

Job Search Tips



Student Career Centre

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Job Search Tips

An effective job search is an important tool in building a successful career. To compete in today's job market job seekers require self-knowledge, persistence, ingenuity and substantial amounts of hard work. Looking for employment is a full-time job! It is not enough to be highly qualified for a position.

Job search portfolio

Create a job search portfolio that could include:

- Resume
- Cover Letter
- List of references
- Letters of reference or recommendation
- Copies of certificates, diplomas, degrees and other training
- Work samples

Job search strategies

There are many ways to look for employment. It is important to choose the methods that work best for you and your situation. The following sections are about some of the most popular ways of seeking opportunities.

Visible job market

In the visible job market, positions are advertised externally in some form. The visible job market makes up 20% of the jobs that are available.

- *Newspapers*
 - Most common place for people to look for jobs.
 - Professional positions are listed in the “*Careers*” section.
 - General positions are listed in the “*Classifieds*” section.
- *Internet job banks*
 - Thousands of positions are listed on internet job banks.
 - There are 3 different types of internet sites you can use:
 1. **Job Banks:** Job bank databases that employers use to advertise positions to job seekers.
 - Workopolis.com
 - Monster.ca
 - Careerbuilder.ca

2. **Corporate:** Most organizations advertise job opening on their own company website.
 3. **Professional Associations:** List career opportunities from employers in the field.
- **Employment / Recruitment / Headhunting Agencies**
 - These agencies provide a service to employers by advertising their positions and searching for qualified candidates.
 - Employers attempt to fill positions informally by asking their colleagues and friends if they know of a qualified candidate.

Hidden job market

These are positions that are not advertised. The hidden job market makes up 80% of the jobs that are available.

- **Networking**
 - Employers attempt to fill positions informally by asking their colleagues and friends if they know of any qualified candidates.

Networking

Up to 80% of all hiring is done through networking. Of those, 84% of positions are found through second degree of separation (i.e., being referred from one person to another).

Ways to build your network of contacts:

- **Join related associations.** Research what associations are in your field of interest and become an active member. Take every opportunity to meet other members.
- **Attend events (Career Fairs, Conferences, etc.).** Events are where you meet people working in the field in which you want to work and / or who do the hiring.
- **Informal asking of people you already know.** If you know anyone who is working in the field in which you want to work, see if they will connect you with other individuals.
- **Volunteer or participate in student clubs.** Gain experience and meet other people who have the same interests as you. You may cross paths with someone who knows of an employment opportunity