

Job Search



Searching for a job takes time, effort, persistence and a plan. Use this information sheet to guide you in creating your plan!

How do I job search?

Job searching is YOUR responsibility. To be successful in your search, it helps to follow the steps below:

1. Start early – job searching takes time; do NOT leave your search to the last minute
2. Know yourself – be clear about what you are looking for & what you have to offer a potential employer
3. Organize your materials – have a final draft of your resume & cover letter before you start talking to employers
4. Use multiple methods for finding opportunities – we will talk about this below
5. Apply for job openings – you have zero chance of being hired if you don't apply for the job; take a chance and apply to everything!
6. Keep a record of all job search activities – this is helpful when you get called for an interview and need to review the posting you applied to
7. Follow-up – with every job you apply to, every employer you speak with and every network connection you make. Sometimes it's the follow-up contact that opens the door to an opportunity.

Where can I find jobs to apply to?

There are many ways to go about finding a job including applying to jobs on job search websites, calling new and potential employers and talking to people you know.

1. Online Job Boards

- Only 20% of jobs are posted online as employers usually hire from within their network, whenever possible.
- Online jobs usually have over 200 applications per posting so make sure you tailor your resume and cover letter to match the job requirements in a way that makes you stand out from the crowd
- Applications received online are often reviewed for less than 30 seconds. Make sure your most important information is listed on the first page
- Here are some popular job search websites that employers tend to use: See Current Job Postings on our website for more search engines
 - www.indeed.ca
 - www.jobbank.gc.ca
 - www.linkedin.ca
 - www.eluta.ca
 - www.wowjobs.ca
 - www.workopolis.ca

2. Cold Calls

Many people find jobs through simply contacting companies they would like to work for and asking about opportunities. When making cold calls or sending cold emails, remember to:

1. Research the potential employer and tell them why you are interested in working for their company – be specific!
2. Choose appropriate ways to contact employers. Be persistently polite, NOT demanding and impatient.
3. Identify the correct person to contact. If it's a small company then the owner is usually a good person to start with, for larger companies try the HR department. If you want to find out who the key decision makers are, try looking the company and employees up on LinkedIn.



4. Be clear in your request. Do you want an informational interview? Are you looking for job leads?
5. Follow-up – always follow-up after the contact to thank the person for their time. If a job lead does not develop out of the cold call, consider contacting that person again in the future now that you have developed the relationship.

But what do I say when I call?

“Good Afternoon Mr. Smith. My name is Jordan Black...do you have a few minutes to speak with me?”

If **YES** – continue on with your sales pitch (a brief explanation of your request, your skills, knowledge and the value you could bring to their business [based on your research])

If **NO** – ask if there is a more suitable time to connect with them and ensure you follow-up.

Where are the jobs located?

Large companies have a lot of jobs. However, most Canadian businesses have less than 100 employees. Many people can get hired with small companies that had no plans to hire prior to being cold called. So, what does this mean? Look for jobs with small and medium size businesses!

3. Networking

When looking for a job, make sure to tell your family and friends exactly what type of work you are looking for. When meeting new people, don't hesitate to talk about your job search and be open to suggestions people may have of who to speak with or what company to apply to. Everyone you know and anyone you meet could be the person who opens the door to your next employment.

When networking, remember:

- It's about **relationship building**, not favor-asking. Take the time to get to know a new contact so they will want to help you because they like you, not just because you need something from them.
- Networking is a **two-way street**; be sure to help connect people who have connected you with employers
- The process **can be formal or informal**. Example: you can informally mention to your neighbor you are looking for a job or you can formally cold call a potential employer to request an informational interview.

How do I know who is in my network?

Your network starts with the people you know and branches outward. People you know may not have a job lead for you, but the people they know might!

✓ Try not to overlook anyone or assume that certain people can't or won't help you. It's almost impossible to predict who might connect you to your next opportunity.

✓ Your network begins with the people you feel comfortable contacting and moves outward toward people you do not already know. Make sure to include:

- Family, friends and neighbors
- People you've worked or gone to school with, past & present



- Teachers, instructors, previous employers
- People you know socially (e.g. religious and community groups, sports teams, social events)
- Anyone and Everyone! (e.g. dentist, banker, doctor, landlord – even the people in the Tim Horton's coffee line may have a job lead!)

But what do I say?

- ✓ **Ask people you know for referrals** to people they know who work in your desired industry
- ✓ When connecting with referrals, **share who connected you** and explain why you are contacting them
- ✓ When meeting a new contact in person, **bring business cards or your resume** so you can leave your information with them
- ✓ **Ask for an Informational Interview** – you might not always be contacting a referral for a job lead; asking a new contact for an informational interview to learn more about their company, the local labour market, and to discuss your career goals can be a great way to get to know the person while expanding your network. If an employer does not have a job opportunity for you, but likes you as a prospective professional in their field, they may refer you to other employers who may have open job opportunities.
- ✓ **Be memorable** – think about what makes you interesting and be prepared to talk about that, while remembering to ask your new connection questions about themselves and their business too. A helpful tip to remember when speaking with someone for the first time is that **for every question you are asked you should be prepared to ask three questions in return.**

Will using all of these methods get me a job?

Jobs is a chance to apply the skills you learned in the to the workplace, so keep an open mind as you job search as your program has many industry opportunities. Students find success when they utilize a variety of job searching methods and remain open-minded, yet committed to their goal of finding a co-op job.

You are not alone!

Although it is **YOUR** responsibility to find a co-op job, your Co-op Consultant is here to assist you with the application process, will support you in developing your job searching skills and will work alongside you toward achieving your goals. And don't forget – your Consultant will be posting co-op jobs to Jobsite, so make sure you know how to apply and are checking the site regularly!

If you have questions about job searching or would like to meet individually to discuss your goals, contact us!