Job Search Strategies
Job Search Strategies

Centre for Student Involvement & Careers
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Objectives

By the end of this session, you will have:

- Learned about the hidden job market
- Identified the ways to access hidden opportunities
- Adopted some key job search strategies – online and offline
How do you look for work?
How do companies look for candidates?
Where should you put your energy?

**How searchers look for work**
- 80% by responding to job ads online or in newspaper
- 20% through network of personal & professional contacts

**How employers look for workers**
- 80% through network of personal & professional contacts
- 20% advertise a job opening online or in newspaper
The Hidden Job Market

Find Invisible Jobs

CashMoneyLife.com
Online Research

Proactive Enquiries

Networking Events:
- Professional
- Industry
- Careers
- Alumni

Informational Interviews at Target Organisations

Informational Interviews with Targeted Industry

Informational Interviews for Advice/Contacts
Make a Stronger Impact

Versus

- Personal referral
- Informational interview
- Drop off resume in-person
- Follow up by phone
- Apply online
- Apply online
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<th>Company</th>
<th>What kind of work do they do?</th>
<th>How does my research fit?</th>
<th>How do my skills fit?</th>
<th>Who should I meet to find out more?</th>
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What is an “informational interview”? 
The informational interview is a highly focused information gathering session with a networking contact designed to help you choose or refine your career path by giving you the "insider" point of view.

The concept of 'informational interviewing' was conceived by Richard Nelson Bolles, author of the best-selling career handbook, What Color Is Your Parachute? Bolles describes the process as "trying on jobs to see if they fit you."

“Try before you buy”
Informational Interviews are one of the best ways to...

1. Gather information related to suitable careers and work environments from professionals in the field

2. Get the awareness to choose/refine a career path

3. Learn how to break in and if you have what it takes

4. Get the "inside scoop" by talking to people in that field

5. Decide which companies/environments are the best fit

6. Cultivate your personal contacts and learn of job leads
Hello, my name is _____________.

___________ of ________ recommended I contact you. I have a ______________ degree and am currently doing research in the field. Your experience and insights would be invaluable to me and I would appreciate it if you could spare 15 minutes of your time on Monday or Tuesday where I could ask you some questions about the industry and your company?
Before the informational interview...

- Determine the organization and person/people to contact through networking, company research, and cold calling
- Do your research; find out about the person and company that you will be visiting
- Request a meeting by phone, mail, email or in person
- State the purpose for your meeting, a bit about yourself, the time you would like to meet and for how long (15-20 minutes is standard)
- Prepare the questions you want to ask and put them in priority sequence in case you do not get through them all
- Make sure you know how to get there
- Call the day before to confirm your appointment time
- Plan to dress as you would for a job interview with that company
What are good questions to ask?

Good informational interview questions are:

• Specific

• Show an interest in the other person

• Shows that you have done research and are informed (not just “What is in it for me?”)
On the day...

- Arrive at least 10 minutes early
- Introduce yourself and tell your contact a bit about your background and why you are conducting the interview
- Begin asking your prepared list of questions, being focused, but open to free-flowing conversation
- Take notes
- Respect the time limit originally agreed upon
- Thank the person for their time
- Send a formal thank you note within 24 hours
- Analyze and evaluate the interview; how did it go; what did you learn; what will you do differently/the same next time?
Drill Deeper with Questions

One
• Initial question
• What does senior-level work in this industry entail?

Two
• Follow-up question
• What are some of the challenges a person might face when they break into your industry?

Three
• Most relevant to you
• Is there anything I can do part time or as a volunteer that you think would make me more competitive as a future candidate?
Getting it right...

http://www.youtube.com/watch?v=ixbhtm8l0sI
Case Study 1 – The Gatekeeper

You are on the phone right now with someone from a company that you would like to work for. You are speaking with the receptionist who has offered to speak with you or transfer you to HR but you really want to speak with the Manager of your targeted department.

Identify a strategy to get past the gatekeeper.
Case Study 2 – New in Town

You are new to Vancouver and only know a few people. You strongly dislike networking but know this is a powerful strategy to find work in your targeted field of work.

What are your options for building a network in your targeted field of work?
What is an “elevator pitch”? 
HOOT a killer career elevator pitch.

H  Hook them!

O  Outline what you have achieved.

O  Stress the positive outcomes of your achievements.

T  Tell what you’d like to happen next.
Case Study 3 – Your Research

Think of a company you’re interested in working for. You are on the phone with the hiring manager who is asking a number of questions. They have asked you to explain your research to them in 90 seconds.

Find someone who is not in your field of study and explain your research in 90 seconds.
Questions about Visas/Residency?

- International Student Development
- Phone: 604.822.5021
- Fax: 604.822.5099
- International Student Advisor or a Regulated Canadian Immigration Consultant: isa@students.ubc.ca
- General enquiries: international.house@ubc.ca

- International House, 1783 West Mall, Vancouver, BC Canada V6T 1Z2
E-Networking

Why is it so important?
Three Things

1. Why LinkedIn?
2. How to get started.
3. How to use LinkedIn to help you to network and find a job!
The Facts About LinkedIn

Why should we use this social tool?
Why should I use LinkedIn?

http://www.youtube.com/watch?feature=player_embedded&v=YWp6AN00D_c
Where can I learn all about LinkedIn?

http://university.linkedin.com/linkedin-for-students.html

Resources to let students know the benefits of a LinkedIn profile and presence, and to help them get started.
2. How to get started
Create a Professional Story
How to change your headline

Avoid using a generic headline assigned by Linkedin.

This type of headline will be shared by too many other people (i.e. will not help you stand out).

It’s easy to update your headline!
Descriptive and Effective Headlines

Create a short summary description of yourself and the types of connections you are seeking through LinkedIn.
Writing a Summary Section

Create a highlight of your qualifications

Summarize with enough detail to understand your main skills

Expected UBC graduate with a passion for conservation and education. Experienced working in a non-profit setting educating youth. Background in supervising groups of youth with a focus on team dynamics and positive attitudes.

Specialties
Education, Non-Profit, Youth Education, Public Speaking

Make regular updates to this section
Experience

Don’t wait until you are looking for work
Update your experience regularly

Add more info!
Need some inspiration?

Watch this video!

http://www.youtube.com/watch?feature=player_embedded&v=tSdXxUx2UhM
3. How to Use LinkedIn to build your network and find work!
Need some inspiration?

Watch this video!

http://www.youtube.com/watch?feature=player_detailpage&v=fslSIYEx9VSs
Invite Donna to connect on LinkedIn

How do you know Donna?
- Colleague
- Classmate
- We've done business together
- Program Director, Graduate Student Career Developer
- Friend
- Groups
- Other
- I don't know Donna

Include a personal note: (optional)

Hi Donna.

Thanks very much for agreeing to be a panelist at our event on June 12 - I'm looking very forward to meeting you in person.

Would you like to stay connected on LinkedIn?

- John

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel
Find Organizations

Recent Updates

HootSuite Save your brand the embarrassment of a controversial tweet: http://owl.li/IMYJ3

The Five-Step Guide to Better Social Media Security, Step 4
owl.li • The following breaks down the fourth of five steps for better social media security: instituting a messaging approval system.

Like (6) • Comment • Share • 9 hours ago

Matthijs Overhaal, Tesean F. and 4 others like this

Add a comment...
Engage in Groups
LinkedIn can also transform your interview preparation!

Watch this video to see how!

http://www.youtube.com/watch?v=rigBMFiJRUy
Two new LinkedIn tools that will “blow your mind!”

- The LinkedIn Alumni Tool
- The Student Jobs Portal
LinkedIn Alumni Tool – you need to log in to see it!
www.linkedin.com/alumni

131,128 students & alumni found
LinkedIn Student Jobs Portal
www.linkedin.com/studentjobs
Job Posting Sites
UBC Careers Online https://ubc-csm.symplicity.com/students/index.php?s=jobs&_ksl=1
- Work study, work learn, on campus, off campus, full time, part time, casual
- For students who are planning to travel abroad (including in Canada): Show them the “Going Global” tab inside Careers Online, which leads to city guides

General
Burnaby Public Library: http://www.bpl.bc.ca/reference-research/job-search-and-careers
- Lists most of the general job posting sites (scroll down to very bottom), career cruising, local resource centres, salary and labour market surveys, career/occupation info etc.
- Great “one stop shop” for students.

Meta-search of popular posting sites and corporate career pages
www.indeed.ca
http://www.eluta.ca/
www.simplyhired.ca
www.wantjobs.ca
http://www.bjob.ca/

Canada's Student Jobs Site: http://www.jobpostings.ca/

- Access through Vancouver Public Library. Must have a VPL library card. Jobboard Vancouver

Engineering and Geoscience
APEGBC http://www.apeg.bc.ca/services/employmentcentre/jobseekers.php
Construction Sector Council http://www.csc-ca.org

Gaming Industry
Canadian Video Game Companies - BC http://www.candevs.ca/bc.html
Gamasutra http://www.gamasutra.com/jobs/
Game Design Expo Vancouver http://www.gamedesignexpo.com/

Healthcare
Vancouver Coastal Health http://careers.vch.ca/find_a_job/
Fraser Health http://www.fraserhealth.ca/careers/find_a_job/
Providence Health http://www.providencehealthcare.org/PHCCareers/joblistings.aspx
Interior Health http://www.interiorhealth.ca/roomtogrow/default.aspx
Northern Health http://www.northernhealth.ca/Careers.aspx
Vancouver Island Health http://www.viha.ca/careers/
Provincial Health Services Authority http://careers.phsa.ca/default.htm
Health Match BC http://www.healthmatchbc.org/
Board of Canadian Registered Safety Professionals https://www.bcrsp.ca/careers.asp
BC Association of Clinical Counsellors http://www.bc-counsellors.org/career.aspx
High Tech/IT
T-Net  http://www.bctechnology.com/statics/employt.cfm
Information and Communications Technology Council http://www.itc-cict.ca

New Media
Digi BC (formerly New Media BC)  http://digibc.org/

Non Profit
Charity Village  www.charityvillage.ca
Idealist.org  www.idealist.org (focused on Eastern Canada and international volunteer opportunities)
AMSSA (Multicultural Agencies in Metro Vancouver)  http://www.amssa.org/postings/index.htm
HR Council for the Non-profit Sector:  http://www.hrscouncil.ca/about-the-sector/home.cfm

Public Education (K-12 School Boards)
www.makeafuture.ca
Education in Canada:  http://www.educationcanada.com/
Canadian School Boards Association:  http://www.cdnsba.org

Public Service/Government
Federal Student Work Experience Program (Short term student jobs in Government)  http://jobs-emplois.gc.ca/fswep-pfte/index-eng.html
Youth Employment Strategy (job search tips, job postings through student job bank)  http://www.youth.gc.ca/eng/home.shtml
Young Canada Works (student and recent graduate jobs. not just summer).  https://www.youngcanadaworks.ca/index-eng.cfm

BC Provincial Government  http://www.employment.gov.bc.ca/
City of Vancouver  http://vancouver.ca/humanresources/jobs/

Sciences/Life Sciences
Association of Professional Biologists of BC  http://www.apbbc.bc.ca/jobs.php
Association of the Chemical Profession of BC  http://www.pchembc.ca/html/member_s_resources.html (members only)
Life Sciences BC  http://www.lifesciencesbc.ca/employment/
Natural Resources Canada [internships for current students and graduates]:  http://www.nrcan.gc.ca/careers/home
BioTalent Canada  http://www.biotalent.ca

Science -Geology/Earth Sciences/Mining
Mining Industry Human Resources Council  http://www.mihr.ca
Petroleum Human Resources Council of Canada  http://www.petrohrsc.ca
Careers in Oil and Gas  http://careersinoilandgas.com

Social Work

Sports and Recreation
British Columbia Recreation and Parks Association  http://www.bcrpa.bc.ca/jobs/default.htm

Tourism
Go2  http://www.go2hr.ca/jobboard.aspx
Canadian Tourism Human Resource Council  http://www.cthrca.ca
• Who do you want to meet?

• What industries do you want to explore?

• What groups will you join?
Don’t forget next week’s session, entitled “Getting the Interview” with CSI&C Recruiter in Residence, Matthew Heiydt.
Use UBC Career Services!

http://students.ubc.ca/career/resources

Book an advising appointment
Come speak with a career advisor and get your questions answered.

Centre for Student Involvement and Careers

604-822-4011

Book an advising appointment online: CareersOnline

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a place of mind
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