

LOOKING FOR A JOB

Searching for a job requires utilizing all of the employability skills to get hired. People who are most successful are the ones who make connections with employers **BEFORE** applying.

1. Focus your job search

When looking for a job, students who say “**I don’t care where I work**” or “**I will work wherever, I just want a job**” will have a more difficult time finding a job than those who **focus their job search**.

Questions to ask yourself to help you find an organization you’re **excited** to work for:

- ✓ What are the companies that have hired graduates of your program?
- ✓ What kind of job are you interested in (do you want to travel? Do you want to work days/evenings? Do you want to work alone or in a team?)
- ✓ What are the different job titles that you qualify for in your field?
- ✓ Have you or a friend/family member been a customer of the organization in the past? ☑
Do they have a great reputation that I would like to contribute to?
- ✓ Does the organization’s values and goals match yours?

Remember:

1. If you aren’t excited about working for an organization, why should an organization be excited about hiring you?
2. If you were in charge of hiring new employees, would you hire someone who wanted to work for your organization specifically, or someone who just wanted to work “wherever”?

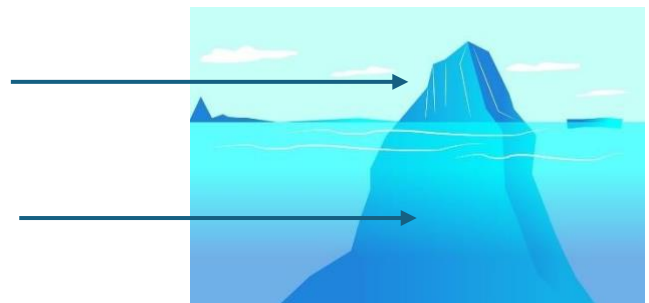
2. Know yourself

Once you know what the company wants and what the job is, review your **resume** so you feel confident in how you match the job. Employers say the primary reason they do not hire a candidate is because the interviewee could not clearly state their skills.

3. How to look for a job

Advertised jobs are represents the piece of the iceberg that is above water. Posted jobs are only a small sample of the number of jobs that are available. In fact, only about 20%

80% of jobs are NOT posted. Which means that there are a lot of jobs out there you cannot find by just searching popular job sites. These jobs are called the “**Hidden Job Market**”.



Advertised Jobs

a) Popular Canadian job search sites

Website	Link
Indeed.ca	www.indeed.ca
JobBank	www.jobbank.gc.ca
Kijiji	www.kijiji.ca
Workopolis	www.workopolis.com/en
Eluta	www.eluta.ca

b) Company websites and social media accounts

Not all job postings make it to job search sites. Many companies prefer to only advertise on their own personal websites because they only want people working for them who do their research. Some companies also exclusively advertise their potential jobs through Instagram, twitter and Facebook so only their followers have access to the advertisements.

Hidden Job Market

a) Find the companies that do not have current job postings

Where To Look	What It Offers
Yellow Pages	The Yellow Pages is a database that lists all of the companies in Canada and provides contact information. You can search by services, industry field and city to find your own list of companies that exist in your field. From there you can research the company further through their potential websites or visit them at their location. www.yellowpages.ca
Google Maps	If you are interested in also getting a visual of the companies in your neighborhood you can search google maps by field as well. For example you can search “restaurant” or “welding” or “IT support”. Google maps will provide you with a map location, their contact information and even reviews of the company. www.google.ca/maps
Associations	Many industries have their own associations where they host conferences and have lists of companies who have memberships with them. Some examples include “Manitoba Homebuilders Association” and “Electrical Association of Manitoba”

b) Get together a networking “toolkit”



- ✓ Updated resume
- ✓ Professional online presence (Linkedin account, positive social media)
- ✓ Focused job search
- ✓ Business cards / calling cards
- ✓ Event / industry research – business, social, community
- ✓ Courage and confidence!



c) Network – Tell EVERYBODY you are looking for a job

Networking is a strategy used to help you find a job within the hidden job market. It utilizes your contacts to get you a job that usually isn't advertised.

Who Is In Your Network? Ask Around!

- ✓ Immediate and secondary family members
- ✓ Friends (and friends of friends!)
- ✓ Classmates, teachers, MITT employees
- ✓ Former & current bosses and co-workers
- ✓ Neighbours, hairdressers, servers, doctors...think of who you interact with on a semi-regular basis!