

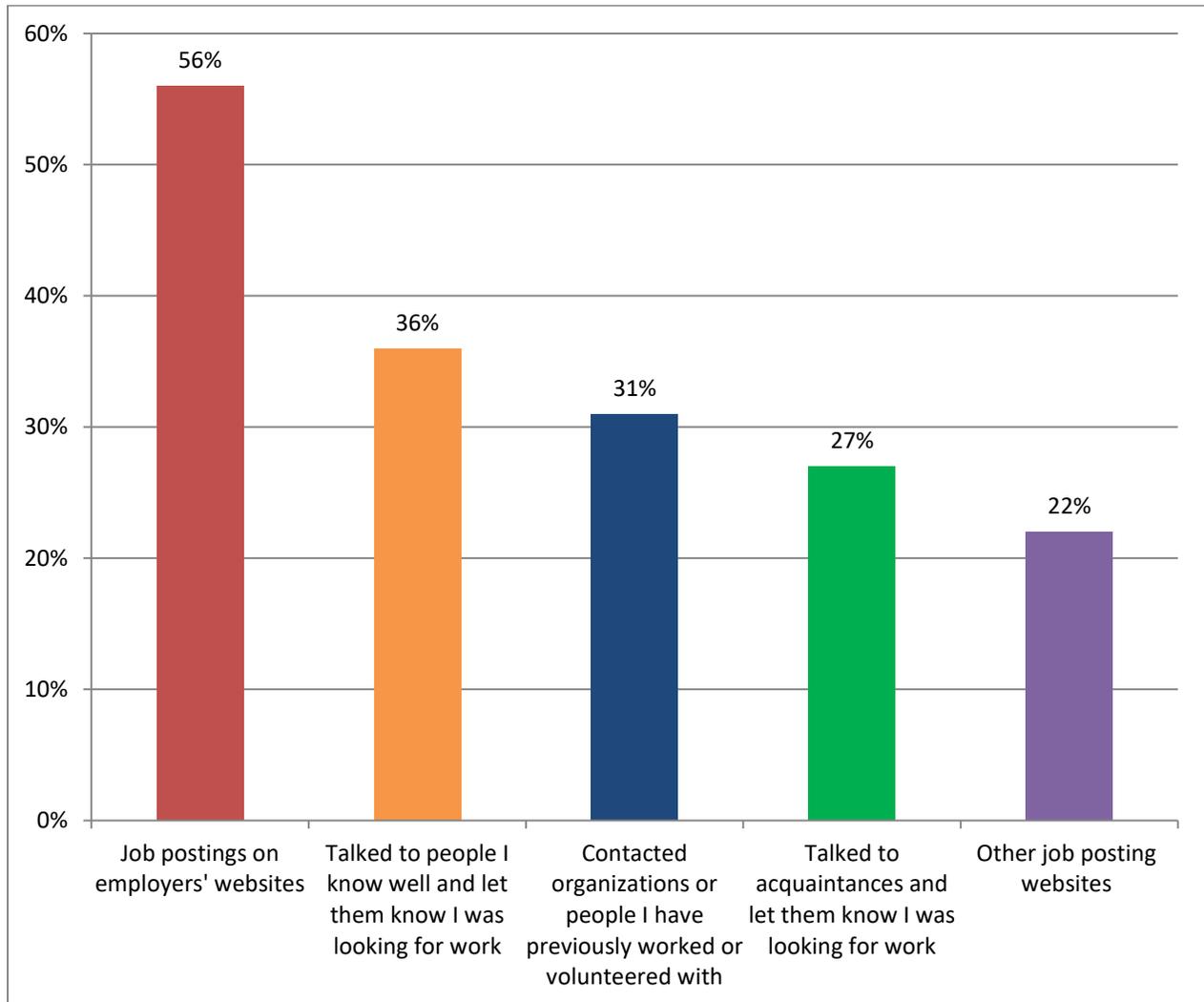
Job Search Guidebook

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Top Five Job Search Methods



Introduction

How did we decide on the top five job search methods?

Nearly every five years since 1989, the University of Alberta Career Centre has conducted an Employment Survey of University of Alberta Graduates. We ask the graduates of five years previous, in this case from the year 2010, about their experience in the labour market five years after graduation. We asked them about their employment status six months, three years and five years after graduation. We usually have about one thousand respondents, including alumni from both undergraduate and graduate programs at the University of Alberta.

This Guidebook is based on the responses from one question on the Employment Survey: *What work search methods did you use that led to an interview or a job offer?* Respondents selected all of the methods they used

that were *effective* and resulted in an interview with a potential employer. We also had about 900 (n=908) respondents tell us what methods they used and these respondents are possibly very similar to you because they:

- completed an undergraduate degree or a graduate degree;
- completed this degree in Alberta;
- reported on methods they had used within the last five years;
- usually found employment in similar industries where you will look for employment; and
- were most likely searching for career-related, entry-level employment, which is probably the level of employment you are pursuing.

They also had access to the same resources you have access to: the services provided by the University of Alberta Career Centre, their department and faculty resources, extracurricular and volunteer opportunities, as well as regional resources and services. This means their experience is probably very close to what you will experience.

Is there one best way to job search?

There are some career experts that suggest that job seekers focus only on the methods that appear to be the most effective for the general population and to ignore the methods that fewer job searchers use. However, the most popular method in general may not be the most popular for specific occupations and industries. Some career advice does not consider where job searchers are in their career, and it doesn't consider the personality of the individual who is looking for work, nor how much time they have to look for employment.

If the majority of your career advice is coming from the Internet, you also have to consider how much analytics—in other words, using keywords or phrases, links and likes, to dictate content creation—has on what type of advice is available. For example, if LinkedIn is trending as a career-related topic, websites that provide career advice will create as many articles as they can on LinkedIn, rather than determining if it was an effective method in the first place. This does not mean that the advice is bad; however, it does mean that advice is driven by search popularity and not effectiveness.

Applying to job postings on the employer's website and applying to job postings on other job boards are highly effective according to the survey results. However, it is misleading to think that solo research and applying online is effective for everyone. For example, what happens if you don't know what companies hire people with your background? You will need to conduct research—online, in the library, or by gathering information from friends, peers, acquaintances and industry resources.

When we looked one method, *applying to job postings on the employer's website*, which 10% of the respondents used as their only method of job search, we saw that 36% of those searchers held positions in the healthcare and social assistance industry, while 32% of those respondents worked in the education industry. The next highest group worked in public administration (i.e. government and public services, such as emergency services) at ten percent. Healthcare and social assistance, education and public administration tend to have centralized hiring; therefore, applying on the employer's website may be the sole method to submit an application. This is one example where an industry can dictate the preferred, or possibly sole, method of application—or where an applicant had only one desired employer, such as a specific municipal government, a school board or a hospital.

Guidebook structure

This Guidebook has two parts: job search methods that require you to reach out to people and speak to them about opportunities, or to listen to their suggestions and advice—in other words, networking—and the research-based methods that you can use to identify opportunities.

Though we have divided the Guidebook into two halves, these methods usually work together. For example, a professor tells you about a job posting she saw on a listserve and she forwards the message to you and other interested students. You click on the link in the message the professor forwarded and view the job postings on the employer's website. You apply for one of the available jobs. After receiving your application, the employer contacts you to schedule an interview. The professor had to share the information and you had to follow up and apply online to secure an interview.

We have also added a section on *How to Find a Job at the University of Alberta*, one of the most frequently asked job search questions from our clients.

Activities and notes

We find that keeping track of the steps that you take, the events you attend, and people you contact will help you establish a strategy for job seeking. Keeping track of the people that you contact and the advice that they provide will also help you follow up with them later on, thank them with relevant comments, or encourage you to maintain professional relationships.

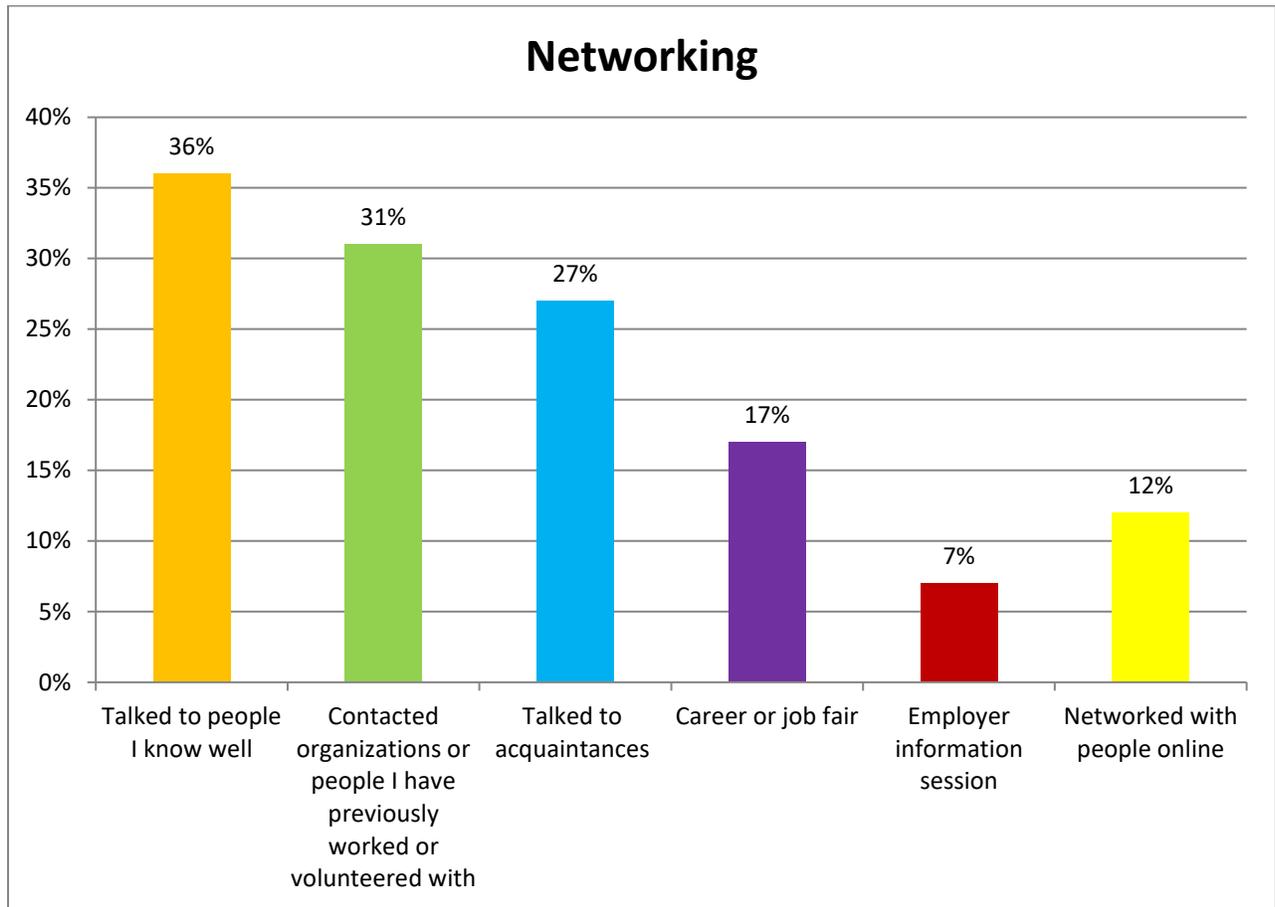
But what information are you supposed to keep track of and what questions are you supposed to ask? The activities that are placed throughout the Guidebook give you suggestions on the information you should look for and how it might relate to another activity or additional areas for exploration. We suggest that you move some of the answers to the activities to a separate document, such as a Google doc, a note in Evernote, a notebook, or your personal calendar, or use some of the LinkedIn features that we explain in the Guidebook.

Keeping a private digital record, such as a Google doc, means that you can access it anywhere: you can cut and paste resources you find online into the document, copy and paste the path to the resume and cover letter you used to apply for a job, keep track of any keywords you used to find the postings, and keep links to articles and advice. You can also connect calendar appointments to your Google doc and attach Google docs to appointments in your calendar. Keeping a digital version of your notes means that you can access them from a cell phone, tablet or laptop. For example, if you forget to print out your information interview questions, you could easily sign in to your Google account (or Evernote or Dropbox if you prefer) and access those questions—provided that you can connect to the Internet when you need these files.

How you keep these records is up to you, but it is important to keep them so you can track your progress, as well as use some of the most successful methods you discovered if you have to job search again.

If you have any questions, suggestions or concerns about the Guidebook, please feel free to email us at yourcareercentre@ualberta.ca

Talking to People



What is networking?

Networking is the systematic development of relationships with people who can provide information and support your career management. The term networking is often disliked because people often misunderstand or misuse it. Networking should not involve overzealous, one-sided requests for assistance, nor should it be limited to casual conversations about employment. Effective networking requires time, energy, organization, and a systematic approach. Identify contacts that can help you in your career management and be specific with them about your needs.

Remember that everyone has connections, so don't leave anyone out when you are creating your list of people to talk to for career advice and job search assistance. Try to be specific about the information that you need, or if you have any requests for support. The type of information you may seek from your contacts includes feedback and advice on possible career options and information on current and future employment opportunities, as well as general labour market information and work search tips.

Misconceptions about networking

The number one misconception that people have about networking is that it is instantaneous: you attend an event and the event is a success or a failure depending on whether or not you get a job offer.

Networking is like planting seeds and waiting for them to germinate and grow; it is not like buying pre-cut, pre-washed lettuce. Looking for a job that capitalizes on your education and experience is time consuming, especially if you factor in the time you took to complete your education, your work on specialized projects, and time spent in summer and volunteer work that provided a sort of “apprenticeship” in your chosen field, all while meeting peers and leaders in your field. It takes a long time from seed to harvest; likewise, networking can take a while to lead to obvious benefits.

The next misconception is that networking is unethical or unfair. There are two ways that selecting someone you know for a job could be unethical: nepotism and/or cronyism. Nepotism is when you hire a family member to work in a position for which they lack the credentials, education or experience to hold the job. Cronyism is when you do the same for a friend or an acquaintance. Both of these tactics are unethical and we do not suggest that you use them.

However, if you find yourself in the position where one of your contacts needs someone with your level of experience or background, of course you can nominate yourself or someone that you know. Keep in mind that you will probably have to go through the same screening and assessment that any other candidate would. In this case, your qualifications are still measured and matched to the position requirements.

Networking is building genuine relationships with people over time, based on your skills, ability, education, credentials, your previous projects and behaviours. Networking should also be reciprocal in some way, but not everyone counts on an exact one-to-one exchange. If you find yourself in a position where you have little to offer at that moment, you can always thank a person for their help and agree to “pay it forward” or return the favour when you have an opportunity.

One final misconception about networking: no one is required to make a referral for you or to provide access to their network. It does not matter if they are an alumni of your program, it makes no difference how nicely you creep them on LinkedIn, or if they are related to you. If a person is not willing or feels they are unable to assist you, you should respect their refusal and find another contact.

How can a student or recent graduate network?

Networking is a skill that must be practiced and developed over time, and it is one that is useful in all professions. When building your networking skills it is particularly important to find ways to share your knowledge.

Students and recent graduates have a great deal to offer, but usually don’t recognize it because, when compared to most of their peers, they feel they have very similar resources, experience and skills.

Here are some examples of ways that students and graduates can reciprocate when networking:

- You usually have access to the most cutting-edge research and technology in your field. You can share this information.
- You have access to specialized knowledge, as well as an awareness of current trends and methods of research in your field.
- You have access to knowledgeable peers and you can make referrals.
- You know about the campus and its environment, and you can share what you have learned from your experience.

- You know about your community. You can give suggestions on where to eat, what festivals or events are coming up, you know where to find inexpensive tickets to events, and you have been a patron at several businesses where you have received an excellent product or service.
- Your leisure, spiritual or extracurricular activities may provide knowledge or access to a specific group that your contact may not normally be able to reach.
- You may speak or read another language that your contact needs assistance with. You may also be knowledgeable about cultural mores, geography, and experiences that you can share with your contact.

While you are job searching, you will come across jobs that you are qualified for, but you aren't interested in. The job is great...but you don't want to live in that town/city/province/country. This job looks interesting...but this isn't your area of interest. Pass those job postings on to your peers and colleagues who are qualified and may be interested in them. This is one of the simplest ways that you can begin networking, since you are already job searching, and not every job you find will be suitable for you, but it may be suitable for someone in your network.

Earlier in this section, we mentioned two unethical practices—nepotism and cronyism. If you believe that these practices make networking unfair, don't engage in them. If you feel that networking is unethical and you are vocal about avoiding networking, people will not network with you. Instead take the stance that networking can be fair, reciprocal and open and that your referrals are made based on the skills and experience of your connections.

Here are some ways we suggest you can do that:

- **Openly share some of the job postings you see with your friends, peers and connections on your online social and business media channels.** Practicing openness in this area makes it easier to share knowledge with everyone. It can also help you inform others that you are job searching. After all, the more people who are aware that you are looking for work, the more assistance you can receive and the more knowledge and advice they may share with you.
- **When making personal referrals, stress ability and reliability over friendship.** When you are asked if someone you know is looking for work or would also qualify for a specific position, then message, email or call people you have worked with on past projects or jobs who carried their weight and delivered excellent work. Build your reputation for having quality connections.
- **If you feel that the person who asks for access to your network is unethical or their offer is exploitative in some way, don't make a referral.** You can always say that you don't know anyone who is looking for an opportunity like this. This is true: you may know people, but you know they aren't looking to be treated poorly.

Everyone has a role in making networking ethical. Share openly but guard your professional connections by putting them in direct contact with the people who do the best work, and with people who will value their contribution.

It is also critical to thank anyone who has assisted you in your job search. Keep a list of contacts, their information, referrals, if you need to follow up with them at a later date, and make note if you thanked them for their time, even if their assistance didn't lead to a specific opportunity.

In addition to gaining information and support from people you already know, effective networking involves actively expanding your list of contacts. It is important to build your network of employer contacts, as well as contacts with professionals already working in your field(s) of interest.

You can start networking most comfortably with people with whom you interact, either frequently or occasionally.

Activity: Talking to close ties

Close ties are those people with whom you have close relationships—for example your family, friends, colleagues, and members of groups you belong to, etc. For some people, the connection between their family and friends and potential employment opportunities seems obvious: for example, one of your parents is a teacher, while the other is a school administrator and you want to be a teacher. Easy: ask them all the questions you need about the appropriate methods to find opportunities and what principals look for on applications for new teachers. For some job seekers, this generational connection to employment, either by profession/occupation or industry, is readily apparent.

In addition, some of the friendships you maintained from high school, university, working, volunteering, or other involvements may include many people from your discipline who are willing to help their friends—and who you can also offer to assist in your turn.

Name of Person:

Date of interview/discussion:

What questions did I ask?

What did they tell me?

Did they give me a referral?

Who:

How can I reach this person?

If you aren't sure what questions to ask, we offer a *Guidebook on Career Information Interviewing* on our website that provides several ideas.

Thanking or helping the people you talk to, and being engaged in their advice, even if you disagree with it, is not optional but required. Ingratitude is one of the reasons why some people feel exploited when they network, because it seems as though the people they help offer no thanks for their time and efforts. If you want to be remembered positively—and even parents can get angry when taken for granted—always make the people who are assisting you feel valued.

Although networking with close ties is successful for some people, there are many reasons why you may not be able to network with these connections:

- Your family and friends are not working the same industry that you want to work in
- Your family and close friends feel your discipline is a great mystery that they cannot understand, or they make suggestions that indicate they don't really understand what you want to do
- Your family and friends feel they have no connections to offer you, and you can't coax them into making suggestions
- Your family and close friends may live in another region or country and can offer limited assistance for your local job search
- You are estranged from your family

For all of these reasons, and for the people who have already worked with their close ties to discover information, it is time to examine the strength of your “weak ties”.

What are “weak ties”?

Where strong ties could be close friends or family, weak ties are often characterized as acquaintances, or someone you met through a mutual close friend. While you may have a tendency to rely heavily on your strongest connections, using this strategy alone has drawbacks. Focusing on your close connections, or strong ties, results in information sharing within an enclosed group of people.

Paradoxically, weak ties are actually just as important as the stronger connections you have in your network, due to their tendency to act as connectors or bridges for information sharing. People who you may be weakly connected to are actually more likely to move in circles that are different from your own, and will thus have access to different information than you normally receive. Weak ties are more likely to link you to members of different small groups than strong ties, which tend to be concentrated within particular groups. Often, when weak ties result in referrals or a successful job connection, they occur due to a chance meeting or through mutual friends, which is just one more reason to always remain alert and ready to take advantage of unexpected opportunities.

There are a few different strategies you can use to leverage the weak ties in your network. One is to have a short summary of your background prepared, including what kind of work you are looking for. This is often referred to as an elevator pitch. You can use your elevator pitch next time you are introduced to someone through a mutual friend. You never know if your new acquaintance may have heard about the perfect job for you.

Another strategy you can try is social media. Think about all the people you may be friends with on Facebook. How many of those people do you see or talk to regularly? Facebook friends are often acquired through short-term or temporary encounters, such as coworkers from previous jobs, other volunteers you may have met, or even just high school or university acquaintances that you no longer interact with on a regular basis. All of these relationships could be characterized as weak ties, and by letting your broad network on social media know that you are looking for opportunities, you may be better equipped to access the information sharing opportunities that weak ties provide.

Activity: Drafting a message to a weak tie

If you decide to contact a weak tie, what will you say to them in your initial message? It is perfectly acceptable to send an email to this connection to introduce yourself, though you can also draft a phone script for contacting this person. Email allows the person to consider your request and check their schedule. If you are contacting them by phone, you may also want to ask the person who referred this connection if they would be willing to get an appointment for you to make this first phone call, or at least mention that you will be making the call.

We suggest that you also confirm the gender of the person you are contacting, as well as determine how formal the person is.

Dear Ms Kang,

My name is [...] and I am currently a student in [...] at the University of Alberta. I was referred to you by [...] since she/he felt that you would be able to schedule an information interview about [one from the list of realistic goals for the initial conversation]

Examples of realistic goals for an initial conversation:

- How to find out about entry-level jobs in this industry
- Trends or current issues in the industry that may affect your employment prospects
- Information about the organization/industry the person works for/in (and make sure your questions aren't about topics you could have discovered from the website or an industry newsletter)
- What types of experience this company looks for in applicants for summer or permanent employment
- Information on the outlook for this specific region and your career goal

I hope that we would be able to discuss this issue in person at your earliest convenience. Thank you for your time and consideration.

Sincerely,

[...]

When you are writing the email, please do not copy our suggestions word for word. Think about what your goals are and express them in your own words. For more advice on information interviewing, we offer a [Guidebook on Career Information Interviewing](#) on our website.

It is not appropriate to ask this person to take your attached resume to human resources for "a review". The people in human resources are busy and you likely need to apply according to their procedures. However, after your initial meeting, your connection may invite you to follow up with your resume, though this will probably be in line with their human resources policy on accepting referrals for employment.

You should also allow your contact to provide an initial time and date for your meeting; abstain from providing them with a list of times when you are available/not available, or demanding to contact them at a specific time and/or date. They are doing a favour for a friend by helping you, so it should be up to them to decide when they can meet with you.

If you don't receive a reply, follow up with another reminder message within seven to ten business days. If they do not reply to the second message, move on to another connection.

If you need to contact someone who you have no personal connection to, there is advice on preparing for cold calls on page 26.

Contacting organizations or people you have previously worked or volunteered with

Many students work or are engaged in a variety of service positions both on and off campus while they are completing their post-secondary studies. These employment and volunteer activities also helped them develop skills they used in the workplace after graduation:

- Seventy-eight percent of Employment Survey respondents said that they were employed while they were a student, and 47% of those respondents said the jobs they had in school helped them a great deal or considerably to develop the skills and knowledge needed for the job they held after they completed their degree in 2010.

- Fifty percent of respondents participated in a work experience activity such as an internship, co-op, or practicum and 80% of those respondents replied that the work experience activity helped them a great deal or considerably to develop the skills and knowledge necessary for the job they held after graduation.

Since 31% of respondents received an interview or job offer by reaching out to former employers or volunteer connections, it is now time to take out your resume and see who you can remember from those experiences and who you think would help you in your job search.

Activity: Identifying contacts using my resume

This activity is to help you look for areas where your connections can offer you advice or assistance, as well as to keep track of people in your network. You may have let go of relationships that you meant to maintain, whether to find employment or just re-connect with someone who loves horror movies as much as you do, and a simple “I’m thinking of you” message could be enough to re-establish the connection. Unless they have a confidentiality agreement, people are also usually willing to talk about their work, so asking some questions about their work in a social setting is completely acceptable.

Review a copy of your current resume and look at the places where you worked or volunteered. Try to remember the names of the supervisors and/or co-workers that you could reach out to. Focusing on past experiences that went well will increase the chances that your contacts will be willing to help you. Using the activity below, record your current relationship with each potential contact for each employment or volunteer experience.

| Employment/Volunteer Experience: | | | | | | |
|----------------------------------|--------------|-----------------------|-----------------------|-------------------------|-----------------------|----------------------------------|
| How long was I there for? | | | | | | |
| Name | Relationship | Facebook friends | Connected on LinkedIn | Have their phone number | Have their email | When did I last see this person? |
| | | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| | | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| | | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| | | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |

Though there is no space in the activity to consider the quality of the relationship—was it friendly, did the person annoy you, did they seem happy to work with you—you can always include this information in your personal notes. You are also not required to follow up with every person you have ever worked with. This activity is to help you look at useful connections you may have let lapse or people you might consider as advisors for your job search. Think about where people are now. Perhaps you worked in a restaurant with someone several years ago who is now working for the employer you want to work for, or in a similar occupation.

You might feel more comfortable reconnecting with a less formal letter than the draft message to a weak tie; send a “how’s it going” message on social media, or ask them to connect on LinkedIn if you aren’t already connected. If you feel strange asking them for job search assistance outright, take some steps to re-establish the relationship, such as asking if it would be okay to meet for coffee, or make a reasonable offer to help them with something they have posted on social media that they need help with.

Activity: Who did these organizations co-operate/compete with?

If you have already worked in your field—on a practicum, co-op, work experience, internship or volunteer—brainstorm organizations that work in the same industry. This brainstorm can help you identify potential contacts. Use the activity “Talking to weak ties” for the people you know at these affiliated/competing organizations. They may be able to help you find opportunities with their current employers.

| Organization Name: | | | |
|---|---|---|---|
| Affiliated or competing organizations? <i>Their names below</i> | Do any of my former colleagues work there? <i>Their names below</i> | Do I know anyone else who works there? <i>Their names below</i> | What do I know about this organization? Would I work there? |
| | | | |
| | | | |
| | | | |

This activity will also help you determine additional companies to research for job opportunities. You will find more information about researching employers and opportunities later in this guide.

LinkedIn Tip: Finding similar companies

Use LinkedIn to find related organizations, either affiliates or competitors, by using LinkedIn Company pages. You will need to search for a specific company in the LinkedIn search bar and select their company page from the search results.

Once you are looking at a Company page on LinkedIn, and you are interested in following their LinkedIn activity—including any job postings they post to LinkedIn, click on the *Follow* button to add their updates to your feed. If you scroll down the Company page you will see a list of similar Companies in LinkedIn. You can view their profiles to find other organizations to follow and/or research.

Here is an example from the Thomson Reuters’ Company page on LinkedIn:

If you are interested in these other similar companies, you may also opt to follow their updates, as well as any of the companies they are connected to in their sector or industry. These additional suggestions could help you discover affiliates and competitors, along with their relevant job postings, if they are shared on LinkedIn.

Similar companies

- 
Thomson Reuters
 Information Technology and Services
 10,001+ employees
 11 school alumni work here
- 
Reuters News Agency
 Media Production
 5,001-10,000 employees
 1 school alumnus works here
- 
Bloomberg
 Online Media
 51-200 employees
 2 school alumni work here
- 
The Economist
 Publishing
 1,001-5,000 employees
- 
The Wall Street Journal
 Newspapers
 1,001-5,000 employees
- 
Bloomberg LP
 Financial Services
 10,001+ employees
 6 school alumni work here

Student engagement

Forty-eight percent of respondents in the Employment Survey were involved in co-curricular or extra-curricular activities such as student government, student association, student club, undergraduate research, etc. From those respondents that answered *yes* to participating in these activities, 36% said the skills they learned in co-curricular and extra-curricular activities helped them a great deal or considerably to develop the skills and knowledge needed for their jobs after graduation.

Getting involved in co-curricular or extra-curricular activities also helps you connect with new people. As you are completing the activities “Talking to close ties” and “Talking to weak ties” make sure you are including these experiences.

Career or job fairs and other networking events

At career fairs, job fairs, mixers and other career-related networking events, employers and professional associations attend with the hope of connecting with potential hires and providing information about their organizations. Students are able to speak one-on-one with representatives of the organizations. These events are an easy way to make a personal connection with an employer.

Do not be afraid to initiate conversations with hosts, participants and other attendees. Most of the people at the event have the same goal: to meet more people and build their network.

It is best to prepare before attending a career fair or similar event to maximize your day. There are a few different steps you can take to ensure you are prepared.

1. **Determine who is coming.** Most events will have a list of the organizations that are planning on attending. Try to find at least five that you are interested in speaking with. When you select your organizations, keep in mind that a large organization can represent many opportunities. For example, a video game company may not be attending just to hire computer programmers—they may also be interested in marketing, communications, creative writers, game designers, illustrators, actors, accountants, human resource officers, community engagement personnel, technical writers, etc. Don't assume who an organization is there to meet without talking to them.
2. **Prepare an introduction.** Organizations may try to decide what opportunities they have for you based on information like your status and area of study, your areas of interest, your work experience (paid or unpaid), your extra-curricular activities and your skill set. If you prepare an introduction that covers this information, you have helped out the representative.

When you introduce yourself, state your name (first and last), and give a brief description of the most relevant information to that employer. Telling the employer where you are in your program is often a good idea because those early in their programs are eligible for, or may be more interested, in summer jobs, work experience programs, or possible part-time work during the school year, while those later in their programs are often interested in new graduate or entry-level positions; this allows you to hint at which of the employer's programs you are most interested in.

For example, I'm a fourth year student in Art and Design looking for an entry-level graphic design position. Could you tell me more about your new graduate recruitment program?

Or

For the past couple years, I have been involved in a research project examining food accessibility for newcomers and refugees in Canada. I have found ways to apply my research findings in the community, particularly at the Food Bank where I participated in a policy review. What kind of work is your organization doing on food policy?

3. **Prepare questions.** Thoughtful questions can give you new information and show your interest in the organization. Try not to ask questions where answers are readily available on the organization's website or through other sources. Some (general) sample questions you could use are:
 - What can an entry-level employee expect to be doing upon being hired in your organization?
 - What skills and experiences does your organization look for in applicants for (*the type of position you are applying for*)?
 - What attracts you to an application?
 - Does your organization provide opportunities for on-going professional development?
 - What does your organization's hiring process consist of?
4. **Wear appropriate clothing.** The people who are working at the career or job fair are often part of the formal screening and selection process for candidates and you want to make a good impression.
5. **Be open to opportunities.** If you are not sure what kind of work you are looking for, keep an open mind about the opportunities you hear about. Trying new things allows you to build new skills, make new connections and become more confident about your career decisions. Summer, contract, or temporary work is particularly useful in exposing you to new jobs and workplaces.
6. **Keep track of conversations.** Write notes in a notebook, write notes on the back of business cards, write or highlight points on the brochures and material that you collect. Attach business cards to the appropriate material. This makes it easier to follow up or to conduct additional research.
7. **Move on when you have shared enough information.** Excuse yourself politely. For example, "It was great to meet you but I should move on and let other people have a chance to speak with you."
8. **Follow up.** When you attend the event, you may be asked to apply for a job through the organization's formal process or send a query letter to the organization. If you have been invited—even if all attendees were asked—follow up with the organization. You cannot receive an offer, or be turned down, for a job that you have not applied for, so don't talk yourself out of any opportunity that appeals to you. Be conscientious with the representative's time and ask for ways to follow-up with the organization if they or their booth is particularly busy.

The Career Centre's career fairs, mixers, speaker series, and other networking events are listed on our website uab.ca/cc, including a list of attendees. You can find information about career fairs and events in Edmonton and around Alberta at www.alis.alberta.ca.

Activity: Talking to employers at a career fair or networking event

Fill in the chart below for each career fair or networking event you plan to attend and list at least five organizations that you would like to meet. The number of organizations you target may change depending on the size and focus of the event. When deciding which fairs or events to attend, look at (or ask for) the list of attending organizations so you can decide if the event might have opportunities in your occupation or industry.

| | | | | | |
|----------------------------|----------------------|--|--------------------------|---|-----------|
| Fair and Host Organization | | | | | |
| Date | | | | | |
| Choice | Name of organization | Name of representative(s) you spoke to | Where do they post jobs? | What opportunities are currently available? | Follow-up |
| 1. | | | | | |
| 2. | | | | | |
| 3. | | | | | |
| 4. | | | | | |
| 5. | | | | | |

Remember not to make assumptions about which positions organizations are seeking to fill. Visiting your top choices during the middle of your time at the fair or event gives you time to practice interacting with other employers and also ensures you won't miss your top choices if you are running low on time. If the representatives ask you to follow up with an online application, contact them by email, or attend a specific information session, write that information in the follow-up section below, as well as the date you complete the follow up.

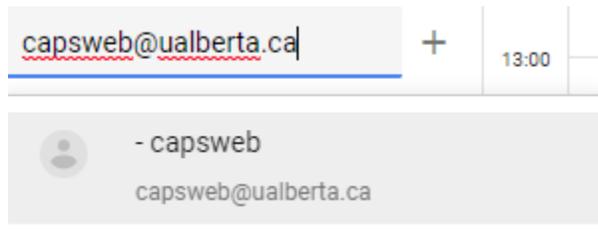
Employer Information Sessions

Employer Information Sessions are an excellent way to learn about career and employment opportunities in your area(s) of interest, and to learn about various employers. An employer will present information about their organization, give information about career opportunities and give students a chance to network with them. They happen on campus throughout the year and are hosted by a variety of different employers.

Upcoming Employer Information Sessions are listed on our website uab.ca/cc

Activity: Add the Career Centre's Events Calendar to your Google Calendar

To learn about and sign up for on campus recruitment events, you can add our Google Events Calendar to your U of A Google Calendar. Currently, our public events calendar is available on our website, but you can sign in to your U of A Gmail, go to your Calendar and in the field *Add a colleague's calendar* and type in capsweb@ualberta.ca. Once you select that calendar, our public events will be one of the calendars you can see on your U of A Google Calendar.



This calendar includes events such as upcoming career fairs, mixers, employer information sessions and career education events.

Career or placement service at a professional conference

Joining your professional association may be required for your professional licensure or certification, such as the Association for Professional Engineers and Geoscientists of Alberta (APEGA), or it could be recommended to join but not required by legislation, as in the case of librarians (the Canadian Library Association or the American Library Association) or editors (Editors Canada). Determine if professional membership is required or recommended in your field, and look at the website or contact the appropriate organization to find out what services the association offers to students.

Membership in a professional association has many benefits, including networking, exclusive job postings, and conferences which include career education, such as how to write a resume, career options in the profession, or specific recruitment events which include meeting with human resources staff and initial screening interviews. During the spring of 2016, we assembled a Google sheet of professional associations and looked at some of the services that they provided which could be useful for job seeking.

- Thirty percent of associations within the spreadsheet offer networking opportunities and 57% provide conferences or symposiums which can provide additional networking opportunities.
- About 50% of the professional associations in the spreadsheet we compiled include a job posting service, and 78% of these associations have unrestricted postings, open to the public. In addition, 73% of the postings cannot be found on other job sites, which may make the job postings exclusive.

Professional conferences are very helpful if you would like to work in another city or region. Local, regional and international organizations can meet to recruit at a professional conference, which can save you travel costs and time.

This spreadsheet is accessible on our website uab.ca/cc

Activity: Find relevant professional associations

Some professional associations will provide advice and information about what people working in the profession/industry/occupation do, including information about what education is necessary, what people do in the field, where they tend to be employed, and may even include a list of potential employers. You may also want to make a note if certification or a license is required to work in these occupations.

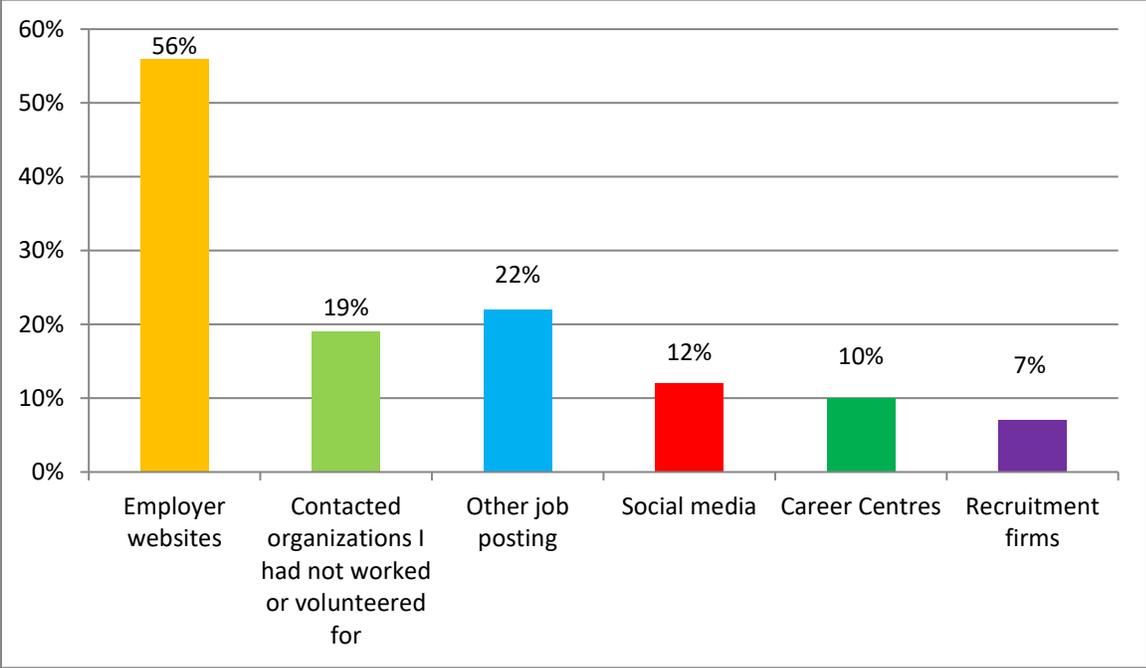
In addition:

- If the relevant professional associations have an online job board, you have an additional source for job postings.
- Their e-newsletter may include information on upcoming events, such as mixers and conferences, as well as provide a source of possible people to contact for an information interview.
- The membership directory will help you add more companies to your list of affiliated/competitive companies, as found on page 13. In addition, the companies within the directory may also have additional job postings and recruitment events.

This spreadsheet is available on our website uab.ca/cc, or if you are a T2C participant, within the T2C eclass.

| Name of Professional Association | What does membership cost? Do they offer student memberships? | Does the professional association have a careers/or <i>What does an [X] do</i> web page? | Do they have an online job board? | Do they have an e-newsletter? | Do they have a membership directory? | Do they have any upcoming networking events? <i>Date, location and cost</i> |
|----------------------------------|---|--|-----------------------------------|-------------------------------|--------------------------------------|--|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

Researching and Applying to Opportunities



Job postings on employers’ website

Sometimes employers only utilize their internal job board to post opportunities, opting not to post their job opportunities on a vertical search engine or to any outside agencies. As a result, it is important to monitor the site for job postings as these will change regularly. You could set a calendar reminder to check the job boards each day, or set up a Google Alert, which tells you when something on the page has changed. In regards to the Google Alert, it is important to keep the URL precise.

LinkedIn Tip: Does a company you are following have a career page on LinkedIn?

In the previous section on talking to employers, we provided several exercises on brainstorming the contacts you have with previous employers, as well as looking for companies that are related to your previous employers and following them on LinkedIn. You can grow this collection of potential employers on LinkedIn by looking for companies that you would like to work for, have identified with research from the previous and following sections, and determine if the organization has a Company page and an Overview or Jobs subpage on LinkedIn.

On the organizations Company page, you can see a list of people you are connected to on LinkedIn who work or worked that organization, as well as the available positions that this company has listed on LinkedIn. Some of the Company pages include videos for prospective employees about what it is like to work at the company, testimonials from current and previous employees, as well as company news that they have posted to LinkedIn..

If you are following the company on LinkedIn, you may also see some of these updates in your own LinkedIn dashboard, though it is a good habit to check the websites of companies you follow for additional positions that they have not shared on LinkedIn. Some companies will also accept your LinkedIn profile as a resume, or redirect you to their main careers website and applicant tracking system.

This is one additional method for finding out information about your target companies, though it should not be the end of your research into the company.

Researching employers

Usually you will research employers at two different stages of the work search: when you are looking for a company to work for, or when you need to prepare for an interview with an employer. Through research, you will learn about the organization, its products and services, the work environment, and the specific needs of the organization. Your research will also help you decide if your skills, values and goals fit with those of the employer. You may also need to research the employer in order to find contact information to conduct further research or apply for a position.

Research is enormously important: according to the responses from our Employer Survey of 2008, 45% of respondents indicated that *No research into the organization or position prior to the interview* was one of the most common reasons for rejecting an applicant. Clearly, even if you conduct basic research into the employer, you will stand out from most other candidates.

When writing your targeted application or preparing for an interview, you should look for the following information:

- Is this organization public, private, non-profit or government?
- What is the size and location(s) of the organization?
- In what industries or sectors do they operate?
- What major challenges do they or their industry or sector face?
- What products and/or services do they make or provide?
- Who are their main customers and competitors?
- What are their goals and objectives?
- What types of positions do they hire for that interest me?
- What kind of work environment do they have?
- Is it a unionized organization?
- What do they look for in an employee?
- What is their reputation as an employer?

Start with the employer's website. On the employer's website, you can find contact information and possible job opportunities. You can also get a feel for the image which the company seeks to present to the public. Sometimes, however, the website contains very limited, subjective, or highly flattering information.

Once you have done some initial research on the organization, you can conduct further research by contacting employers directly. This allows you to investigate career options, learn about organizations of interest, or to put yourself forward for employment opportunities. Employers can be contacted in writing, by telephone, or in person.

Each method has its advantages and disadvantages. To maximize your effectiveness in contacting employers, it is best to use a combination of these approaches.

Additional methods

Job seekers can use some of the following methods to find out about potential employers in their sector, industry or region.

- Job Bank, <http://www.jobbank.gc.ca/>, hosted by the Government of Canada. This job board is a service provided by the Government of Canada for employers to post a wide variety of jobs, nation-wide.
- The Yellow Pages, <http://www.yellowpages.ca/>. A simple keyword search could lead to a list of potential employers, as well as links to their websites and career pages to search for available postings.
- The Edmonton Chamber of Commerce (<http://www.edmontonchamber.com/>) and the Better Business Bureau (<http://www.bbb.org/edmonton>) will provide you with many different employers in that region that provide specific services. Use their directories to find employer names and websites, and then look for the employer's specific career pages. If the company does not have a career page, it is possible that they recruit on Job Bank or that their job postings are listed with a professional association or with a recruitment firm.
- Eluta.ca's Top Employer Directories. The vertical search engine Eluta.ca offers several different filters in their *Top Employers* menu including Top Employers for Alberta, Canada's Top Small and Medium Employers and Canada's Best Diversity Employers.
- Glassdoor. Use their search directories to search by region, industry and trending companies.

It is also worthwhile to send a query to or visit the Reference Desk at the Winspear Business Library to ask for more information on resources and databases, such as Hoovers or PrivCo (private companies), that provide information on employers in your sector or industry. The full information in some of these databases, which could include direct contact information for Human Resources personnel, is only available to subscribers and the library may make these resources available to students. Contact a reference librarian for assistance on how to look for this information and to determine what resources you have access to as a U of A student or alumni.

Job postings at the University of Alberta Career Centre

Employers that post their jobs on the U of A Career Centre website have deliberately placed their jobs on this board to potentially recruit U of A students and alumni.

Anyone is able to browse the online job postings, and you can create a student account to bookmark jobs for later. When searching for jobs you can limit your search by area of study, minimum degree requirements, whether it is full or part time work, and/or what type of work it is such as internship, permanent, summer, or temporary. You are also able to search both open and closed job postings, which is a great way to see what time of year employers you are interested in are typically hiring, and what types of positions they have hired for in the past.

On-campus and off-campus positions are posted and accessible year round on our online job postings board. Go to uab.ca/cc and select the *Job Postings* button and select *Search Our Job Postings*.

Faculty office

Some faculties and departments offer career-related services that students can take advantage of during their self-directed job search including the following services:

- A job posting board that is limited to students and graduates of the faculty.
- Career-related paid internships or work experience opportunities for their current students.
- Career-related events where students can learn about employment opportunities and network with industry professionals.
- Staff advisors who may assist students with their career questions.
- Professors who are connected to industry, which may lead to referrals, opportunities to network, volunteer, research, etc.
- Career-related topics may be addressed in classes, seminars, or by guest speakers.

Don't be so quick to delete e-mails from your faculty/department! Faculty/department emails and newsletters may contain information on industry news, employment opportunities, and upcoming events in your discipline.

Filter these e-mails in your Gmail with the following steps:

1. Sign in to your Gmail.
2. Click on the "down arrow" in the search bar.
3. Type in the e-mail address under "From". For example, science may students may be interested in filtering the Faculty of Science Newsletter, sci.life@ualberta.ca.
4. Click "create filter with this search" on the bottom-right hand corner.
5. Check off your filter criteria, i.e. starring or marking them as important, categorizing them, etc.

Alternatively:

1. Sign in to your Gmail.
2. Open the e-mail of interest.
3. Click on the "down arrow" next to the reply button.
4. Click "filter messages like this".
5. Click "create filter with this search" on the bottom-right hand corner.
6. Check off your filter criteria, i.e. starring or marking them as important, categorizing them, etc.

Faculty or department involvement in career management for their students and alumni can vary widely from one office to another, as well as one school to another. We recommend that you check with your faculty/department to determine what career services are available. In some cases, select career services may also be offered through faculty/department-affiliated student groups.

Contacting organizations you haven't previously worked or volunteered with

Warm connections include your personal and professional contacts, as well as those people to whom you have been referred. For example, your contact can make an introduction or an appointment on your behalf.

However, not all job prospects will be warmed up to you. Contacting organizations that the respondent had not had previous experience with led to an interview or a job offer for almost 20% of the Employment Survey respondents. If you work on your approach, this may also be an effective method for you, especially if you are trying to break into an industry or sector.

How to cold call

The Career Centre Employer Relations team contacts several hundred people and organizations a year to persuade them to post on our job board, attend or host a recruitment event on campus, or to sponsor an event or service, so they have a great deal of practice when it comes to cold calling contacts. Our Employer Relations team prepared the following tips and advice for career centre clients who need to make a cold call to a potential employer.

10 tips for making cold calls

1. Know who you want to call and how to reach that person.
2. Don't let fear of rejection hold you back from making the call, you have nothing to lose. The worst case scenario is that you are exactly where you were before you made the call.
3. Use a maximum of 30 seconds to get your core message through.
4. Be as natural and engaging as possible. Ensure your energy and enthusiasm is translating over the phone.
5. Twice as important as what you say is how you say it, so the slower you talk the more people will listen.
6. Use a script (your message must be direct and your opening line must command attention and make someone want to listen to you).
7. Visualize success—remaining positive will lead to success.
8. Anticipate occasional rejection—this will happen from time to time, but by anticipating it, you are prepared to deal with it in a positive manner.
9. If a message is to be passed along to the person you want to reach, ask to do it in an e-mail. If sending the email to a receptionist, ask that a copy be printed and passed along to your intended contact (this ensures your message is relayed accurately).
10. At the end of your call, clarify whatever it is you want to accomplish.

It is the job of a receptionist or administrative assistant to filter calls and only allow through what is most important for their supervisor to handle. To get through a receptionist or administrative assistant, remember they are people too, so be courteous, friendly, and maybe even funny. Making their day may help make yours.

- Plan every aspect of your call.
- Make the front-line person into an ally, so be sure to learn and use their name, especially if you may need to call again.
- Remember, they have a wealth of valuable information.
- Get the correct name of a “decision maker” including spelling, pronunciation, and gender if in doubt.

- Tell reception you would like to speak with *Mr/Ms X* and ask for that person’s direct line, extension, best time to reach that person, etc.

Of course, you may also decide to email your cold contact and wait for a response. However, as you may have experienced when dealing with your own email, you may delete messages from people who you don’t recognize, while you may be more willing to help someone with a task or request if they contacted you directly and are polite and friendly. This is also a measure of your communication skills and initiative, which a phone call demonstrates much better than an email.

When should you avoid cold calling? When you have all of the information you need from their website, through contact with another representative from the organization, or if they have specified that they do not accept phone calls or email inquiries about human resource information. You do not have to make up an excuse to call someone, especially if they have explicitly stated that they do not accept inquiries.

Activity: Preparing for your cold call

Use the table below to prepare for a cold call.

| | |
|--|--|
| Who are you calling? | |
| Organization: | |
| Job Title: | |
| Contact Number: | |
| Date Contacted: | |
| | |
| How did you hear about this organization or person? | |
| What is your goal for this call? | |
| What will you say? | |
| | |
| What were your impressions of this person or their organization? | |
| | |
| Did they ask you to follow up? | |
| When will you follow up? | |
| How did you feel making this call? What did you learn for the next time you have to make a cold call? | |

Volunteering to make connections

Sixty-five percent of respondents from the Employment Survey said that they had volunteered while in school, and out of the people who had volunteered, 35% said that their volunteer experience had either helped them a great deal or considerably to develop skills that they had used in their work since graduating.

Depending on the type of volunteering that you engage in, a volunteer experience will allow you to:

- Develop skills, such as public speaking or interviewing
- Gain experience working with a specific client group, such as children, women with children, entrepreneurs (etc.)
- Meet with people in a specific industry and show them that you are a capable and reliable worker
- Use some of the skills and knowledge you possess and apply it to an issue in the community
- Improve the community, as well as make a contribution to specific project or area of focus

It is possible to find both short-term and long-term volunteer opportunities that make use of your education, as well as help you develop new skills and make new contacts. Committing to long-term volunteering is often handled like a job: you apply, you supply references, you are screened, you receive an offer, you work as many hours as you originally agreed to, and, if necessary, you quit by giving the organization appropriate notice and by writing a letter of resignation.

Finding Volunteer Opportunities

You can begin volunteering by looking for on campus opportunities. The Students' Union offers a directory (<http://www.su.ualberta.ca/services/studentgroups/>) of recognized student groups on campus. You can also form your own if there is no group that represents your interests.

For off-campus choices, you can use the following resources

- The Students' Union Volunteer Registry (<http://www.su.ualberta.ca/services/infolink/volunteer/>). Opportunities on the registry are searchable by keyword, and can be browsed by organization and by faculty.
- You can search opportunities posted on Volunteer Alberta (<http://volunteeralberta.ab.ca/>) and the Go Volunteer (<https://www.govolunteer.ca/>) databases, as well as on the volunteering section of the City of Edmonton (http://www.edmonton.ca/programs_services/volunteer-opportunities.aspx) website. Volunteer Alberta runs the Serving Communities Internship Program (SCiP) available to students that are registered in certain public Alberta universities (<http://joinscip.ca/>).
- Attend a career or volunteer fair. Volunteer Edmonton hosts an annual volunteer fair, while non-profits that are looking for volunteers regularly attend the University of Alberta Career Centre's Careers Day, Summer, and Education Career Fairs. Fairs work best for people who don't know what type of volunteer position they are interested in, or who may be unaware of the non-profits that offer services in their area of interest.

Additional volunteer opportunities are available with specific faculty-based clubs, extracurricular organizations that focus on a certain foundation or cause, or other student groups such as fraternities and sororities. All of these groups have different volunteering opportunities that could match with your interests.

You can also use Inform Alberta (<http://informalberta.ca>), a province-wide directory of public services and non-profits, to find organizations that offer services in your area of study. We recommend that you search based on your personal interests. For example, if you are interested in working with seniors or providing environmental

education, you can search Inform Alberta to see what organizations offer services in that area. Inform Alberta is a directory, not a volunteer database: you need to visit each organization from your search results to see if they accept volunteers.

If you are interested in international opportunities, we recommend visiting the International Centre, using some of the resources in our international section in our Resource Centre, as well as the website Idealist (<http://www.idealist.org/>), World University Service Canada (WUSC) (<http://wusc.ca/>) or UN Volunteers (<http://www.unv.org/>)

Other job posting websites

Twenty-two per cent of the Employment Survey respondents stated that using another job posting website led to an interview or job offer. Our examples included broadly-focused sites like Workopolis or Monster, while our analysis of the responses included industry-specific job posting boards, such as EducationCanada.com or ECO Canada, so if you are aware of industry-specific job posting services, we recommend that you use them, as well as your professional association resources and services. We also recommend that you check the postings on jobkin.ca, especially if you are looking for temporary or part-time employment as a student.

In addition, since the respondents to our survey looked for work in 2010 to 2015, many of the major newspapers, including the *Edmonton Journal*, the *National Post* and the *Globe and Mail*, have moved their online classifieds to job posting sites such as Workopolis and Eluta.ca, and many of these positions are also indexed in other vertical search engines. About 7% of survey respondents stated that they had used classified ads to find job postings that either led to an interview or a job offer. We also recommend:

- Searching in community newspapers, such as *The Gateway Online*, *The Edmonton Examiner* and *VUE Weekly*.
- Using industry-specific newspapers and bulletins, such as *The International Educator* (available in our Resource Centre). However, many of these industry-specific publications, such as *Science* or *Library Journal*, have removed classifieds from their print publications and run industry-specific job boards on their website and/or email a careers newsletter.

Print publications, and their online counterparts, are usually region specific, so if you would like to work in a particular city, such as London Ontario or England, or in a specific country or region, such as Japan, it would be worthwhile for you to bookmark these publications online and sign up for relevant newsletters provided by the publication.

If you are looking for work in academia or administration at a post-secondary institution, you may also want to use the free access to the *Chronicle of Higher Education* (offered by the U of A Library), *University Affairs* and *Inside Higher Education*.

Kijiji and Craigslist are also a source for classified job postings; however, we recommend using these services with caution, since we have seen scam postings for mystery shoppers and survey takers. The Canadian Anti-Fraud Centre provides a list of job scams on their website, and you can always contact the Career Centre if you spot a posting that does not seem legitimate, or if you have questions.

Activity: Finding publications and newsletters

Look for print or online publications that also include job postings that are relevant to your current job search needs. Look back at some of the previous activities, such as identifying professional associations (page 19) or when you spoke with your weak ties (page 10): did they mention any publications that they used to find work or where their current or previous employers post jobs? Include this information in this table and make sure that you sign up to any available alerts or job-seeker services to automate this aspect of your job search.

| Name of Publication | Region? <i>Check all that apply</i> | Website | Job posting service and website | Subscribed to newsletter? |
|---------------------|--|---------|---------------------------------|---------------------------|
| | <input type="radio"/> Preferred city <input type="radio"/> Alberta <input type="radio"/> Canada-wide <input type="radio"/> United States <input type="radio"/> International | | | |
| | <input type="radio"/> Preferred city <input type="radio"/> Alberta <input type="radio"/> Canada-wide <input type="radio"/> United States <input type="radio"/> International | | | |
| | <input type="radio"/> Preferred city <input type="radio"/> Alberta <input type="radio"/> Canada-wide <input type="radio"/> United States <input type="radio"/> International | | | |
| | <input type="radio"/> Preferred city <input type="radio"/> Alberta <input type="radio"/> Canada-wide <input type="radio"/> United States <input type="radio"/> International | | | |
| | <input type="radio"/> Preferred city <input type="radio"/> Alberta <input type="radio"/> Canada-wide <input type="radio"/> United States <input type="radio"/> International | | | |

Using vertical search engines

Vertical search engines restrict their results by only collecting data from websites relevant to a particular topic. These search tools have been created in a wide variety of fields, ranging from academic interests to online shopping. While the majority of internet research is still performed using broad-based search engines such as Google or Bing, vertical search engines are becoming a popular option for targeted inquiries and highly specialized professional groups.

Employment-specific search engines have been developed to locate job opportunities that match certain site, type, and employer criteria. Typically these search engines will prompt the user for a keyword (which can include position title, qualifications, skills, or a preferred employer) as well as location. The job descriptions returned by the search engine come from a variety of sources, including employer webpages, major job boards, online newspapers, and professional associations. As the technology for developing these sites continues to improve, so do the applications and functions that they utilize. Some search engines already offer job search related forums, personalized accounts, and support for RSS feeds.

There are at least one fifty different vertical search engines for job postings. The three services in this section are the ones we use most frequently in our research or introduce to our clients.

- Eluta only posts job listing feeds with permission, so the number of results is smaller; however, Eluta has many useful filters, such as searching for employers based on degrees or region, which make it a very powerful tool for research (<http://www.eluta.ca>)
- Indeed Canada scrapes from all of the major job boards, as well as recruitment firms, professional associations and employer pages, provided that the job postings are not password protected (<http://www.indeed.ca/>)
- WowJobs was originally created in Edmonton and it includes additional tools such as a salary search and comparison tool (<http://wowjobs.ca/>)

Employer websites are where most organizations, especially small or medium-sized businesses, will post their employment opportunities. Posting on their own website is free, so they don't have to pay to post a classified ad with a newspaper or job posting website. However, vertical search engines such as Indeed and WowJobs will scrape the job postings from these sites if they are not password protected, which means you can search several employer websites from one vertical search engine.

Vertical search engine features

| | Eluta | Indeed Canada | Wowjobs.ca |
|--|---|------------------------------------|--|
| Job boards, online newspapers, professional associations | ★ | ★ | ★ |
| Employer websites | ★ | ★ | ★ |
| Job forums | | ★ | |
| Search only new postings | | ★ advanced search | ★ advanced search |
| Jobs by type (e.g. full-time, part-time) | | ★ advanced search | |
| Email notifications | ★ | ★ | ★ |
| Salary | Available for companies mentioned in their Top Employer filters | Not available on the Canadian site | Provides salary information based on job postings in their index which include salary information, and the salary results can be limited to specific cities http://wowjobs.ca/salary.aspx |

Job forums are useful for asking for advice or information about specific occupations. Most of the job forums are password protected, but you should still be discreet when talking on the boards.

Search only new postings allows you to focus only on recent postings and not on postings that could have expired or been removed by the organization. Searching jobs by type, such as full time or temporary, allows you to look for work that matches with your available time.

We also recommend using the Advanced Search features as much as possible to get relevant results, as well as sorting your searches by date and not by relevance, so your search results include the most recent job postings. It is not unusual for a vertical search engine to include relevant search results with expired job postings and you can avoid too many expired posting by sorting your results by date.

Using social media including LinkedIn, Facebook or Twitter

Twelve per cent of respondents stated that using social media had led to an interview or job offer. The Employment Survey did not distinguish between types of social media, such as, *is LinkedIn better than Twitter for job seeking* so we cannot tell you which platforms are more effective. Additionally, companies are now using Instagram and Snapchat to communicate with potential employees, options that were not popular for recruitment purposes during the 2010-2015 period our survey focused on. In the winter of 2017, we will be releasing information about the methods that employers use to recruit employees, including specific social media channels, and we may be able to make suggestions based on your industry.

Throughout this guidebook, we have made suggestions on how to use LinkedIn more effectively in your job search and employer research. We suggest that if a specific company has a recruitment page on Facebook, which we included as a question in the activity on page 24 that you follow updates on that page, or see if they host recruitment chats or events on Facebook where you can network or ask questions. The following image is from the City of Edmonton Jobs Facebook page, which includes a weekly “Ask a Recruiter” event.



Verify that you are on the correct social media page for the organization and their recruitment. In this case, we found the link to this page by following the link from the City of Edmonton's main recruitment page, rather than conducting a Google or Facebook search for the page, since we wanted to make sure we were on the official page. A Google or Facebook search could have led to a spoof or spam site, so use the links from the trusted site to make sure you have the correct Facebook identity.

If you communicate or share your work or projects on social media, on any platform, and you maintain a professional persona on that platform, we encourage you to continue to use those channels to look for employment opportunities.

Using an employment agency/recruitment firm

Seven per cent of Employment Survey respondents used this method to get an interview or job offer. When using this method, we recommend that you visit the recruitment firm's website to determine if they offer positions that interest you in your field or industry. We are also making a distinction between employment agencies/recruitment firms that charge the employer for their services, not for job seeking services that charge the job seeker a fee for their services. We suggest that you use the former and not the latter.

Job seekers hold several misconceptions about recruitment firms:

- The employee pays a fee for the services. No, the employer pays for the services of the recruitment firm.
- Only temporary or low-skilled employment is available with recruitment firms. No, recruitment firms recruit for a wide range of entry-level and professional positions that are suitable for university graduates, including graduate students and postdoctoral fellows. In fact, some recruitment or executive search firms specialize in particular professions, such as nursing and law, or in "executive" or upper-level managerial placement, such as in academia, scientific research or business recruitment.
- The recruitment firms match job seekers with opportunities. To some extent the recruitment firms will match the candidates in their database with opportunities; however, you need to be proactive and return the calls or respond to the emails sent to you by the recruitment firm when positions become available. Recruitment firms have a list of potential candidates and positions are usually filled by the first qualified candidate that returns the recruiter's call.

Several recruitment firms come to campus to meet with students and alumni to talk about finding opportunities. If you are hesitant about working with a recruitment firm, we recommend that you meet with a representative from a recruitment firm at a career fair to talk to them about how their services work and who they look for to fill their available positions.

To find a recruitment firm, we recommend using the Association of Canadian Search, Employment and Staffing Services member database, <http://www.access.org>. The University of Alberta also has its own temporary staffing service, Interim Staffing Solutions (ISS), University of Alberta, <https://www.ualberta.ca/human-resource-services/hiring/interim-staffing-solutions>; however, their goal is not to find temporary campus employment for students, but to fulfill the temporary staffing needs of the departments and services on the University of Alberta campus, and they have very specific hiring needs and criteria.

How to find work on campus

There is no single source of on-campus job postings. You will need to consult with different sources and possibly visit potential employers to explore all of your options. The list below is only a sample of some of the options of where to find work on campus.

- Use the resources at the U of A Career Centre to help you in your job search. On-campus positions are posted and accessible year round on our online job postings board. Go to our website (uab.ca/cc), click on the “Find a job” tab and then click on “Job Postings”. Anyone is able to browse the online job postings, and you can create a student account to bookmark jobs for later.
- Campus opportunities are frequently posted on the University of Alberta International Student Network (UAISN), which is list serve maintained by International Student Services. To subscribe, visit their website: <https://www.ualberta.ca/international-student-services/>.
- Research, mentoring, and other opportunities for graduate students are often advertised in the Graduate Students’ Association (GSA) newsletter which is circulated electronically. To subscribe, visit their website: <https://www.ualberta.ca/graduate-students-association/>.
- Many vendors across campus hire students. You can check for possible positions with any of the vendors in HUB, SUB, CAB, Newton Place, and other buildings.
- You may also be able to find positions on Jobkin (<http://jobkin.ca/index.htm>).
- You can learn about the positions available from the U of A Students’ Union on their Employment page <https://www.su.ualberta.ca/about/employment/>. U of A Students’ Union positions are posted on <https://uasu.bamboohr.com/jobs/>
- For more information on career opportunities at the University of Alberta, including benefits, life in Edmonton, pay ranges, and services for employees, please visit <https://careers.ualberta.ca/>

Pay attention to your professor and department announcements. Your professors, department or faculty offices may prove to be a source for relevant job postings. Unless a professor or department is required to post by University policy or a funding agency, professors and departments can fill casual positions by putting up posters in their building or offices or even by making an in-class announcement. By focusing their recruitment, they can narrow down their applicant pool to applicants with a specific skill set, such as language skills, technical skills, or library research skills. Your department may also have a list serve or electronic newsletter which may include job postings.

Self-employment on campus. You might also consider becoming self-employed. Self-employment could include such tasks as proofreading, tutoring, citation preparation, DJ-ing, dog walking, house sitting, calligraphy, website design or graphic design. Network with your friends and colleagues, use your connections with student groups, post on a classified ads service or list yourself as a tutor on the Tutor Registry (<http://www.su.ualberta.ca/services/infolink/tutor/registry/>). For more information on self-employment visit eHUB, <https://www.ehub.ualberta.ca/>.

Your personal network on campus will be essential for finding self-employment opportunities or expanding your business off campus should it become successful. It can be a lot of work to start your own business, but it can supplement your income and provide good experience. If you chose to run a group service or activity, you might want to try Facebook or Meetup, <http://www.meetup.com/>, to organize your group activities.

Make sure that your self-employment ideas do not violate Student Codes of Conduct (available at <https://www.ualberta.ca/governance/>).

When to look. Recruitment for many on-campus jobs begins in the spring (March and April), especially for departments and services that recruit student staff for September. Many hiring decisions for the fall term are made in April and May. If you missed the spring recruitment, there are still some departments and services that

recruit on an as-needed basis. However, there are significantly more jobs posted in the early spring for summer or fall term positions, so you will have a wider range of employment options if you begin your search earlier.

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Phone: (780) 492-4291
Fax: (780) 492-1225
yourcareercentre@ualberta.ca

www.uab.ca/cc

For additional job search advice and career-related topics, the U of A Career Centre offers Guidebooks for *Career Information Interviewing*, *Job Shadowing*, *Personal Statements*, and *Reference Letters*. These [publications](#) are available for download on our website, as well as in print format in our Career Centres on the U of A Campus.

The Job Search Guidebook was originally developed as part of the [Transition to Career](#) (T2C) elearning modules. For more information on T2C, visit the U of A Career Centre website

Are you a U of A student returning to school in the following Fall/Winter semester? Are you interested in working as a Career Peer Educator (CPE)? Find more information about the position and how and when to apply on the CPE program webpage <https://www.ualberta.ca/career-centre/about-us/cpe>



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