

Job Search & Networking

FSW Employment Preparation Series

Career Development Centre
Wilfrid Laurier University

Session overview

- **Expand** awareness of resources used in the job search
- **Share** strategies of how to become more active in the job search
- **Identify** what belongs in the portfolio
- **Discover** how social networking can assist you with your job search

Effective Job Searching



The most successful
job search is a
TARGETED JOB SEARCH

A successful job search is
not just about getting a job,
it should also be about getting
THE JOB YOU WANT
or an intentional alternative!

Before you begin...

Determine what matters to you most by considering:

- Labour Market needs/demands
- Work environment preferences
- What job satisfaction means to you
- Your work style and preferred activities

Plan and Prepare

- 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!**

Comments from “the other side”

“Even employers who have imposed a hiring freeze will still make exceptions to take on candidates who can offer **[relevant]** skills and **[innovative]** ideas that can help them stay competitive.”

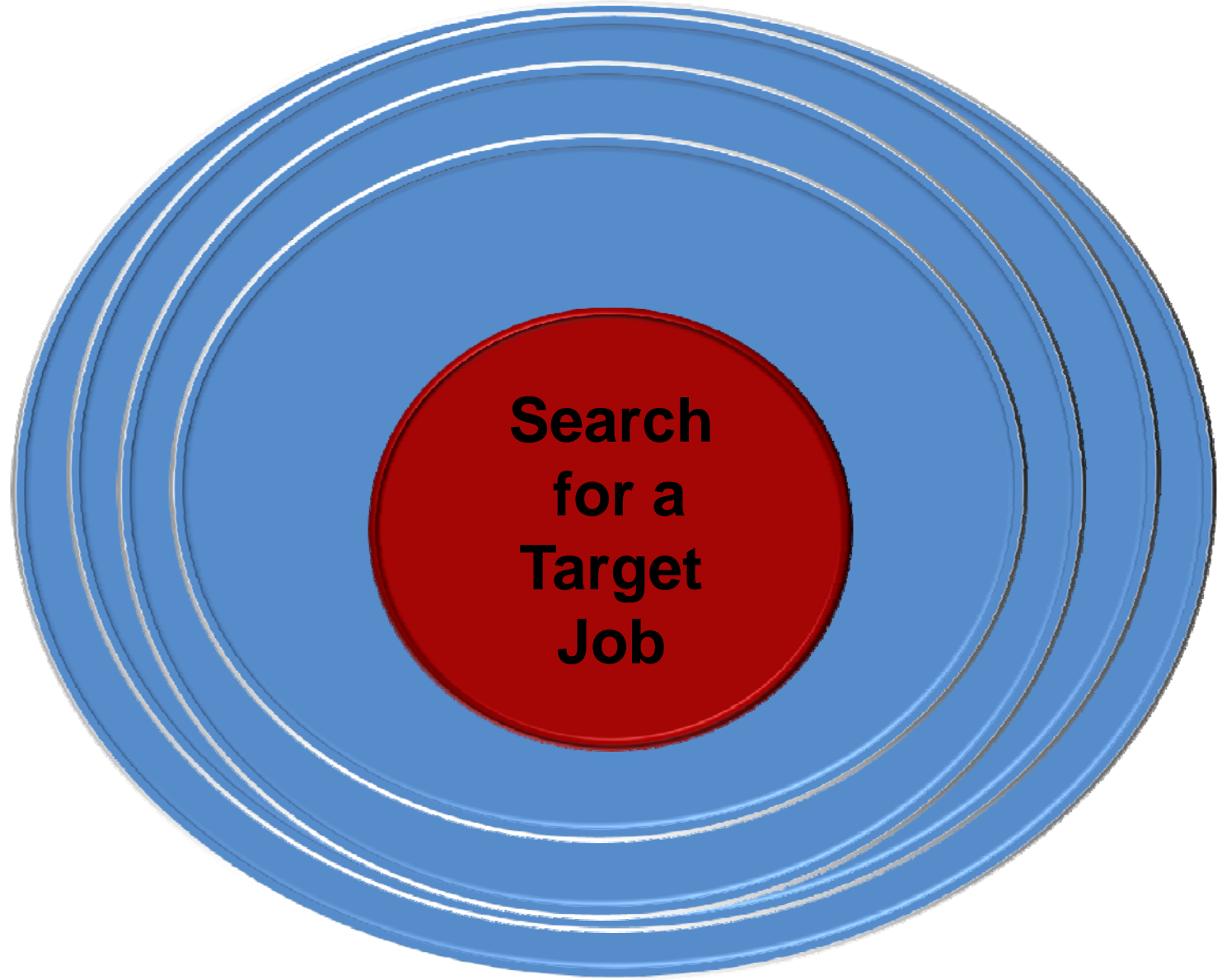
- » Ward Garven, managing director of executive recruiter, Stanton Chase International
- » Globe Careers | Job Hunting 101 | Feb. 18, 2009

Comments from “the other side”

“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

Components of an Effective Job Search



What are your odds?

Survey of MSW Class of 2009*

- **90%** employed within 3 months of graduation (by July)
- **74%** were successful in obtaining the kind of social work position they wanted
- **89%** were able to find work in their preferred community
- **78%** overall rated their job satisfaction as a **4 or 5 on a five point scale**

*51 graduates returned the Six Month Employment Survey for a 32% response rate

Where are the jobs?

Survey of MSW Class of 2006*

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

Reality Tip:
Two thirds of jobs
secured were NOT
advertised.

4 Stages of a Job Opportunity

STAGE ONE

There is no job now

25% of jobs filled at this stage

STAGE TWO

No formal opening, but
informal possibility

50% of jobs filled by this stage

STAGE THREE

Opening exists, but has
not been advertised

75% of jobs filled by this stage

STAGE FOUR

The job is advertised

***Only 25% of jobs openings
reach this stage!***

**TIP: Allocate 75% of your job search efforts
on jobs that are NOT advertised**

Two Job Markets

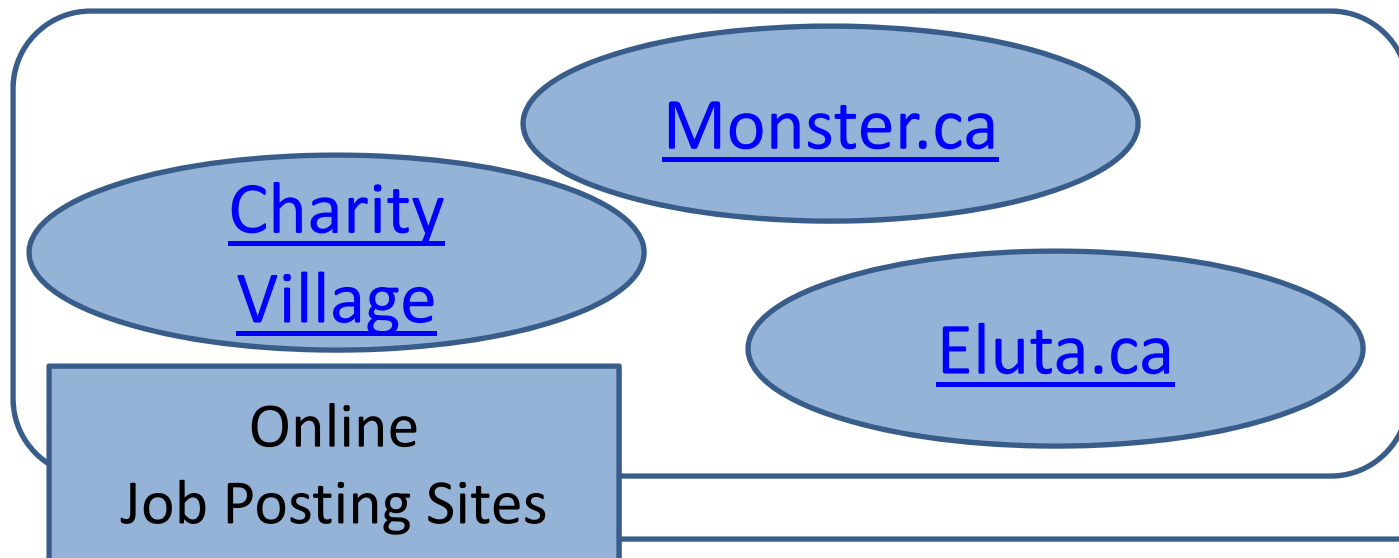
**Visible
Job Market**

**Hidden
Job Market**

**What do you think Visible Job Search
methods involve?**

Visible Job Market Search

- **Job 'Ads'** – Online postings and Newspapers



These methods are passive, relying on postings

Check out postings from the Career Centre:

- [Alumni Employment Service](#)
- [Graduating Student Employment Service](#)
- [Part-time/Summer Job Postings](#)

Hidden Job Market Search

Before many positions become visible, they will start as a hidden opportunity -



But, before you begin an
Visible or **Hidden** Job Market Search
put together your job search
Portfolio.

Creating a Portfolio



Gathering **Artefacts** from your experiences, education, activities and accomplishments:

- Up-to-date resumé
- Letters of reference/recommendation
- Copies of major works (publications, papers)
- Awards, achievements, certificates, degrees
- Work/project/portfolio samples
(i.e., outlines for programs or proposals)
- Online professional links, blogs, websites, CV

Interesting Fact

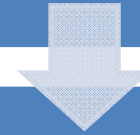
Microsoft Study – Wall Street Journal

A December 2009 study of hiring managers and job recruiters found that –

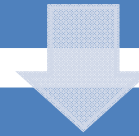
- **79%** review online information about applicants before making a hiring decision.
- **70%** rejected candidates based on information they had found online
- **Key concerns:** lifestyle, inappropriate comments, unsuitable images/videos

Levels of online image control

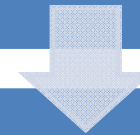
Edit your online image



Manage your online image



Change your online image



Leverage online tools

Edit your online image

- **Replace** non-professional profile information with a self-introduction
- **Change** your privacy settings
- **Hide** friends' comments
- **Remove** inappropriate images, comments or group affiliations
- **Protect** information that an employer is not legally entitled to ask
 - e.g. year of birth, sexual orientation, religious beliefs

Manage your online image

1. Remove undesirable information

Digital Tattoo - <http://digitaltattoo.ubc.ca/>

2. Push 'down' unwanted or old information by creating new information

3. Be discerning and active online on appropriate professional or community sites)

4. Include preferred urls (google profile, linkedin, blog) in your calling card information (resumés, email signature)

Change your online image

- Claim your name or purchase your domain
 - Name(s) 2. Visual image
- Select career relevant and appropriate locations to establish image
 - Create consistent profiles strategic locations
 - Join key professional groups and discussions
- Be consistent with your public/professional image/messages
- Continually audit and edit your privacy settings and personal images & messages

Leverage online tools

- Personal Blogs and Websites
 - Excellent way to express 'good' ideas
 - Presents your strengths
 - Helps manage your online image
 - Can be time consuming
- Virtual Resumés
 - <http://www.visualcv.com>
- Video Resumés
 - (e.g. For International job search)

Now you are ready to conduct an
Active and Targeted
job search!

Target Your Job Search

Industries and Sectors

- Counselling
- Community Development

Employers

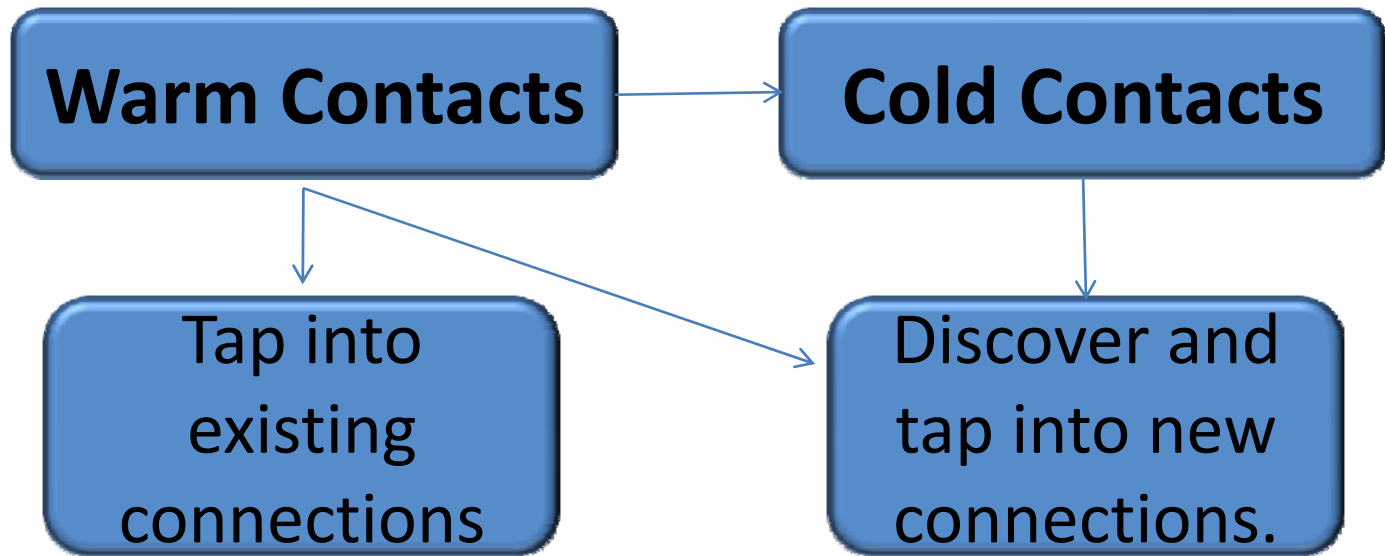
- Hospitals
- Health Centres

Job Titles

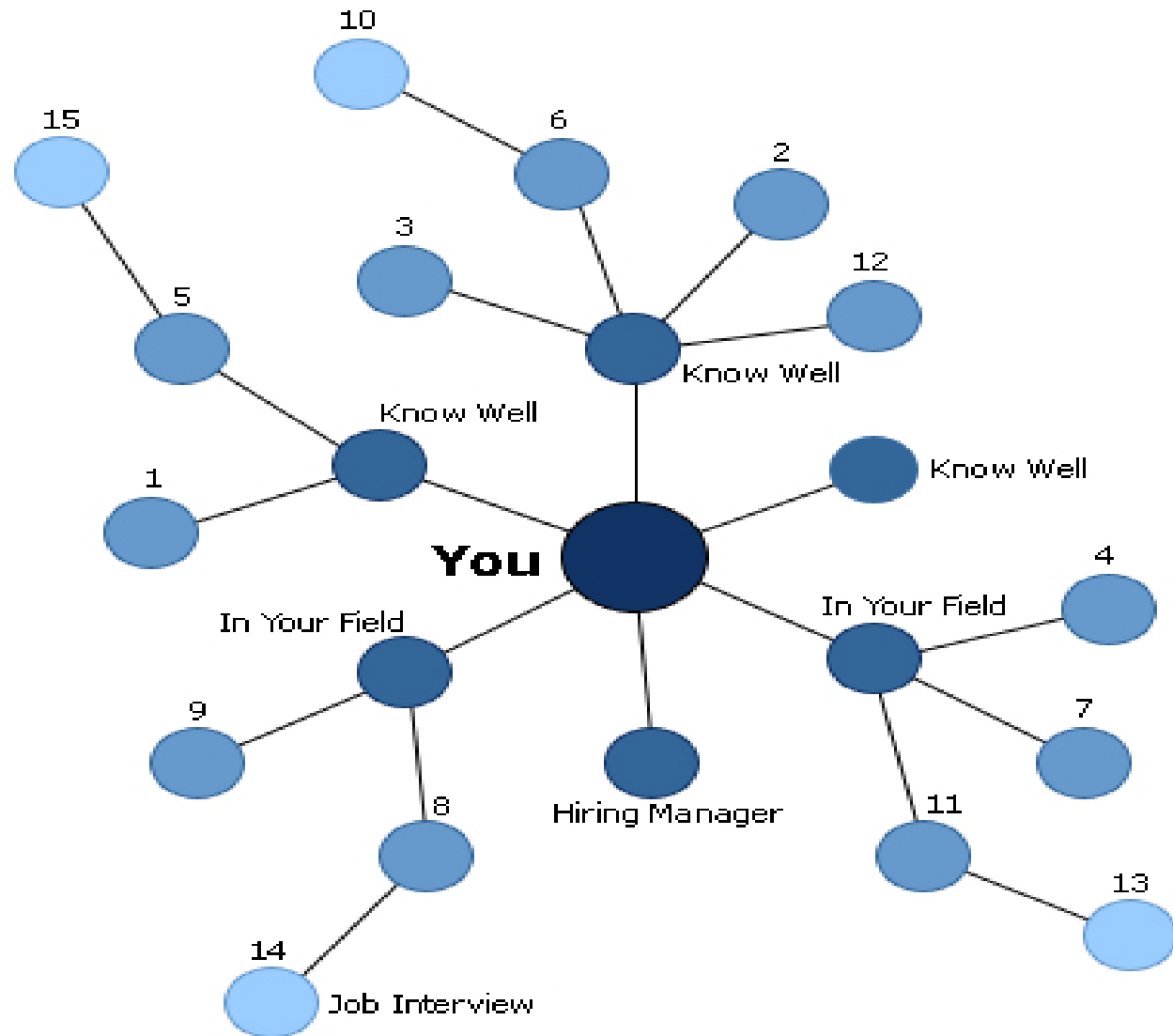
- Social Worker
- Community Developer

Access the Hidden Job Market

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



Networking = Making Contacts



Contacts can include...

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)

Locating Contacts

Directories (on-line or hard copy versions)

Employer Directories or Listings

The Blue Book (The Directory of Community and Social Services Agencies)

Regional/City Directories

Company Websites

The Yellow Pages

People Search Websites pipl.com or 123people.ca

Classified ads (current and past)

Linkedin

Consider Joining

Linked [®]

- “Facebook” for professional networking
 - Dominates your google search
 - Connects you to professionals, organizations and special interest groups
 - Job posting search capacity
 - Allows you to develop a professional profile
-
- Other Relevant Professional or Community Blogs

Options for Identifying Contacts

Trade Publications	Newspaper 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	Alumni Association Laurier ASK	Community Affiliations

Alumni database

Alumni Sharing Knowledge (ASK)

Key words – Social Worker

Occupation – Health Care and Social Assistance

Academic Major – Social Work

Employer Organization – The Hospital for Sick Children

Goals of Research Activity

- **Stay** informed in 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 Networking Activities

- Connect with and learn from insiders
Build and expand your network
- Obtain recommendations and referrals
- Make a positive impression
- Establish a mentor relationship
- Obtain **informational interviews...**

Why Informational Interviews?

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

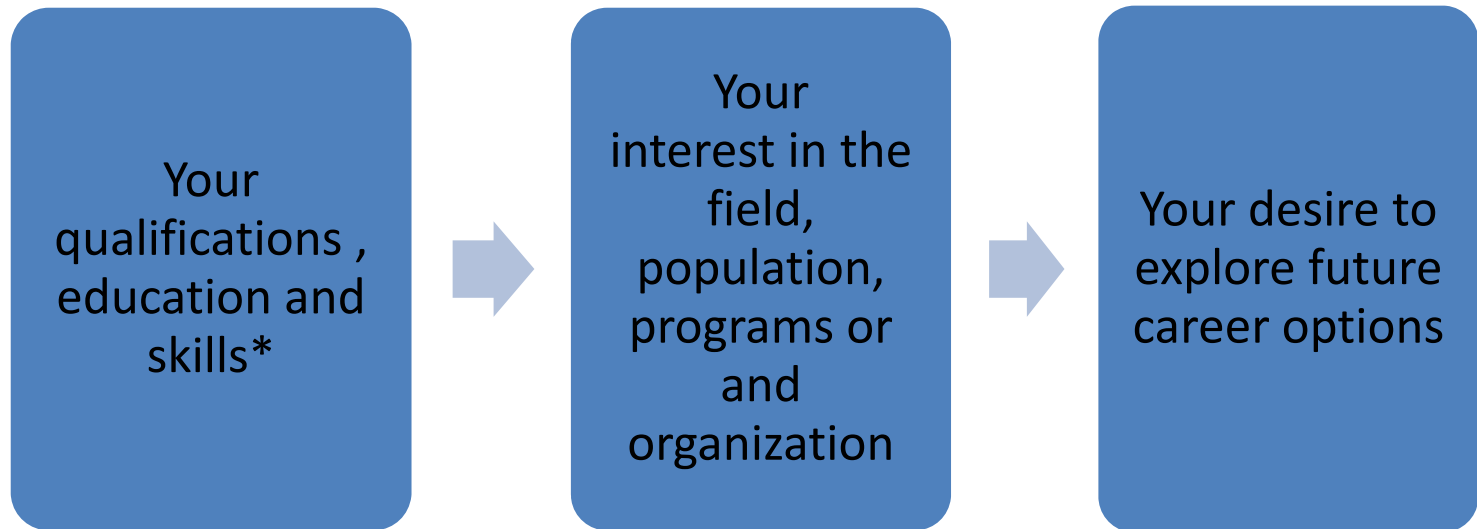
- The Job Search Solution - Tony Beshara

Approaching an Informational Interview

- **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.

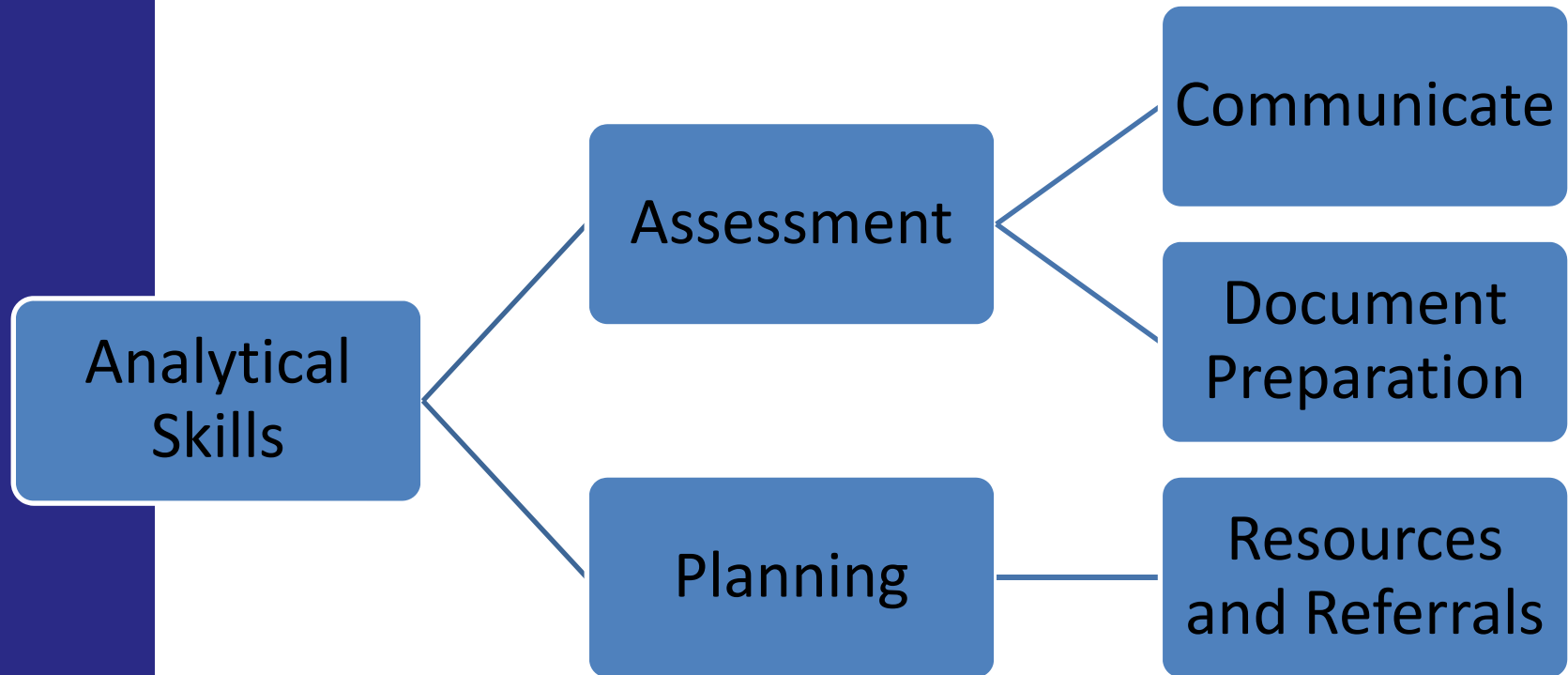
Prior to the Meeting

Come prepared with a 30-60 second self-introduction that includes:

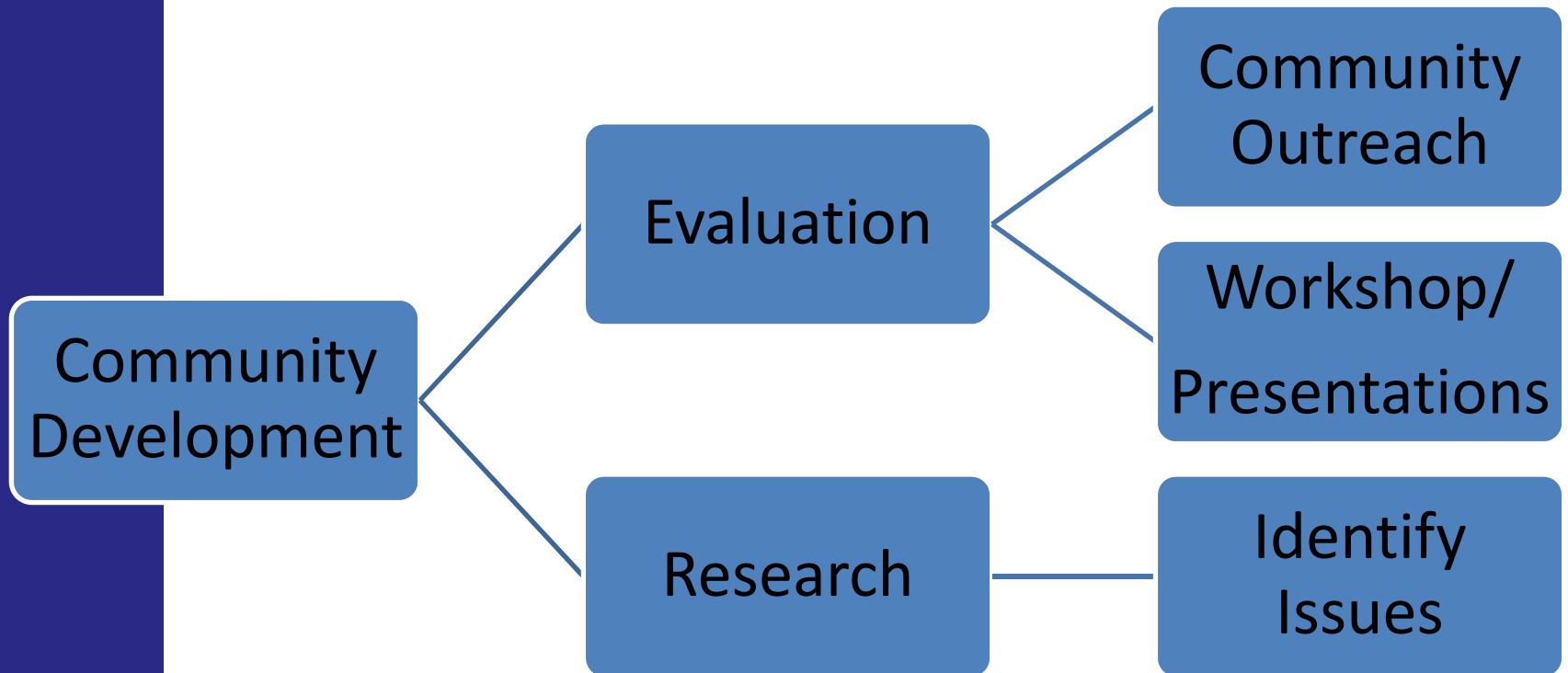


*know how you use your skills...

Know How You Use Your Skills




Know How You Use Your Skills



Prior to the Meeting

Bring:

- A paper and pen to make notes
- A portfolio including your resumé
- A Networking Card -



JOHN PAGE - Marketing Specialist
Phone: (123) 456-7890 Fax: (123) 456-7890
john@page.com
CAREER FOCUS: Sales and Marketing

SUMMARY OF QUALIFICATIONS:

- 2 years experience in product sales within telecommunications field
- Diploma in marketing and skilled in delivering quality customer and sales support
- Proven track record of maximizing sale revenues and meeting corporate objectives
- Solid planning, forecasting and communication skills (bilingual: French)

Your Name Here
Master's Candidate
Your Department Here

Wilfrid Laurier University



Waterloo, Ontario, Canada N2L 3C5
(519) 884-0710 ext. xxx
Email: xxx1234@wlu.ca

During the Meeting

Ask questions about –

- their career path and role accountabilities
- the pros and cons of the job/field/industry
- the required education, training and skills
- the field and emerging trends
- recommendations about getting into the field
- their agency's mandate, role and philosophy
- their key client groups and funding sources

Concluding the Meeting

- **Ask** if there is someone else they recommend that you connect with.
- **Verify** that you can use their name when you follow up on the referral.
- **Request** resumé feedback or improvement suggestions (if appropriate).
- **Thank** them for their time and insights.

Following the Meeting

- **Send** a thank you note immediately
 - Email or hand written as appropriate
- **Provide** an updated resumé if they have agreed to provide feedback
- **Contact** referrals immediately to ensure timeliness.

Network Building

- **Provide** periodic updates
- **Reconnect** after 3-6 weeks
- **Request** information regarding their current or future hiring process, if appropriate
- **Connect** periodically with updates as you move forward with your career

Beyond your current job search

- Beyond continuous learning... consider **continuous networking** as a key professional development strategy
- Get involved with **related or target** communities or causes
- Make networking a “**win/win**” by offering to help the other party

Final Tips

- Know yourself
 - skills, interests, preferences
- Conduct Research
 - agencies, trends, leaders, career paths
- Identify a “Plan B”
- Constantly build your real & virtual networks
- Continually audit your online image

Interested in More Information?

Additional Workshops	Career Development 101 Resumé Development Interview Preparation
Online Resources	www.wlu.ca/careeer
On-site Resources	Career Development Centre hours Monday – Friday 8:30 a.m. – 4:30 p.m. Tuesdays – Open until 7:30 p.m.
Individual Appointments	Call Ext. 4495 to arrange a personal consultation

Comments from the other side

- “...It is very important during this time to make connections with various employers and other students. This can be done **by co-op opportunities, attending community events sponsored by firms, finding out information from another student** on how they can potentially get a position at the same company, **volunteering** in your career of interest, meeting a person in your industry of interest and have them be **your mentor.** “

Accounting Representative – Laurier employer survey 2009



**Success is your
own fault!**

LAURIER
Career Development Centre

How Positions Become Available

- An employee voluntarily leaves an organization.
- An employee is promoted.
- An employee chooses to retire.
- An employee goes on maternity or sick leave.
- An organization creates a new position (possibly for a new project).
- An organization is forced to downsize or restructure existing roles.

Common Reasons for a Prolonged Job Search

- Market conditions
- Lack of focus and/or motivation
- Reactive vs. Proactive Search
- Spending time in the wrong places
- Insufficient research
- Poor self-marketing skills
- Unrealistic goals and targets