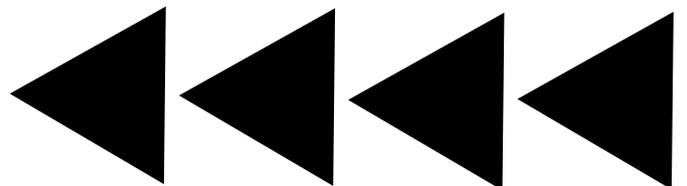




JOB

SEARCHING

REROUTING INC.
ROAD MAP SERIES
Part 2 - Job Searching 101
www.rerouting.ca



J O B S E A R C H I N G 1 0 1

Job searching is a lot of work and usually involves all or some of the following:

- Finding leads (who is hiring) and understanding recruitment and application process
- Determining which jobs you qualify for and what jobs match your interests
- Creating your marketing materials
- Tailoring your resume and cover letter for each position you apply for
- Building a referral network
- Tracking applications and interviews (to evaluate your efforts, what is working and not working)
- Going on interviews and following up on applications

Let's look at each component with a little closer!

[Finding Job Leads](#)

There are multiple avenues where you can find out about job opportunities and different companies advertise their roles in their own way. You may notice jobs ads in windows at restaurants and retail locations; information about vacant positions on companies social media feeds, but the bulk of job postings and job searches happen on job boards like ReRouting, through recruitment agencies, or directly on employer's websites. Job boards are great for finding companies and jobs that you may not even know exist. You'll also learn about opportunities through friends and family who may refer you for a specific job with their employer. Great social avenues to find out about job opportunities are career fairs and networking events!

When it comes to career fairs, try to attend them on your own!

Here's why...

Getting a job should be an autonomous process that shows you are mature enough to act independently. Don't bring your mom, dad, sibling, or friends with you to drop off resumes, a career fair, or for an interview. If you need a boost of confidence, get them to give you a pep-talk beforehand! The only exception to this would be bringing someone to assist for Accessibility purposes.

I have attended several career fairs as a Recruiter and do you know what usually happens when a group of students come up to my booth together...?

One member of the group does all the talking, asks questions, and engages me with their experience. The conversation ends, all members of the group hand in their resume, and the group walks away. Who do you think I remember and call for a formal interview?

Don't let your friends outshine or do the talking for you!!! Walk up to the booths at your next career fair, introduce yourself with confidence using your elevator speech (which you'll write in Part 3)!

Recruitment Processes

Employers (especially large corporations and the government) will have a formal recruitment process to fill positions. The typical steps will look something like this:

- Create a Recruitment Requisition with an HR Department (to get various approvals to hire)
- Review Job Description with HR/ Recruiter to determine department needs and qualifications they desire - usually called a "job scope".
- Recruiter/ HR posts the job opportunity to receive applications from internal or external candidates, or both concurrently.
- Recruiter/ HR Rep will screen resumes, identify qualified candidates against the job description, and conduct telephone screens. Note that I said against the job description, therefore it is sooo key to ensure you are pulling out keywords from the job description.
- Recruiter/ HR Rep passes on top candidates resumes to hiring manager to review.
- Hiring Manager reviews resumes and determines which candidates they are interested in meeting with for an interview.
- Selected candidates attend an in-person or video conference interview. There may be 1,2,3 in person interviews depending on the job, hiring manager, company processes etc.
- Job offer to selected candidate.

In addition to having a formal recruitment process, a lot of companies have application processes as well. ALWAYS ALWAYS ALWAYS follow the application process set out by an employer. Think of it as the first test as to whether you can follow instructions when given to you. If they ask you to apply in-person, apply in-person. If they ask you to apply online, apply online – don't show up and hand in a resume hoping you can talk to someone. If they ask you to complete an application in addition to submitting a resume, complete the application. If they ask for a cover letter, send a cover letter. If they ask for a portfolio, include your portfolio. I can keep going, but I think you have the gist, read the full job posting, follow the process they outline.

[Which Job Postings Should I Be Applying For?](#)

You may know the field or industry that you want to work in but determining if the position is right for you can sometimes be a bit tricky. Here are some tips and information to consider when trying to determine what jobs may be right for you as a student or graduate.

Use Keyword Searches to Identify Entry-Level Opportunities

When you're looking for a job on [a job board](#), use the keyword search function if they do not have available filters (to segment out entry-level positions). Use keywords like "entry-level", "internship", "student job", "jr" etc. Also, if you are graduating and have a few summer jobs and co-op placements on your resume, you can also branch out to some keywords like "coordinator".

Use the Qualifications Section of the Job Advertisement to Understand How Many Years of Experience Are Required and What Specialized Skills Are Required

Always look under the qualifications portion of the job posting. Job postings usually use the following ranges when requesting "years of experience": 1-3 years of experience, 3-5 years experience, 5+ years of experience, 8+ years of experience... some go as high as 10+ years. You'll also notice they may ask for experience within that position OR industry experience. You'll want to stick with jobs that ask for 1-3 years of experience in the qualifications section of a job posting. Students often ask me how many of the qualifications should they have? Unfortunately, there is no specific formula. However, you should focus on the specialized skills the job is asking for and you should be able to check off most of them. What you should do is go back to the job responsibilities portion of the posting and review it. If you can confidently say that you can perform those responsibilities with some training (specific to that organization's programs and processes) and have related experience that you could talk about in an interview, then you should apply.

Find the Education and Certification Requirements Determined in the Job Description and Understand That These are Usually Non-Negotiable.

I'll give you a little bit of an HR inside scoop here. If an employer has indicated a certification, diploma or a degree (completion) requirement, it is likely non-negotiable. The only time you should consider applying for a job that has an education component that you do not have is if it specifically says, "an asset".

Chances are the job description has listed that as a requirement because the job's compensation is based on that education/ certification component (and the compensation is measured against equivalent roles in an organization to establish a pay range)—so it's usually a non-negotiable.

Consider if the Job's Location Makes Sense for You

Select a geographic perimeter that makes sense and don't be tempted to expand beyond it. It must be convenient for you to get to and from work without any issues. You should be able to walk to work, easily access transit, or commute within a reasonable amount of time.

This may seem obvious, but over the years I have seen numerous students quit jobs or lose jobs because of issues related to being too far. Either because they are spending too much time and money to get themselves to and from work, or they end up getting fired for always being late because of the distance they had to travel. It also may be a red flag for employers if they believe your commute will be too long (if your home address is on your resume or application). They may omit you from the recruitment process at the resume submission phase.

[Finding a Job In-Line with Your Interests and Future Career Goals \(Developing Transferable Skills and Specialized Skills\)](#)

Having a part-time job in high-school and through university is extremely valuable! It will provide you with content to put on a resume and will also help you build transferable skills and industry knowledge.

What we are going to focus on below is starting to look for summer jobs, co-op placements, or internships that will help you build the transferable and specialized skills required for your future. If you circle back to the exercises in Part 1: Career Discovery they are very relevant. Ideally you want to find jobs that are going to help you build the skills you need to land you the dream full-time gig when you graduate.

What are transferable and specialized skills anyway?

Transferable = Skills that are useful across various jobs and industries – teamwork, customer service, communication, presentation, analytical etc.

Specialized (also known as job specific) = skills that are useful in a job or industry, know how derived from previous experience or education – HTML, digital advertising, Human Resources Law etc.

When students and grads are having troubles breaking into the world of work, I always ask them to fall back on their interests and/or industry specific experience. Let's look back at the example in **Part 1: Career Discovery** where we matched the interest (piano and music) to the HR job. Although in that example the individual did not have HR experience, applying for an HR job within an industry they had experience and a personal interest in, is what will set them up for success in finding a role in HR.

In **Part 1: Career Discovery**, I asked you to answer questions 2 – 3 indicating your short and long-term goals. Your short-term goal may be “get a job to make money - I don't care what I am doing”, or it may be more specific like a “Marketing Internship” or “Entry-Level Coordinator” role if you are graduating soon. And your long-term goal may look something like “I would like to be a Digital Media Manager”.

Let's figure out what you need to get that internship now, and the future dream job later. Follow these steps:

- Go to an [online job board](#) or use Google and type into the keyword search “Marketing Intern”, “Marketing Co-op Job”; or, for your future self, “Digital Media Manager”, “Marketing Manager” ... whatever job it is that you are aiming for. If you don't know what job board you are aiming for, refer back to your Career Discovery Worksheets and start using some of the hobbies and interests in the keyword search of a job board. **I just typed in "sports" as the keyword (one of my many interests) and a bunch of entry-level sport related roles appeared. Magic! "Entry-level Marketing Intern for Athletes/Sport-Minded individuals", "Brand Specialists"...so many others!**
- Select 5 different [job posts](#) (for each of your short and long-term goals) and look at the different job requirements/ qualifications that the job description is asking for. By knowing what you'll need to apply to those types of roles in the future will help you know what kind of experience you need to start adding to your resume.
- Use your spreadsheet (TABS 1 &2) and break down the jobs into a) years and type of experience, b) education requirements, c) certifications requirements, d) specialized skills, and e) transferable skills.

You should start to notice a pattern that job posts written by large companies, or ones that have structured HR programs contain this information.

Once you have completed this exercise, save it,...keep it as a reminder of what you are working towards. We will circle back to the information as we continue to go through the **Road Map Series**. Being able to identify these components in a job description will help you with tailoring your resume to each job you are applying for!

SAMPLES PROVIDED IN THE SPREADSHEET!

*The samples are real job posts from real companies - broken down for you.

[Preparing Your Marketing Materials](#)

You should have your marketing materials updated and available for when you start job searching. When I say marketing materials, I mean building out your professional brand.

Here is a list of some marketing materials that you may need when job searching:

- Resumes
- Candidate profiles
- Cover letters
- Portfolios
- Publications
- Elevator speeches

The **ReRouting Road Map Series Part 3 – Creating your Marketing Materials** will go through this further and you will also be given templates to use so you are not starting from scratch. We will also go through how exactly you will tailor your resume to specific jobs.

[Building Your Referral Network](#)

When you are first trying to break out into the world of work, it is so important to build up your referral network....peeps that will give you job leads and give you a good reference (usually a personal reference).

Who should you be adding to your network? Recruiters, industry professionals, family, friends, roommates, pretty much everyone you know plus people you don't know that can help you get a foot in the door!

Where can you find recruiters and industry professionals?

Associations, networking events, Chamber of Commerce events, A "Board of Trade", LinkedIn, employment agencies, and recruitment firms.

[Tracking Applications and Interviews](#)

You should always track your job applications, for these two reasons.

- 1. To evaluate your job search efforts and gain a better understanding of where you are getting stuck with finding a job.**

If you are not getting phone calls or emails to set up an initial chat/interview, you are likely applying to the wrong jobs, or you have not prepared a good resume that fully demonstrates your qualifications. If you are getting stuck at the interview stage, you likely need to work on your interview skills etc.

- 2. To track what jobs you have applied for at what company.**

If a Recruiter/ HR Rep calls you to do an initial telephone interview and you don't know who the company is and what job you specifically applied for, you won't likely make it past that first interview. It shows that you just rapid fired resumes out (or hit the quick apply button on LinkedIn) and really didn't care about the job / company.

Tab 3 of your Excel Worksheet has a template to help you track and evaluate your job search efforts! Some of the prompts on the spread sheet will also help you answer potential interview or phone screen questions!

[Going on Interviews and Following Up on Applications](#)

The ReRouting Road Map Series Part 4 – Mastering the Interview Process will go through interview processes, how to answer questions, behavioural based interviewing, and you will also be given templates to use so you are not starting from scratch. We will also go through how to answer typical interview questions.

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And we are done! I hope you have learned some additional job searching tips that tie back to developing your career path and more about recruitment processes!