

What are Job Cards?

A job card is a networking tool that job seekers can use when they are unable to distribute résumés to potential employers. There is a difference between job cards and regular business cards. Business cards tend to contain contact information. Typically job cards are double-sided and contain additional information about the job seeker. One side contains contact information and the second side contains personal statements about you (the why, what, so what, now what). At networking events, job cards can be distributed easily in comparison to résumés. However, to create a job card takes time and effort. Listed below are some tips to assist you.

Why should you create a job card?

- It is easily transported and distributed by you and to potential employers
- It is an effective networking tool that can be used as your “sales pitch” when you are unavailable
- It is an additional tool to include in your job search tool kit
- It can be updated regularly and printed on an “as-needed” basis
- It gets you to start thinking about the skills, abilities and knowledge that you can offer to a potential employer

What information do you include in a job card?

Side 1

- Contact information: name, full mailing address, telephone, email, personal website (optional)
- Degree title, major, university attended (optional)
- Updated date (optional: side 1 or 2)

Side 2 (can include one or a combination of the following)

- Objective
- Personal synopsis
- Skill statements. Why should the employer hire you? What can you bring to their organization? Major accomplishments? So what?
- Your sales pitch

Dos and Don'ts

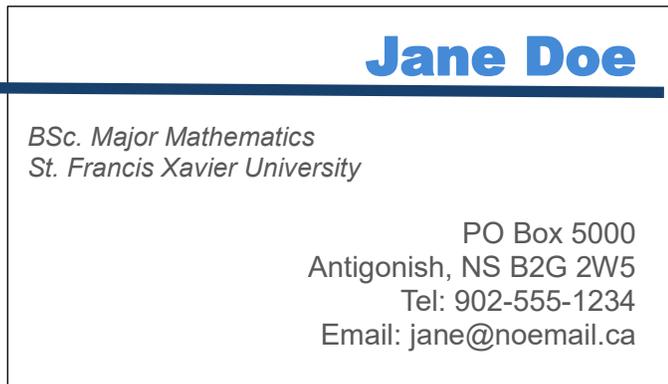
- Use your creativity in designing your job card
- Take time and effort in developing your job card
- Read over for grammar, spelling, and accuracy
- Tailor the job card information for specific industry you are targeting
- Your job card should be printed on card stock type paper (the same paper as business cards)
- Keep your job card professional to the industry you are targeting
- Be confident in your abilities and skills when distributing your job card
- Do not use too small a font size. You want the employer to read your information
- Do not put too much information on the card. Go quality over quantity

Remember: Be creative with you job card. It should be an accurate reflection of you!

Job Card Examples (actual size)

Job cards are the same size as business cards (3.5 inch x 2 inch) and be vertical or horizontal. There are numerous websites that offer two sided business card design services.

Side 1

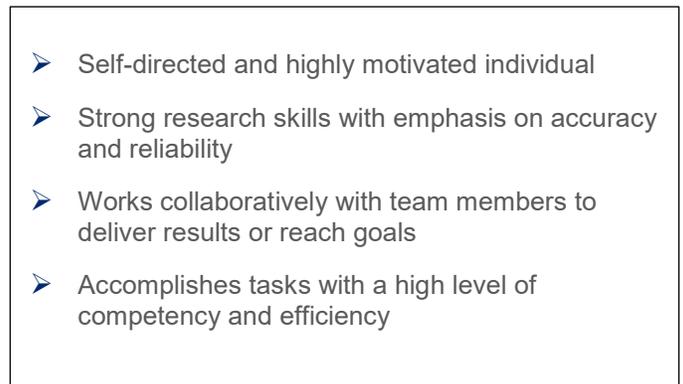


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Side 2



- Self-directed and highly motivated individual
- Strong research skills with emphasis on accuracy and reliability
- Works collaboratively with team members to deliver results or reach goals
- Accomplishes tasks with a high level of competency and efficiency

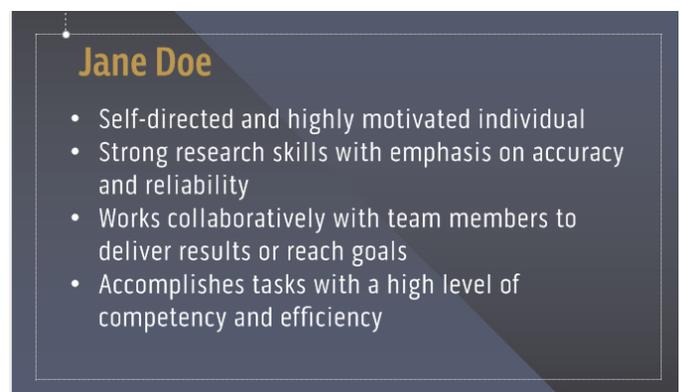


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Jane Doe

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- Strong research skills with emphasis on accuracy and reliability
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- A collaborative team member who achieves results
- Self-directed and highly motivated individual
- Accomplishes tasks with a high level of competency