



JOB SEARCH GUIDE

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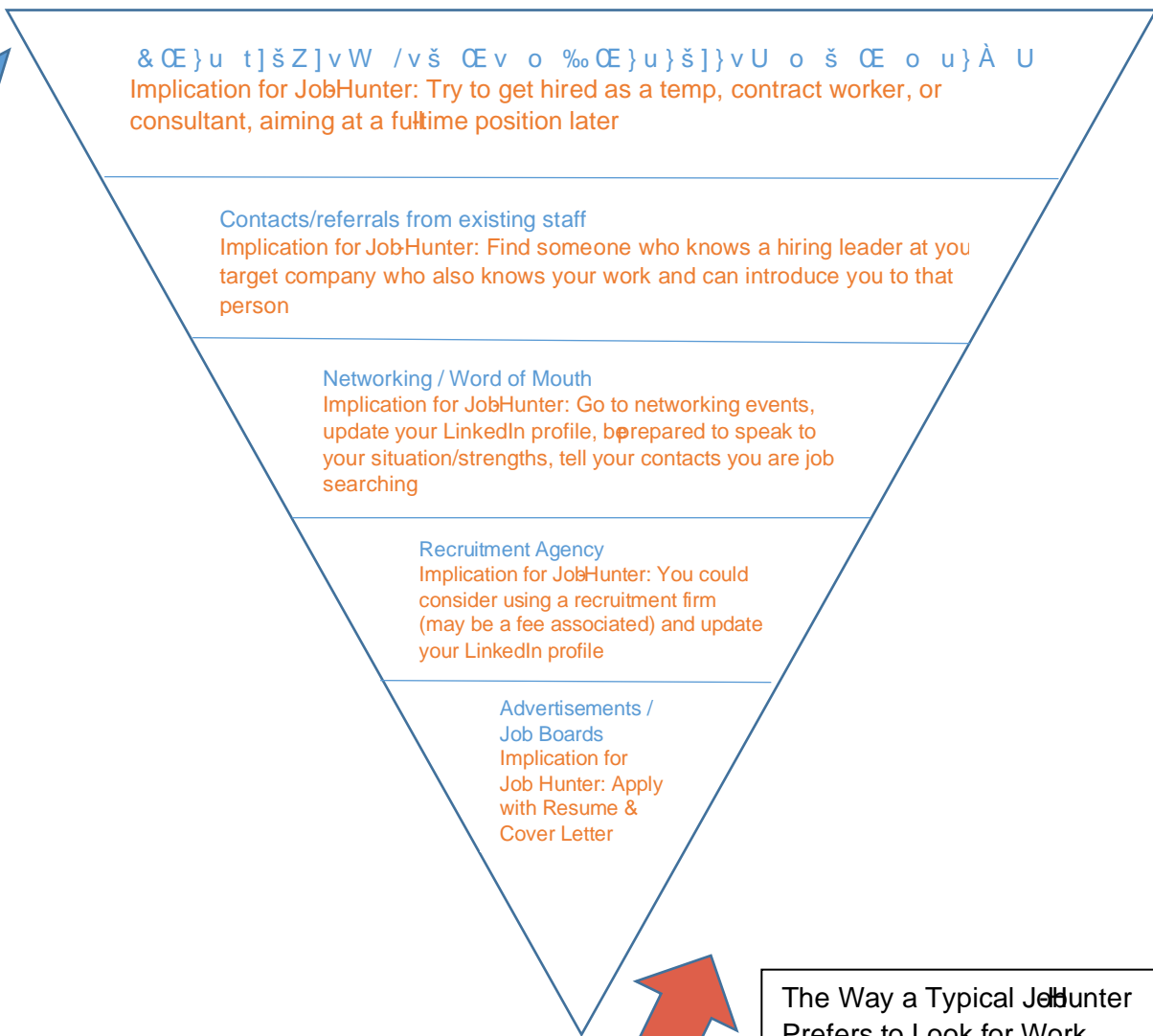


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Job Search Strategy

is a fulltime job in itself! Most job seekers search for jobs in the exact opposite way to how employers hunt for job-seekers. See the below image for an explanation. Rather than solely focusing on applying to advertised positions, use this Job Search Guide for tips on diversifying your job strategy!

The Way a Typical Employer Prefers to Fill a Vacancy



The Way a Typical Job Hunter Prefers to Look for Work



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Business Cards

Have professional business cards ready to hand out/swap with someone when needed. You never know when you will meet



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Prepare a Memorable Introduction

You need to be prepared with a memorable introduction (your 10 to 20-second elevator pitch). This introduction should include

- x a brief statement about who you are
- x what you do/have done
- x and (potentially) what you would like to do in the future

This introduction could be used at networking events, on phone calls or in emails to potential contacts, or in information interviews. You can shorten, lengthen, or change this introduction to fit the situation you are in.

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DO NOT say anything about looking for a job initially as this has the potential of coming across as being desperate to find work. Just provide information about yourself for now. Depending on how the conversation flows, this information may come later.

Sample Introduction:



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Potential Questions to Ask an Information Interview

- x How have you gotten to where you are today (Education? Positions? = Career progression)
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your position are?
- x



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- x Salmon Arm Chamber of Commerce Events: <https://sachamber.bc.ca/eventcategory/upcoming-events/>
- x K I v P v μ] v • • Association (QBSA):



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- x Ask for advice (i.e. if the person has attended the event in the past, ask what they thought was helpful about it or what other events they attend; you can ask for unrelated advice on common interests such as restaurants or activities)
- x Are you a member of any professional associations? Which ones do you feel are the most important to belong to?
- x If you could do things all over again, would you choose the same path for yourself?
- x What skills have you found essential for success in this occupation?
- x Could you tell me about one of the main challenges you face in your position?
- x What advice would you have liked to hear when you were first starting out?

Communication/Tone of Voice (Verbal and Non-Verbal Cues)

At any networking event or during any chance encounter with a potential employer, your communication style is extremely important when you want to make a good first impression. Albert Mehrabian published the relative importance of verbal and nonverbal messages and is known for the 7-38-55% Rule which states that meaning in speech is conveyed in these proportions: words account for just 7%, tone of voice accounts for 38% of meaning, and body language accounts for 55%.

Follow the tips below to ensure your verbal AND nonverbal communication are friendly, professional, and will set you apart from the crowd:

Verbal Communication Tips

- x



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Sample FollowUp Log:

Contact Name	Referral Source/How We Met	Date of Contact	Next Follow -up	Notes/Comments



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Additional job banks are listed below (some are industry specific)

Canada

<https://www.indeed.ca/>

<https://www.monster.ca/>

<https://www.workopolis.com/en/>

<http://www.canadiancareers.com>

<https://www.canada.ca/en/services/jobs/opportunities/government.html> (Government of Canada Jobs)

<https://www.canadajobs.com/>



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Volunteering

Another great way to build connections with individuals in the industry of interest is to volunteer. While some people find networking easy and natural to do, for others it can be much more difficult. Volunteering is a way to build your network and to meet people who share your interests in a setting that allows you to get to know someone much better than speaking for a few minutes at a networking event. Volunteering can also serve to fill an employment gap and most employers find individuals with some type of opportunity to use or hone particular skills that might be beneficial to a future employer. Make sure you treat volunteering like a job commitment as it can be welcomed and appreciated by the organization you wish to work for down the road.