

Job Search & Networking

MSW Employment Preparation Series

Career Development Centre
2015

Learning Objectives

- Understand several key components of an effective job search
- Awareness of resources available to support your job search
- Understand the purpose, role and methods of networking in a job search
- Awareness of job search resources available through the Career Centre

A Successful Job Search...

...is **not** just about getting **any job**, it should also be about **getting the job you want** or an intentional alternative

...will likely be a **targeted** job search



Factors that Influence Success

- Market conditions
- Lack of focus and/or motivation
- Only responding to postings
- Insufficient research
- Poor self-marketing skills
- Poor past performance
- Unrealistic goals
- Unclear career target(s)

Preparation &
Research will
help you to find
success!



Before You Begin

Career Development Centre
wlu.ca/career

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Career Planning



- Invest time reflecting on yourself and your options
- Clarify your qualifications, skills and interests
- Research and identify populations, roles and region roles that you would like to target
- Connect with those working within your target agencies and/or field

Value of Career Research

“A volunteer who has distinguished themselves - re: willingness to tackle any task, ability to handle complex information and social situations or becomes a knowledge expert on a current issue - may have a position created for them ...”

Employer with the
Social Planning Council of Kitchener/Waterloo

Keep in mind...

- Searching for a job may take longer than you think:
 - **Summer job:** start in the previous FALL
 - **Full-time work:** 6 to 8 months in a “good” economy
- Finding a job is a (full-time) job
- Keeping your skills current while searching is a critical employment strategy

Reality Tip:
Your next job may not be your BEST job!

Before You Begin: Your Portfolio

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

- Professional resumé(s)
- Letters of reference and contact information
- Copies of major works (publications, research)
- Copies of Awards, achievements, certificates, degrees
- Work/project/practicum examples (e.g. outlines for programs, RFPs, grants etc.)
- Networking card...

Networking Card

- Name
- Degree, Skills or Philosophy statement
- Contact and/or LinkedIn Information
- FREE! Laurier cards available at U-Desk

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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

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Andy A. Russ

MSW Candidate 20xx

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- System Architecture, Software, Firmware, Hardware
- Program Management, Agile, Scrum, Kanban
- Wireless communications, RFID, C/C++, Java, SQL

Consider your Online Presence

2012 research by [CareerBuilder](#):

- **65%** of hiring managers google job candidates as part of the initial screening process
- **34%** of hiring managers reported not hiring a candidate because of an unfavourable online image
- **LinkedIn** and **Facebook** reported as top sites explored when researching candidates

Translation: If in doubt – don't post!

Evaluate Your Online Presence

- Google yourself
 - also try Bing, DuckDuckgo, Yahoo
- Review what you find
 - Is what you found helpful?
 - If you found nothing, is that really helpful?
 - Will the information support your resumé and interview claims?
- If in doubt, speak with a colleague or career professional

Manage your Online Presence

- [LinkedIn](#) is search engine optimized (330K+ SW)
[Sample](#)
- **Social media accounts** have **privacy settings** which should be consistently monitored (i.e. monthly)
- Set up a Google alert to be notified any time your name appears online
- Other professional image-boosters include:
 - personal websites, publications, conference presentations, contributions to blogs, committee memberships, community groups etc.



Launching your Job Search

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So, how are SW jobs found?

- **30%** internet (includes referrals to postings)
- **28%** field placements
- **15%** returned to previous organizations
- **8%** personal contacts
- **8%** other
- **6%** newspaper
- **2%** cold calls/contacts

The majority of jobs secured were based on some connection to an employer.

Job Search Methods

There are two types of job search

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

Monitoring and applying to advertised postings including -

- Internet websites
 - Check out wlu.ca/career for:
 - [Alumni Employment Service](#)
 - [Graduating Student Employment Service](#)
 - [Part-time/Summer Job Postings](#)
- Newspaper/magazine want ads
- Community billboards
- Registering with agencies/recruiters
- Social media postings (Twitter, LinkedIn)

The 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

Targeting your Job Search

Industries and Sectors

- Government/Public Health facilities
- Post-secondary institutions

Employers

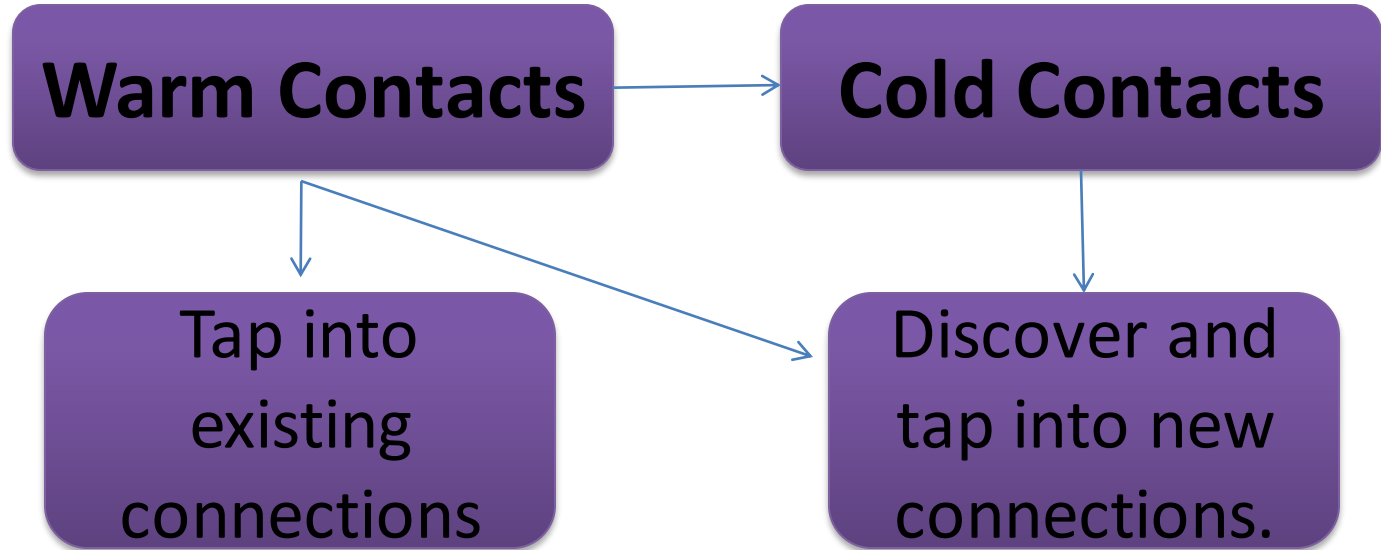
- Hospitals
- Health Centres/Family Health Teams

Job Titles

- Hospital Social Worker
- Mental Health Counsellor

Making contacts

- Use **Past**, **Current** and **Future** relationships to access all stages of the job opening



Potential Warm Contacts

Friends	Relatives	Neighbours
Classmates	Acquaintances	Social media
Alumni (ASK)	Professors	Supervisors
Coworkers	Former employers	Community contacts
Professional contacts (doctor, lawyer, dentist)	Business contacts (hairstylist, financial planner)	Religious Contacts (clergy, members, clubs)

Finding new contacts

- **Directories** (on-line or hard copy versions)
 - **Employer Directories or Listings**
 - **The Blue Book** (The Directory of Community and Social Services Agencies)
 - **LinkedIn**
 - **Regional/City Directories**
 - **Company Websites**
 - **The Yellow Pages**
 - **People Search Websites** pipl.com or 123people.ca
 - **Classified ads** (current and past)

Additional Contact Sources

Trade Publications	Newspaper/Web articles	Magazine articles
Annual Reports & AGMs	Government reports	Google alerts
Trade shows	Academic conferences	Professional conferences
Town Hall meetings	Chamber of Commerce events	Professional association events
Special Interest Blog Sites	Laurier Alumni Association Laurier ASK	Community Affiliations e.g Opportunities Waterloo; Social Planning Council K/W

Sample Connection Event



Job Fair 2015

Wednesday, February 4
150+ Employers

www.partners4employment.ca

Participants include –

Region of Waterloo

Public Health

DeafBlind Ontario Services

Tim Horton's Children's Foundation

Goals of Research Activity

- **Stay** informed about your target industry/career
- **Identify** potential employer organizations
- **Increase** name-recognition for current and future job openings
- **Build** credibility and reputation in your target field

Goals of Connection Activities

- Connect with and learn from professionals
- Build and expand your network
- Obtain recommendations and referrals
- Make a positive impression
- Establish a mentor relationship
- Obtain [informational interviews](#)...



Informational Interviews

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wlu.ca/career

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“Your resumé is **85%**
more likely to be read
if you have had a previous phone
conversation with the prospective
hiring authority.”

- The Job Search Solution - Tony Beshara

Connecting with Professionals

- **Request** a brief in-person or telephone meeting to explore career options and trends in the field.
- **Assure** them that you are not asking them to find you a job!
- **Prepare** to respond to their “Tell me about yourself” question...

So, tell me
ABOUT
yourself

Prepare your Introduction

Your qualifications, education and skills*



Your interest in the field, population, programs or and organization



Your desire to explore future career options

Prepare 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
- Feedback on your resumé

Distinguish yourself by demonstrating your research & understanding – ask questions with depth

Bring to the Meeting

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

LAURIER <i>Inspiring Lives.</i>	Andy A. Russ MSW Candidate 20xx
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<ul style="list-style-type: none">• System Architecture, Software, Firmware, Hardware• Program Management, Agile, Scrum, Kanban• Wireless communications, RFID, C/C++, Java, SQL	

Secure 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 (within 24 hours!)
- Email or hand written
- Provide an updated resumé if requested or to obtain feedback

Network Building

- Stay in touch by providing updates and or helpful resources/research
- Reconnect after 4 - 6 weeks
- Periodically ask for information regarding their hiring process
- Continue to stay in touch and provide updates of your employment status

Ways to conduct Online Networking



- **Manage** your privacy settings
- **Join** Professional Groups on LinkedIn -
 - National Association of Social Workers (22000+ members)
 - Cognitive Behavioral Therapy (CBT) - Psychologists, Psychiatrists, Social Workers
- **Participate in or launch** online discussions
- **Post** comments on online discussion groups and professional blogs
- **Follow** agencies, organizations and professional thought leaders on [Twitter](#), [LinkedIn](#)

Job Search Advice

- 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 & be able to articulate what you want and what you offer
- Research your target sector and roles
- Target your search efforts
- Always look for opportunities to build your professional connections

**Online
Resources**

www.wlu.ca/career

- Graduate & Professional Students
- Faculty of Social Work

**FSW On-Site
Appointments
& Workshops**

February 10- Resume & Cover Letter Writing

February 24 - Interview Preparation

**March 3- Let's Talk: Success Strategies for
Transitioning to the Canadian Workplace**

FSW 104 – TUESDAYS by appointment

February 10, 24 & March 3

Call Ext. 4495 to arrange or book on Navigator

**Waterloo
Resources,
Workshops &
Appointments**

Career Development Centre

192 King Street North Waterloo

Monday – Friday 8:30 a.m. – 4:30 p.m.

Tuesdays – Open until 7:00 p.m.

**Success is your
own fault!**



Connect with us!

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facebook.com/lauriercareercentre



linkedin.com (Laurier Career Centre Network)



@WLUCareerCentre