

Job Search



Aim

HOW TO GET THE MOST OUT OF YOUR JOB SEARCH AND SOCIAL MEDIA

Scenarios

Scenario 1: Jennifer is in grade ten and wanted her first job. She printed off some copies of her resume, changed into her interview clothes and visited local businesses, asking who might be hiring. When she checked the local pizza place the manager looked over her resume and interviewed her on the spot. She starts on Monday.

Scenario 2: Malek loves music. He wants to work in the industry but does not know how to find a job. After looking into a few music stores and applied to a bunch of jobs online before he remembered that his aunt works for a music festival in the summer. He called her and asked her for some job search advice. She gives him some jobs leads, he is now excited about his options!

Scenario 3: James enjoys hands on work and was looking for a general labour position in a warehouse. After some attempts of applying for online jobs without success, James used google maps to find warehouses in his neighbourhood that he could call directly and ask if they were hiring. After several calls to different companies, he landed an interview.

Where To Look:

Open Job Market:

Indeed
Workopolis & Monster
Kijiji
Career Fairs

Hidden Job Market:

yellowpages.ca
Cold calling * Tell Me about Yourself!
Google Maps
Company websites
Walkabouts
Networking * Tell Me About Yourself!



Tell Me About Yourself! EQAL

Useful for **cold calling** and **networking**

- Be able to talk about yourself for up to **1 minute**
- **E**xperience- what have you done?
- **Q**ualifications- skills and education
- **A**tttributes- qualities and characteristics
- **L**ife- volunteering,

HELP CELIA WORK AT A VIDEO STORE

- 18 years old
- Grade 12 Lorne Park High School and has CPR certificate
- Babysits and cleans an office once a week
- Has two cats and one dog
- Loves scary movies
- Hates being late
- Has a positive attitude
- Very friendly and is nice to coworkers

Experience

Qualifications

Attributes

Life

Cold Calling; It Works!

Used in conjunction with other job search methods such as Google Maps

- Shows that you are enthusiastic, pro active and using your initiative!
- Ask if they are hiring
- Find out what the application process is
- Get leads for other jobs
- Establishes a personal relationship
- Expands your network

Summary

- ✓ Be optimistic and believe in yourself
- ✓ Keep your eyes open for new opportunities
- ✓ Take time to develop your network and practice your elevator speech and cold calling technique
- ✓ Remember only 10-25% of jobs are advertised
- ✓ Be open to volunteering and job shadowing as ways to gain experience
- ✓ Keep track of your job search activities

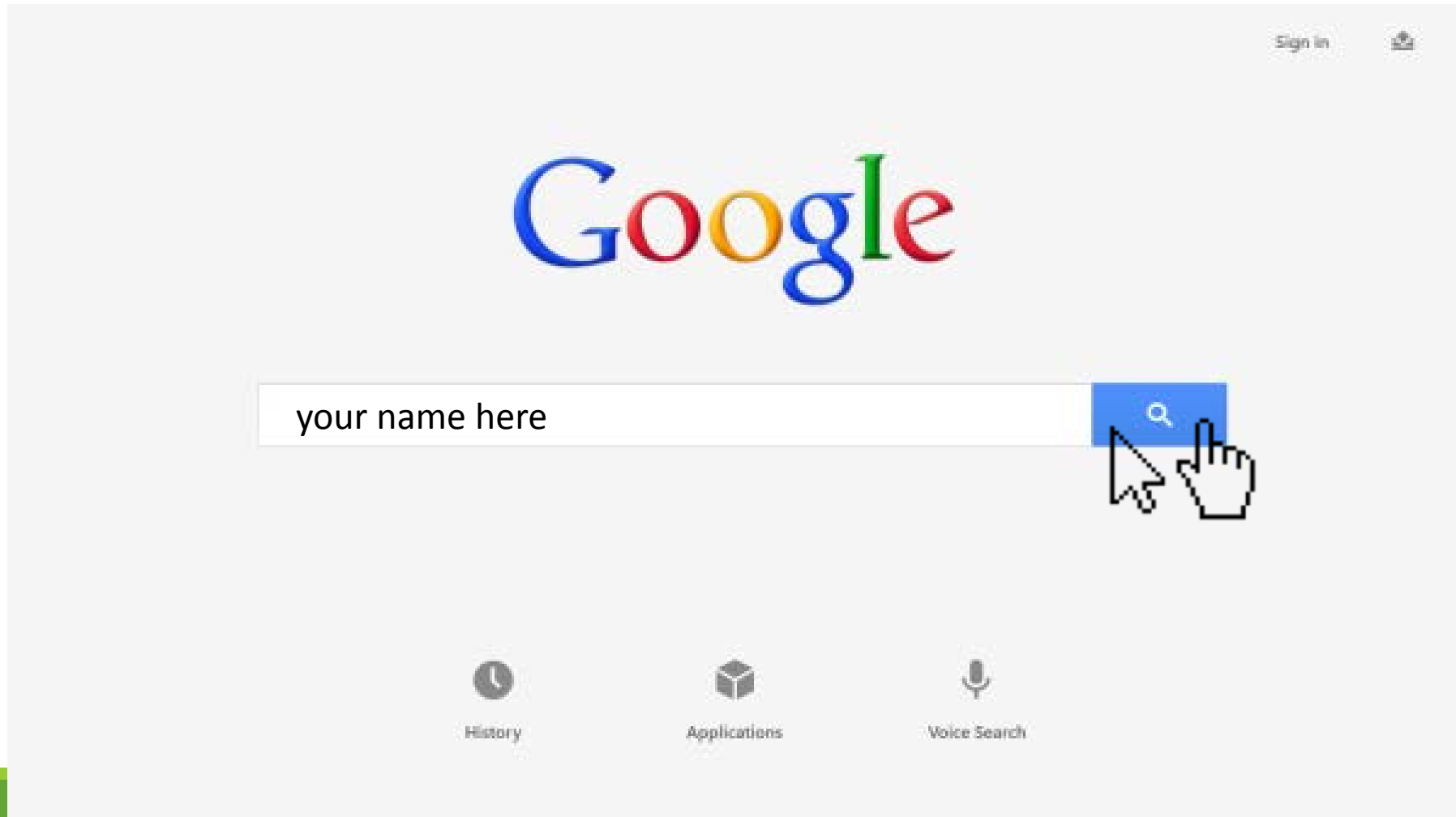
Practice: Searching for Jobs

- You have the knowledge to start your job search
- Try using **Google Maps** and see what's out there!
- Search for a job on **Indeed**
- Find a **company website** and look for where they advertise their jobs
- Go to **Yellow Pages** and make a list of places you want to contact

Social Media: Do's and Don'ts of an Online Presence



What Does an Employer Find When They Google You?





Inappropriate Photo's & Info

Recruiters can be put off by what you post. 42% Noted that inappropriate videos and pictures put them off and 19% put off by negative comments about employers. Other reasons given were politically or religiously charged comments and profanity.



References to Illegal Substances & Activity

Recruiters said they were put off by seeing content on a candidates social media page relating to illegal activities such as drugs and other criminal activity. Whether it was directly related to the candidate or not, they didn't like to see it on their social page.



Poor Communication Skills

A total of 88% of recruiters report finding evidence of poor communication skills on a job-seekers' social media profile a turn off. With 47% saying spelling errors were a turn-off and 27% didn't like to see casual language or text speak.

Create Positive Visibility

- Y Post interesting and positive articles
- Y Create a website with samples of your work
- Y Check your security settings and be careful of the personal information you share
- Y Join LinkedIn, a social media network for professionals
- Y Un-friend people who may make you look bad and “untag” yourself from photos you don’t want an employer to see (alcohol, drugs, partying, etc.)



LinkedIn is a professional social networking service with more than 300 million members in over 200 countries and territories (2013)

- LinkedIn allows users (workers and employers) to create profiles and "connections" to each other in an online social network
- Users can find jobs, people and business opportunities recommended by someone in one's contact network
- Employers can list jobs and search for potential candidates
- Users can follow different companies and can receive notifications about offers available
- Users can save (i.e. bookmark) jobs that they would like to apply for
- Users can see who has visited their profile page

Fired...over social media



Don't Drink And Facebook

In what many might call an unfair situation, a teacher posted a photo on Facebook of herself holding a glass of wine and a mug of beer. She was vacationing around Europe when the photo was taken and her privacy settings were on “high”, but apparently, that wasn’t enough. A nosy parent found it and showed members of the school board, also noting the teacher’s use of “the B word” on her page, ultimately resulting in Payne being forced to resign.

Swiss Woman Caught Surfing Facebook While 'Home Sick' From Work

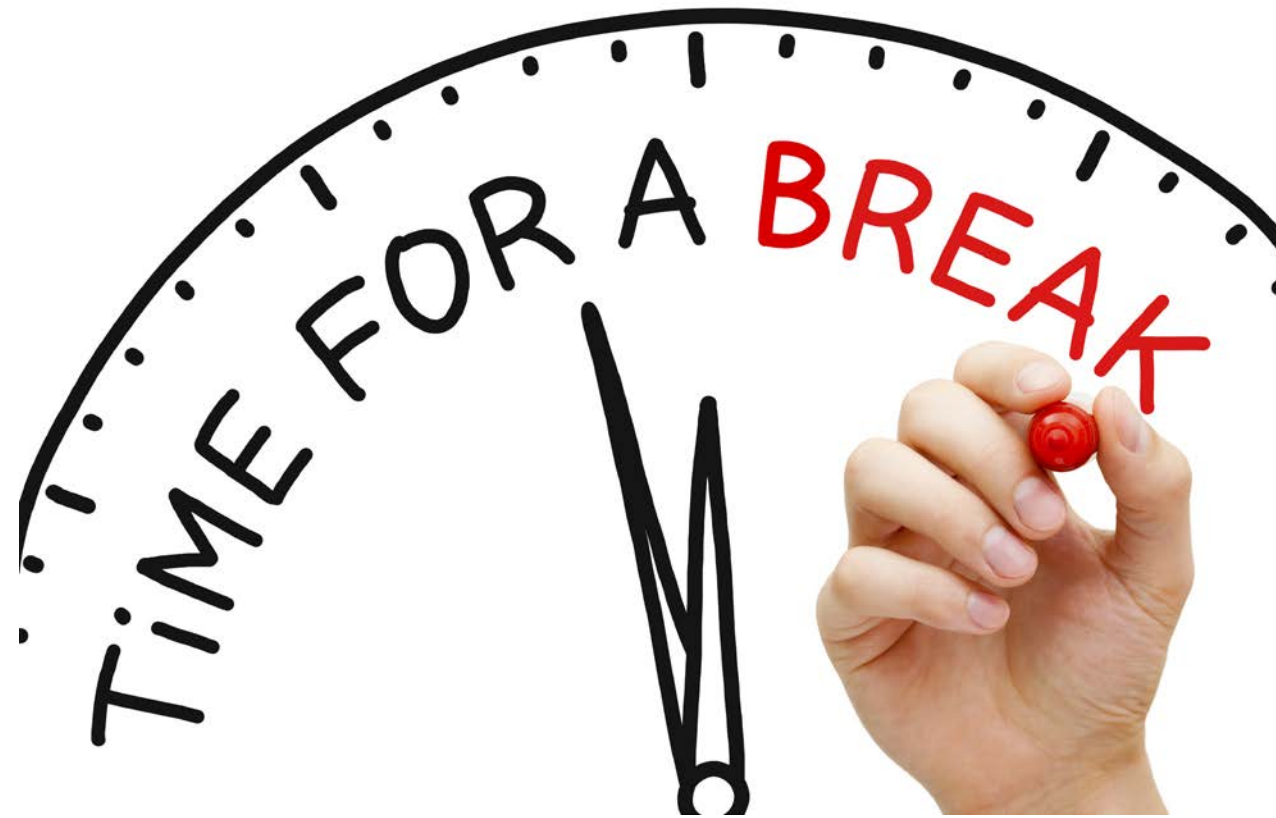
According to Reuters, an employee of Nationale Suisse called out sick from work, claiming that "she could not work in front of a computer as she needed to lie in the dark." When she was discovered to be surfing Facebook from home, she was terminated. The woman maintained that she had used her iPhone to check her Facebook page from bed; however, Nationale Suisse issued a statement saying explaining that the incident "had destroyed its trust in the employee."



“A former colleague of mine posted about how he was going to use up all his sick leave then quit. He posted it at 9 a.m., and was told he didn’t have a job at 11 a.m.”

Source: <http://people.com/celebrity/employees-who-were-fired-because-of-social-media-posts/>

BREAK! 10 MINUTES



Resume Writing

Your guide to writing a targeted resume

Jane Doe

123 Nowhere Street | Winnipeg Manitoba A1B 2C3
Email: jane.doe@gmail.com | Phone: (204) 123-4567

PROFESSIONAL PROFILE

- Enthusiastic and hardworking individual with experience performing **Labour** type tasks
- Experienced in operating various power tools such as, power drills, angle grinders, table saws and a drill press
- Physical fit and able to carry heavy loads of weight
- Demonstrated ability in bringing a positive attitude to the working environment which enhances the overall work atmosphere

SKILLS AND EXPERIENCE

Labour and Physical Skills

- Cut grass with a riding lawn mower and a weed whacker so as to maintain the visual appearance of the campground.
- Sharpened lawn mower blades with a bench grinder to ensure that the blades would be able to cut efficiently.
- Pumped water over the dyke so that the campgrounds were dry and so that the camp was able to function.
- Repaired damaged furniture manually to ensure that each piece was in good quality to be sold.

Organizational and Cleaning Abilities

- Sorted out socket wrenches according to their size and type to make sure that the shop was tidy.
- Swept shop floor using a push broom so that the floor would be clean.
- Took down sound equipment and stored it in assigned cupboards to ensure that the equipment was kept in its required place.

EDUCATION

Educational Level, Institution Month Year – Month Year

EMPLOYMENT

Position, Company Month Year – Month Year

VOLUNTEER

Position, Company Month Year – Month Year

Writing an Efficient Resume

A resume is a **summary** of your:

- Y Education
- Y Employment/volunteer experience
- Y Accomplishments
- Y **Key** skills that you could bring to a new work place
- Y If there is more room you can also include:
 - Y Awards, Interests, “References Available Upon Request”, Job Objective

YOUR RESUME SHOULD NOT INCLUDE...

- Y Pictures
- Y Physical description of self
- Y Age, birthday (DOB)
- Y Marital Status
- Y Race or Religion
- Y **S.I.N. (Social Insurance Number)**

Chronological

- Highlights your work/volunteer experience
- Shows you don't have gaps in your employment
- Describes responsibilities (relatable) for each position

George Muller

3452 Atlantic Avenue | Winnipeg, Manitoba A1B 2C3

Phone: (204) 767-7676 | Email: George.muller@gmail.com

Professional Profile

- Motivated, outgoing and reliable individual with experience providing people with quality and friendly Customer Service
- Easily builds rapport with customers by interacting with them and striving to make their experience enjoyable
- Cash handling experience; performed cash, debit and credit card transactions as well as issued change/receipts to customers
- Proficient in Microsoft Office Suite as well as able to operate cash registers and various electronic databases

Employment

Administrative Assistance, Dr. D Orthotics

2013 – 2014

- Made appointments for customers; rescheduled and cancelled appointments as needed
- Sorted and filed customers mailing documentation; mailed copies to required personnel
- Recorded all incoming and outgoing mail, faxes and voice messages
- Participated in weekly meetings; made suggestions to enhance current operations

Cashier, Buggy Bath

2012 – 2013

- Welcomed customers in a polite and respectful manner
- Trained and supervised new staff members ensuring they were able to comprehend and perform various tasks
- Communicated with staff team on a daily basis and helped out where needed

Community Involvement

Soccer Coach (Seasonal), Deer Lodge Community Centre

2012 – 2014

- Led team practices and taught youth different techniques to play soccer
- Contacted parents/guardians when games and practices were cancelled
- Collaborated with coaching staff and players to enhance the overall team strategy

Education

University 1, Canadian Mennonite University

2014 – Present

Functional

- Highlights skills and abilities
- Good to use if you have or are changing careers or jobs
- Does not emphasize any gaps in employment

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- Proficient in Microsoft Office Suite as well as able to operate cash registers and various electronic databases

Relevant Skills

Customer Service and Communication Skills

- Welcomed customers in a polite and respectful manner
- Answered customers' questions in person and over the phone
- Communicated on and daily basis with the public acting as the first point of contact for the organization
- Made appointments for customers; rescheduled and cancelled appointments as needed

Organizational and Time Management Abilities

- Sorted and filed customers mailing documentation; mailed copies to required personnel
- Recorded all incoming and outgoing mail, faxes and voice messages
- Prioritized daily tasks ensuring all work met deadlines

Teamwork and Leadership Skills

- Trained and supervised new staff members ensuring they were able to comprehend and perform various tasks
- Participated in weekly meetings; made suggestions to enhance current operations
- Filled in and covered for staff in their absence

Education

University 1, Canadian Mennonite University

2014 – Present

Combination

- Categorizes your skills and abilities within each job
- Allows for more detailed information on job responsibilities
- Appropriate for someone with little work experience or similar work experience

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- Prioritized daily tasks ensuring all work met deadlines

Employment Experience

Administrative Assistance , Dr. D Orthotics	2013 – 2014
Cashier , Buggy Bath	2012 – 2013
Office Clerk , Canada Post	2011

Community Involvement

Soccer Coach , Deer Lodge Community Centre	2012 – 2013
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Education

University 1 , Canadian Mennonite University	2014 – Present
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Resume TIPS

Do...

- ✔ Keep your resume at 1 -2 pages in length
- ✔ Tailor your resume to the job you are applying for
- ✔ List information in reverse chronological order
- ✔ Use bullet statements
- ✔ Edit and check for spelling/grammatical errors then...**Do It Again**

Contact Information

Combination Resume Sample



Jane Doe

123 Somewhere Street | Winnipeg Manitoba A1B 2C3
Email: jane.doe@gmail.com | Phone: (204) 123-4567

PROFESSIONAL PROFILE

- > Describing line
- > Experienced in safely operating various power tools such as power drills, angle grinders and table saws
- > Demonstrated ability to bring a positive attitude to the workplace, which enhances the overall working environment
- > Describing line
- > Describing line

SKILLS AND EXPERIENCE

Labour and Physical Skills

- Trimmed lawns using a ride on lawn mower (*TWO STEP*)
- Action Verb/Duty or task
- Action Verb/Duty or task

Serving and Customer Service

- Served customers meal orders in a timely manner
- Action Verb/Duty or task
- Action Verb/Duty or task

Skill Category

- Action Verb/Duty or task
- Action Verb/Duty or task
- Action Verb/Duty or task

EMPLOYMENT HISTORY

Position	Company	Month Year – Month Year
Position	Company	Month Year – Month Year
Position	Company	Month Year – Month Year

VOLUNTEER EXPERIENCE

Position	Company/Organization	Month Year – Month Year
Position	Company/Organization	Month Year – Month Year

EDUCATION

Education Level	School	Month Year – Month Year
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References Available Upon Request

Contact Information

ARE YOU CONTACTABLE?

Y Full name

Y Mailing address (including postal code)

Y Phone number(s)

Y Voicemail

Y Email address (**appropriate**)

Education

Combination Resume Sample



Jane Doe

123 Somewhere Street | Winnipeg Manitoba A1B 2C3
Email: jane.doe@gmail.com | Phone: (204) 123-4567

PROFESSIONAL PROFILE

- Describing line
- Experienced in safely operating various power tools such as power drills, angle grinders and table saws
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Education Level	School	Month Year – Month Year
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References Available Upon Request



Work and Volunteer

Combination Resume Sample



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Skill Statements



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Skill Statements

- Y Highlight your skills
- Y What you have done/accomplished
- Y Tasks you have completed
- Y 3 – 6 per category



Skill Statements

1. Action Verb 2. Responsibility or Task 3. Positive Result (reason for your work)

Weak:

Y Mowed lawn

Strong (Two Step):

Y Mowed lawn for private homes

Strong (Three Step):

Y Mowed lawn for private homes to contribute to neighbourhood curb appeal

Skill Statement Break down

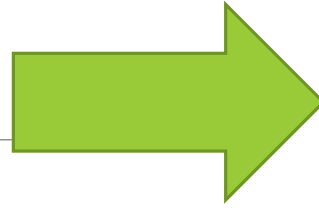
Action Verb/Duty or Task/Result or Benefit



**Mowed lawns for private homes to contribute to
neighbourhood curb appeal**



Profile Statements



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Position , Company	Month Year – Month Year
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Profile Statements



- Y Who you are in a nutshell
 - Y First impression – the first things you want an employer to know about you
- Y 3 - 5 Statements
- Y Soft Skills/Hard Skills
- Y You can steal some of your most impressive skills statements to put here or summarize your experience

Profile Statements



Who you are in a nutshell

Friendly and energetic individual who works well with all personalities

Skills (Hard/Soft)

Excellent customer service abilities and able to provide service with a smile

Demonstrated ability to work a cash register and other store equipment such as phones and photocopiers

Proficient in both English and French Communication

LAST MINUTE TIPS

Don't...

- ✚ Use coloured paper or fancy fonts
- ✚ Have anyone else submit your resume for you
- ✚ Include irrelevant information, lie or exaggerate
- ✚ Use personal pronouns such as I, Me or My

Interviews



First Impressions

- Y Arrive 10 – 15 minutes early, know how long it will take to get there
- Y Introductions and handshakes
- Y Smoking, perfume, cologne, hygiene
- Y Eye contact and body language

First Impressions

- Y Do your best to hide tattoos/piercings
- Y “Dress for Success”
- Y Put away headphones and don’t chew gum

Preparation

- ÿ Know your resume/cover letter
- ÿ Research the company
- ÿ Have a couple of questions in mind for the interviewer

During the Interview

Y Phone OFF, and away!

Y Be clear and honest with your answers

Y Be courteous/polite

Common Questions

- Y Tell me about yourself
- Y Greatest strengths/weaknesses
- Y Why do you want to work here?
- Y Do you have any questions for me/us?