

## Approaching Your Job Search

In today's fast paced, well connected world, applying for a job is becoming more complicated. There are many different avenues for job seekers to find a job. Below is a brief list. Remember: it takes between 2 to 6 months to find a job. The trick is to know yourself and the industry you are trying to enter. **Remember: "80% of the jobs are never advertised"**

***A good job search consists of a number of strategies and avenues.***

## Avenues to Find Employment

1. Career Centres
2. Networking
3. LinkedIn and Social Media
4. Internet Job Board
5. Company Websites
6. Job Fairs/Career Fairs/Information Sessions
7. Associations & Trade Publications
8. Newspapers

## Career Centre

Get to know your university career centre. They can provide job seekers with labour market information, resume & cover letter assistance and help with interview skills. They are also in contact with many employers who are actively seeking to hire students.

## Networking

Networking is becoming increasingly important in finding a job today. Networking means developing and keeping relationships with others. Staying connected to people to keep track of events and jobs. Networking is how a job seeker finds out about those jobs which are never advertised. When networking, you must consider everyone you meet as a potential contact. Who? Family, friends, schoolmates, professional people, association members, just to name a few. The secret to succeeding is uncovering your network; ask each person in your network if they are willing to refer you and who they know in your field of interest.

Next, are some basic questions to ask your referral. Remember: be specific in your information you give to your contacts. The more

specific you are in your needs, the easier it is for the contact to keep an eye out for any news.

## Basic questions to ask referrals:

- Do you know anyone who might have or know of a job opening in my field?
- Do you know anyone who might know someone who would?

## Basic questions to ask people who you do not know

- How did you obtain your position or get into this field
- What do you like or dislike the most about your job?
- Do you have any suggestions on how a person with my qualifications and skills might find a job in this field?

## Do's of Networking

- Do try to give as much as you get from your network
- Report back to anyone who has given you a lead
- Be businesslike in your approach
- Continue to expand your network
- Be clear about what you are looking for

## Don'ts of Networking

- Be afraid to ask for help that you may need
- Expect your network to function like a placement office
- Be discouraged if someone brushes you off
- Be shy
- Pass up any opportunities to network

## Internet Job Boards

The Internet has pros and cons when it comes to looking for a job. There are many job board sites (talentegg.ca, indeed.ca, glassdoor.ca, eluta.ca, careerbeacon.com, and etc. Some job boards have career alerts that you can setup so that job notifications are sent to you by email.

## Company Websites

Many companies will separate their careers websites into students/graduates and experienced professionals. To be successful, read the organization's "How to apply" section on their web site. Employers are turning to the Internet to post a job for a number of reasons. The Internet contains organization/business web sites, government web sites (Federal, Provincial and some Municipalities), and job sites.

### **Job Fairs/Career Fairs/Info Sessions**

The objective of Career Fairs/Job Fairs and Information Sessions are to provide an opportunity for the job seeker to meet with organizations that are looking to hire. It also provides organizations the opportunity to meet potential employees. The only difference between a job fair and career fair is the availability of jobs. At a job fair, an employer is currently looking to hire and perform interviews at the fair. A career fair is more of an opportunity of a job seeker to learn about a particular company or industry.

Student Career Services arranges information sessions on campus. Information sessions are a good avenue for students to learn about a company and their employment needs. Students can determine first-hand what qualifications an employer is looking for in candidates.

### **Associations & Trade Publications**

Some associations will have job opportunities for its members. Joining an association is a great avenue for a job seeker to determine who's who in a particular industry or occupation. Associations will also hold conferences in different locations. This is a very unique opportunity for networking. Students who have joined an association might be allowed to volunteer at the conference. Trade publications will also list jobs. However, most of those advertisements are geared for people with experience; a new graduate will learn what qualifications an employer is looking for in a potential candidate.

### **Newspapers**

Newspapers in print or online are a good way to see what is happening in the world of work. Newspapers will help when a job seeker is researching a company or industry. When looking at newspaper job ads, you need to take two approaches. First, the organization is currently looking to hire someone immediately. (Sometimes students are not available right away.) Second, many advertisements are geared toward individuals with significant work experience. However, job seekers can learn what qualifications an organization is looking for in a successful candidate and as well a contact name for that organization.

### **Tips for Success**

1. Get to know who you are (strengths, interests, skills, and etc. Knowing who you are will also help you write a more effective cover letter and resume.
2. Have your cover letter and resume targeted for the person/company/job.
3. Start your job search early. For example, if you are looking for a summer job starting in May, you need to start your job search in December. Many summer jobs are advertised in mid-December through to end of March.
4. Set some time aside each week that you focus on your job search. It is busy being a student and sometimes if things are not scheduled in the day, they don't get completed.
5. Positive attitude. Looking for a job is a full time job! You might be applying to numerous jobs, reaching out to many people and still have no luck. Maintaining a positive attitude will help when you are in the job search process.
6. Ask for help. If you are unsure how to connect with someone, how to target your cover letter, and resume, or know where to look for a job, ask someone.

### **Remember**

The key to finding a job is research. Being specific in your needs and what you are looking for in a job will help take away some of the frustration in finding a job.

If you have any questions or need more information, please visit Student Career Services.

Happy job hunting!