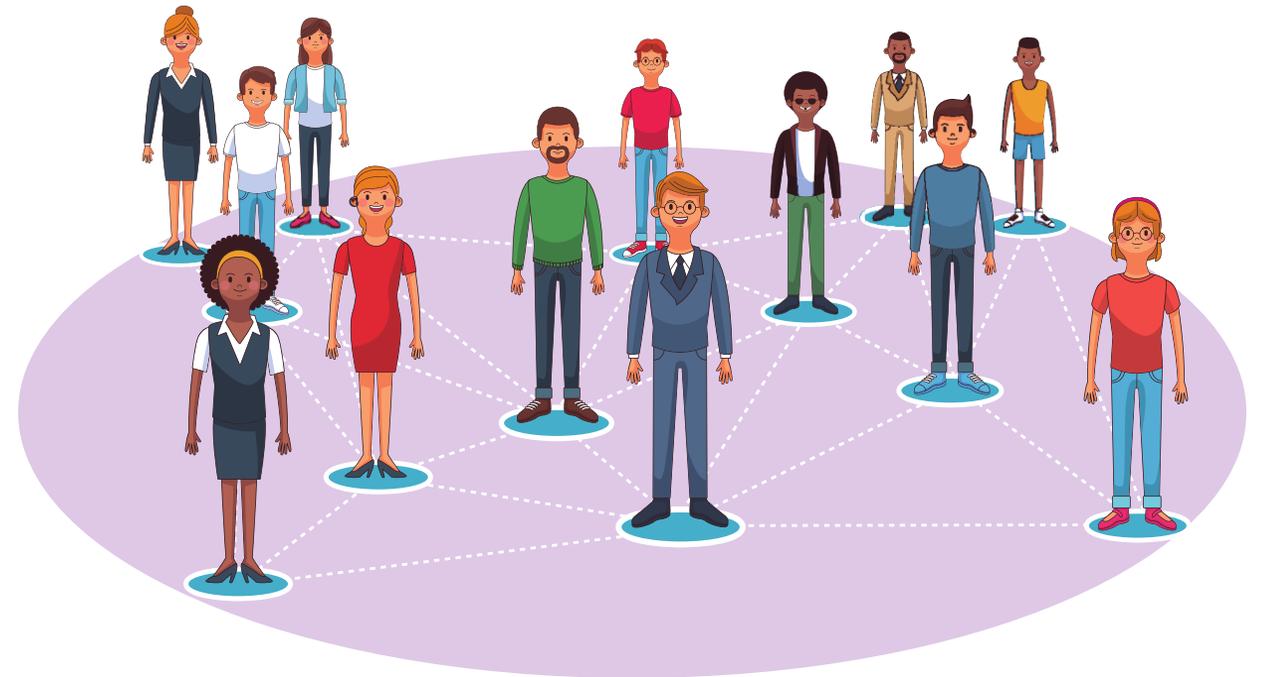
Cold calling or  
cold emailing

Career fairs/  
employer events

Volunteering

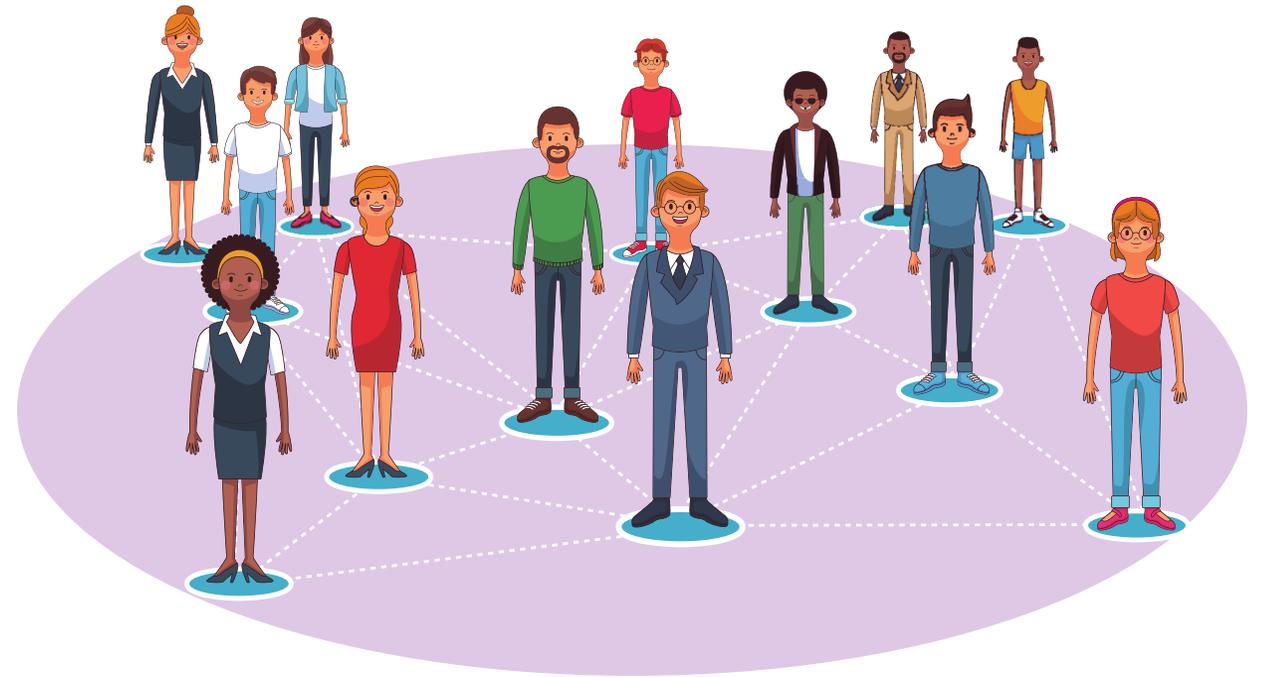
# Networking

- What comes to mind when you hear this word?
- How might you have utilized networking so far in your own life? (maybe you didn't even realize it was networking)



# Networking

How can we network to develop meaningful relationships and uncover opportunities?



One powerful tool that you can use is **informational interviews**



## Informational Interviews (In Person and Virtual)

### **A meeting used to gather information:**

- Research your field(s) of interest
- Gain advice and information
- Expand your professional network
- (Potentially) find employment leads

Request a short 20 to 30-minute meeting (in person or online)



## Informational Interviews

### Prepare an introduction:

“My name is \_\_\_\_\_. I am a Lazaridis business student at Laurier, and I am doing research on 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 industry. Would it be possible to set up a time to meet with you for 20 minutes so I could ask you a few questions?”

The meeting can happen in-person or online

# Goals



## 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
- Make sure to ask: **“Is there anyone else you recommend that I speak to about \_\_\_\_\_?”**

# More About Informational Interviews

Career Development Centre  
**Informational Interviewing**  
A Career Research and Job Search Tool

What is Informational Interviewing?

Informational Interviewing is a method of conducting in-person research for the purpose of gathering accurate and up-to-date information about possible career options and/or potential employer organizations. Informational interviews enable you to make face-to-face contact with people who may be in positions to provide you with relevant information, suggest potential job leads or even offer you a job. Conducting library and Internet research into careers and employer organizations can be very helpful, but the most valuable information comes from meeting people who are in a career field or organization.

Why conduct Informational Interviews?

During an informational interview you can gather information about:

- the major advantages and disadvantages of the career field
- personal opinions and observations about day-to-day job activities
- how to get started in the field/occupation/organization
- the type of entry-level jobs available and where to find them
- accurate information regarding salaries, earning potential, career prospects
- volunteer, summer or internship opportunities related to a career field
- opportunities for advancement or lateral moves in the field
- the latest trends in a particular career field or industry
- what 'fit' really looks like within a specific organization

WILFRID LAURIER UNIVERSITY  
Waterloo | Brantford | Kitchener | Toronto

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Inspiring Lives.

- Review the **Informational Interviewing** handout
- Navigator > Career Centre > Handouts & Resources

# Build Your Network!

## Ways to build your network and find opportunities:

- Access people you already know (also known as: **warm contacts**)
- Identify new contacts (also known as: **cold contacts**)



# #1: Access Your Warm Contacts

## Start with whom you know

- Approach professionally
- Be specific about your industry and job targets
- Collect information and referrals



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**They can't help if they don't know  
what you are looking for!**

# So, Who Do You Know?



- Take a few minutes to start to identify your warm contacts
- Make a list to plan who you can reach out to

## #2: Identify New Contacts/Cold Contacts

# Who can you come to know? Join professional associations!

### Benefits:

- Access to membership directories (contacts)
- Attend events
- Often have student memberships (discounted)



## Who Can You Come to Know?

- Ten Thousand Coffees has 3,500+ Laurier students and alumni (and it's growing every day!)
- LinkedIn has over 95,000 Laurier students and alumni

**Ten  
Thousand  
Coffees**

**Linked** 

FILTERS ALUMNI CLEAR

**Ferishta Saboor**  
Articling Student  
Tax Solutions Canada (A. Farber)

LAW WORK/TRAVEL ABROAD  
NON PROFITS/SOCIAL SERVICE RESEARCH

**Alanna Wallace**  
Global Coordinator  
Planeterra Foundation

WORK/TRAVEL ABROAD NON PROFITS/SOCIAL SERVICE  
LEADERSHIP INDIGENOUS AFFAIRS GRADUATE SCHOOL

**Sreyas Dasika**  
Client Operations Manager  
Apex Technology Innovations Inc.

WORK/TRAVEL ABROAD BUSINESS ENTREPRENEURSHIP  
EQUITY & DIVERSITY HUMAN RESOURCES

**Kathleen Binder**  
Journalism  
Wilfrid Laurier University

COMMUNICATIONS/MEDIA/JOURNALISM  
SALES/MARKETING ARTS & CULTURE NETWORKING

**Kai-Ann Gregory**  
Elementary School Teacher  
Government of Northwest Territori...

INDIGENOUS AFFAIRS RECRUITMENT NETWORKING  
ALUMNI CONNECTIONS CAREER ADVICE

**Jennifer Lucking**  
Executive Director  
Restorations Second Stage Homes

NON PROFITS/SOCIAL SERVICE INDIGENOUS AFFAIRS  
LEADERSHIP GOVERNMENT EQUITY & DIVERSITY

**Haaris Mian**  
Student  
Wilfrid Laurier University

ACCOUNTING/FINANCE BUSINESS CONSULTING  
ENTREPRENEURSHIP GOVERNMENT LEADERSHIP

**John Dalrymple**  
General Manager  
Caladonia CDN Ltd

ACCOUNTING/FINANCE BUSINESS  
COMMUNITY ENGAGEMENT

**Vithya Maharupan**  
Repayment Counselor  
Finastra

ACCOUNTING/FINANCE ARTS & CULTURE  
ATHLETICS & RECREATION BUSINESS

Ten  
Thousand  
Coffees

- There are over 95,000 Laurier students and alumni on LinkedIn
- Search for: 'Wilfrid Laurier University' (**purple and gold** logo)

LinkedIn

30 results



**Wilfrid Laurier University** Following

Waterloo, on  
120K followers

Established in 1911, **Wilfrid Laurier** University is a leading Canadian university known for academic excellence and a culture that inspires lives of leadership and purpose. **Laurier** has a distinct commitment to...

74 connections work here  
1 job



**Lazaridis School of Business & Economics at Wilfrid Laurier University** Following

Waterloo, ON  
18K followers

...the largest faculty at **Wilfrid Laurier** University. It's also home to Canada's largest Business degree co-op program. The Lazaridis School has over 30,000 alumni...

4 connections work here



**Wilfrid Laurier University Faculty of Social Work - Master of Social Work (MSW) Field Education** Following

Higher Education • Kitchener, Ontario  
446 followers

... This is an Official **Wilfrid Laurier** University account.



**Wilfrid Laurier University Professional Development** Following

Waterloo, Ontario  
289 followers

Offered through our distinguished schools, faculties and centres, **Laurier** provides a rich variety of personal and professional development opportunities. With classroom, online and blended learning opportunities...

1 person from your school was hired here



**Wilfrid Laurier University Students' Union** Follow

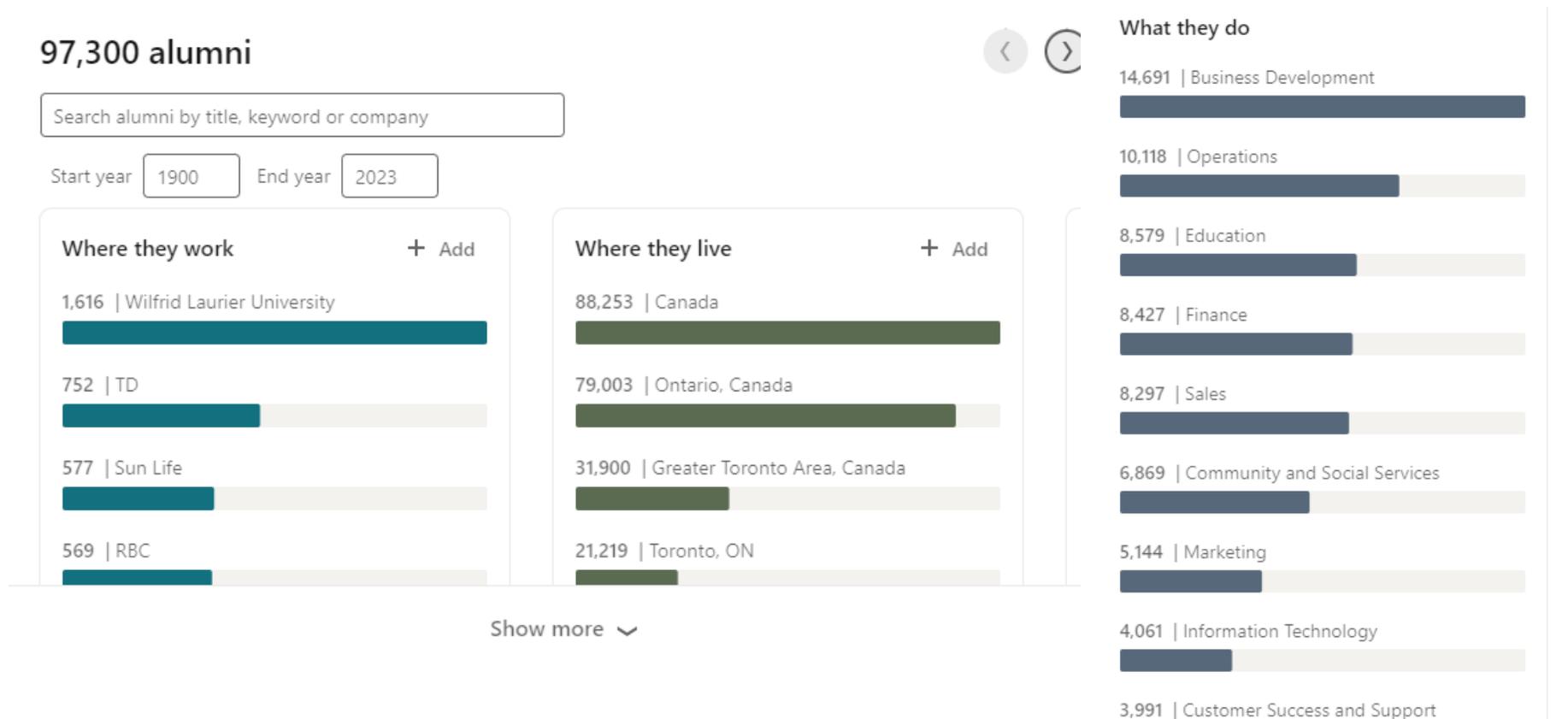
Education Administration Programs • Waterloo, ON  
3K followers

# Further Your Connections: The Alumni Tool

The screenshot shows the LinkedIn profile of Wilfrid Laurier University. At the top, there is a banner with the text "inspired. together." in a yellow script font on a dark blue background. To the right of the banner is the Laurier logo, which includes the word "LAURIER" in white, a yellow maple leaf, and "WILFRID LAURIER UNIVERSITY" in smaller white text below it. The profile picture is a yellow maple leaf on a dark blue square. Below the profile picture, the name "Wilfrid Laurier University" is displayed in bold black text, followed by the tagline "Inspiring lives of leadership & purpose." and the text "Higher Education · Waterloo, on · 118,517 followers · 3,395 employees". A notification bell icon is to the right. Below this, it says "Frances & 42 other connections work here". There are three buttons: "Following" (with a checkmark), "Invite", and "More". A navigation bar below the buttons contains links for "Home", "My Employer", "About", "Posts", "Jobs", "Life", "Alumni" (which is highlighted with a purple box), and "Events". Below the navigation bar are filters for "All" (highlighted in green), "Images", "Videos", "Articles", "Documents", and "Ads". A "Sort by: Top" dropdown is on the right. The main content area shows a post from Wilfrid Laurier University, with the text "Wilfrid Laurier University is enhancing health and wellness, athletic excellence, and..." partially visible.

# Further Your Connections: The Alumni Tool

- Where they live
- Where they work
- What they do
- What they studied
- What they're skilled at
- Connection level



## Using LinkedIn to Initiate Contact

- Begin with **connection request** – personalize this.
- Once they have accepted your invitation, ask if the person would be willing to answer a few questions.
- Your goal is to move from online to in-person where geographically possible. In-person meetings make it easier to build rapport, gain insight and posture yourself for job leads.

# Employer Events in Navigator

## January 2025

	<p><b>12p</b> Information - Parliamentary Internship Programme (PIP) 2025 Information Session</p>	<p><b>3p</b> Information - KPMG Ace the Case - Drop-in National Q&amp;A Virtual Session</p> <p><b>7p</b> Recruiting - Ontario Legislature Internship Programme 2025 Information Session</p>	<p><b>11a</b> Information - Attorney General   Ontario Public Service - Introduction to Court Services - Virtual Information Session</p> <p><b>12p</b> Information - CPA Ontario - 2025 Graduating Students Next Steps Information Session</p> <p><b>8p</b> Recruiting - Ontario Legislature Internship Programme 2025 Information Session</p>	<p><b>6p</b> Recruiting - Ontario Legislature Internship Programme 2025 Information Session</p>	<p><b>9a</b> Recruiting - Aurelia Education In Person Recruiting Session and on site Interviews with Principles *DEADLINE TO SIGN UP* (Event Date: February 13-16)</p> <p><b>12p</b> Information - BMO - CM Campus Pre-Recruitment Season Series: Investment and Corporate Banking, Summer 2026</p>
<p><b>4p</b> Recruiting - Metrolinx - The Inside Track: Q&amp;A with the Campus Recruitment Team *DEADLINE TO APPLY* (Event Date : January 15)</p>	<p><b>4:30p</b> Laurier Exclusive Recruiting Event - Manulife's Summer 2025 Recruitment Cycle</p>	<p><b>12p</b> Laurier Exclusive Recruiting Event - Definity Insurance Summer/Co-op Recruiting Session</p> <p><b>12p</b> Information - CPA Ontario Information Session</p> <p><b>1p</b> Recruiting - Ontario Government Summer Employment Opportunities &amp; Ontario Internship Program Information Session</p> <p><b>5p</b> Information - Deloitte Canada's Campus Recruitment Winter 2025 Virtual Information Session</p>	<p><b>12p</b> Information - Shape the Future of Insurance with Definity</p> <p><b>5:30p</b> Recruiting - Discover RBC - Summer '25 internship Information sessions</p>	<p><b>12:30p</b> Recruiting - ApplyToEducation - New Grad Teacher Job Fair (Virtual)</p> <p><b>5p</b> Recruiting - Town of Newmarket - Virtual Summer Camp Job Fair</p>	<p><b>11a</b> Recruiting - Celestica Finance Graduate Development Program Virtual Session</p> <p><b>12p</b> Recruiting - Canadian Security Intelligence Service (CSIS) Summer 2026 Virtual Recruitment Session</p> <p><b>12p</b> Information - BMO - CM Campus Pre-Recruitment Season Series: Global Markets, Summer 2026</p>
<p><b>10a</b> Information - KPMG - Women in Deals Conference 2025 *DEADLINE TO APPLY* (Event Date : February 28)</p> <p><b>4p</b> Recruiting - Metrolinx : The Inside Track: Careers for Engineers *DEADLINE TO APPLY* (Event Date : January 22)</p>	<p><b>12p</b> Recruiting - Loblaw Career Expo - Supply Chain</p> <p><b>5p</b> Recruiting - Loblaw Career Expo - Technology Day - Loblaw Digital &amp; PC Financial</p>	<p><b>12p</b> Recruiting - Loblaw Career Expo - Corporate Retail Support Roles</p>	<p><b>12p</b> Recruiting - Loblaw Career Expo - PC Financial</p> <p><b>1p</b> Recruiting - Ontario Government Summer Employment Opportunities &amp; Ontario Internship Program Information Session</p> <p><b>5p</b> Recruiting - Loblaw Career Expo - Marketing, Brands &amp; Joe Fresh</p>	<p><b>12p</b> Recruiting - Loblaw Career Expo - Loblaw Real Estate</p> <p><b>3p</b> Recruiting - First Capital Early Talent Virtual Coffee Chat - Session 1</p> <p><b>5p</b> Recruiting - Loblaw Career Expo - Finance &amp; Accounting</p>	

## Cold Calling or Cold Emailing

“

Hi, my name is Drew. I'm a recent Chemistry grad from Wilfrid Laurier University, and I'm exploring opportunities to apply my lab skills and technical skills in a professional setting. Your organization stood out to me, and I was wondering if there's someone I could talk to about possible lab-related roles or how to get involved. Thanks so much. I really appreciate any help you can offer!

## Strategically Volunteer

### **There are many direct and indirect benefits to volunteering:**

- Gain practical experience in relevant areas
- Strengthen valuable career skills, including leadership, teamwork, communication, and problem-solving
- Grow your network by connecting with industry contacts, potential mentors, and future employers
- Boost your confidence and feel more prepared for job interviews and workplace challenges
- Explore new industries or career paths in a low-risk, hands-on environment

Volunteers have 27% higher odds of finding employment than non-volunteers

# Utilize AI Tools to Prepare for Your Job Search

Leveraging **AI tools** can make your job search more efficient, targeted, and successful.

## **Job Aggregators:** (Identifying new opportunities)

- **LinkedIn, Indeed, Glassdoor:** Use their AI-driven algorithms to match your profile with relevant job openings.
- **AI-powered filters and recommendations** help you find positions that closely align with your skills and preferences.

## **AI Job Search Assistants:**

- **LinkedIn's "Career Explorer":** Uses AI to suggest job roles based on your current skills and experience.
- **Jobscan:** Analyzes job descriptions and compares them with your resume to help you tailor your applications.

# Utilize AI Tools to Prepare for Your Job Search

## AI Networking Tools:

- **LinkedIn:** Use AI suggestions to connect with professionals in your field, join relevant groups, and follow companies of interest.
- **Shapr:** An AI-driven networking app that matches you with professionals who share your interests and career goals.

## Application Management Tools:

- **JibberJobber, Huntr:** Use AI to organize and track your job applications, follow-ups, and interviews.

Remember to review the program's answers carefully.  
Your **human instinct** and **research** are important and will help you to make appropriate decisions.

Have you ever received a message like this?

What are some suspicious things that you notice?

<  18723820371@obigel.cn >

Hi there! 🙌  
This is Jennifer from Randstad — one of the world's leading staffing firms. We found your profile on a job platform and wanted to share a flexible remote opportunity.

 The role:  
Use our company's platform to place ads on social media (Facebook, TikTok, YouTube).

- ✅ No experience required — full training included
- ✅ Work remotely, on your own schedule
- ✅ Earn \$100–\$300/day (top earners make more)
- ✅ Same-day payouts

If you'd like to learn more, feel free to message us on  
WhatsApp: +14155830961

Please note: Applicants must be 21 years or older

<  guidofoa655+tis@asermstst.dns.army >

iMessage  
Today 10:01 AM

Hi, my name is Karina-Jo and I'm a Recruiter. We are currently looking for a part-time assistant to join our team. The online work hours are flexible and you can work remotely. This job only takes 1 hour per day to complete, can be done at any time and place, and the daily salary ranges from \$100 to \$300. You will be paid immediately at the end of each workday. All you need is a smartphone or computer to start working. You can even work on weekends or any free time. If you are interested, please contact me via WhatsApp: +14237033575

Note: You must be 22 years old or above



## Exercise caution when:

- An opportunity seems too good to be true
- The job posting contains errors
- High compensation is offered for little or no experience
- The recruiter's email doesn't match the company's domain; or you can't verify the recruiter's identity
- You're offered the job without an interview
- You're asked for detailed personal or financial information
- You're asked to send money for screening, training, or materials
- [Learn more on our website](#)

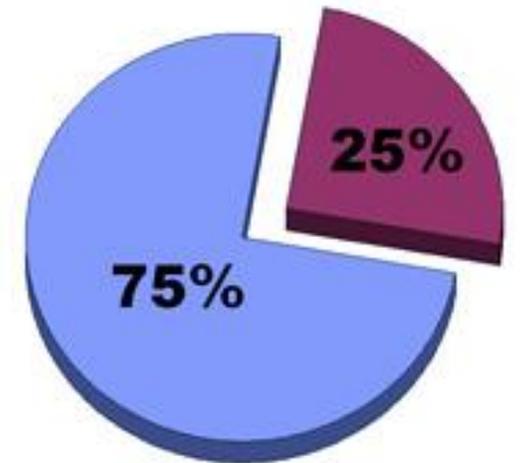
**Make time for coffee chats  
and networking events**



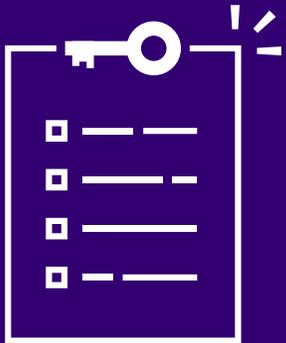
## Job Searching



- An effective job search should include **both** active and passive strategies
- If 75-80% of jobs are reportedly fulfilled through the hidden job market and you spend all your time 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)



## Final Tips



- Know your skills, interests, values, and what kinds of jobs or industries are a good fit for you
- People cannot help if they do not know what you are looking for; be focused and targeted
- Use job boards, but also use job search methods that let you access jobs in the hidden job market
- Always look for opportunities to build your network and to stay in touch
- Stay organized and persistent. Track where you've applied, follow up when needed, and take care of yourself during the process

# Earn the Career Development Certificate



## Workshops

- Career Planning
- Resumé Writing
- Cover Letter Writing
- Job Search Strategies
- Interview Success
- LinkedIn



**Two reflection questions  
in Navigator**

The Navigator logo, featuring a stylized 'N' with a yellow and orange gradient on the left side, followed by the word "Navigator" in a bold, dark blue sans-serif font.

## Navigator

Career Centre



Co-op



Co-curricular  
Experiences



**CERTIFICATE PROGRAMS**



A great addition to your  
**Laurier Experience Record!**

Enroll and view your certificate  
progress in Navigator.



# Learning Objectives Questionnaire

**Step 1:** Use your device to fill out the first portion of the questionnaire before we begin the session.

**Step 2:** Keep your browser open to this questionnaire. Complete the second half of the questionnaire after the session.

**URL:** [bit.ly/cdcworkshops](https://bit.ly/cdcworkshops)



## Connect with us

[careercentre@wlu.ca](mailto:careercentre@wlu.ca) | 548.889.3254

[navigator.wlu.ca](http://navigator.wlu.ca) | [students.wlu.ca/career](http://students.wlu.ca/career)

Waterloo Career Centre 192 King Street North, Waterloo

Brantford Career Centre One Market, OM-206-40, Brantford

Instagram [@lauriercareercentre](https://www.instagram.com/lauriercareercentre)

LinkedIn [Laurier Experiential Learning & Career Development](https://www.linkedin.com/company/laurier-experiential-learning-&-career-development)



Career Development Centre  
[students.wlu.ca/career](https://students.wlu.ca/career)