

Job Search

UTM
CAREER CENTRE

Find the
Right Job
Faster!

1 Know your Target Job

- Before even starting your job search, understand your skills and interests and know what type of work you're looking for. The key to a successful job search is knowing what makes you a unique candidate and communicating this effectively to a prospective employer. For help with this self assessment, visit a Career Counsellor.
- Research the job market and specific organizations using internet, public library, professional associations, and talking to people you know. This will help you to be more specific as you search for the job you want and will ensure a resume, and cover letter, that is tailored to employers needs. If you don't know where to get information, visit the Career Centre's Resource Library and ask about our Employer Directories.

2 Prepare to Market Yourself

- **Tailor your resume and cover letter to employer needs.** Connect the dots for the employer, making it perfectly clear how you have the qualifications they need for the job. When employers see that you made an effort to tailor your resume and cover letter to their specific needs, you'll stand out from the crowd. Attend a Career Centre Resume workshop or see the Resume Toolkit on our website.
- **Write and learn your 30 second business introduction.** This will improve your networking and help you to effectively contact potential employers. Attend a Career Centre Networking workshop or meet with our Job Coach.
- Prepare for interviews by documenting your important accomplishments into S.T.A.R. stories. Come to an Effective Interview workshop at the Career Centre.

3 Use a variety of Job Search Methods

- The average Job Search can take up to 6 months. Plan a strategy that combines all of the following Job Search methods and increases your odds of finding the job you want, faster! Proactive tactics will yield opportunities more quickly than passive ones. The less time spent at your PC, the better your chances!

**Direct Contact to
Companies /
Organizations**

up to
69%*
effective

more info on back page

**Information
Interviewing**

up to
86%*
effective

more info on back page

Networking

up to
33%*
effective

more info on back page

Job Boards/Ads

less than
14%*
effective

more info on back page

* Source: Richard Bolles, author of *What Colour is Your Parachute?*

For more info on your Job Search, visit our Job Coach at UTM Career Centre (South Bldg-room 3094). Also see our website:

<http://www.utm.utoronto.ca/careers> under the **Find Employment** section.

UTM
CAREER CENTRE

Direct Contact to Organizations/ Companies

1. Research, research, research. Before you make that call, load up on information about the company, its competitors and person you're calling.
2. Make an instant connection. Use the knowledge you've gained about a company to immediately establish common ground.
3. Write a script and practice its delivery. To avoid rambling on, prepare an introduction; rehearse until it sounds natural.
4. Keep it short, sweet and to the point. Deliver your introduction in 30 seconds or less, then cut right to your request.
5. Ask for information, not work. Ask about potential opportunities that might fit your skills, interests OR request an information interview to find out more about the organization.
6. Smile. The people you're calling won't see it but they'll hear it in your voice; it will also help you to relax.

Information Interviewing

1. Find Contacts: sources include professors, friends, family, neighbours. See the Career Centre library NETWORKING BINDER with a list of professionals willing to speak with students. Also, consult our collection of PROFESSIONAL ASSOCIATIONS and COMPANY DIRECTORIES.
2. Investigate your contact's organization / industry.
3. Formulate Questions: Incorporate some of your research into your questions to provide an interview structure that will yield more detailed answers.
4. Arrange the Interview: Call your contact and explain that you are preparing to make some career decisions by researching potential occupations.
5. Leave a good impression by being courteous, punctual, prepared -your name could be passed along for hiring at a later date.
6. Follow up to thank the contact; try to stay in touch.



Networking

1. Make a list. Speak to friends, family, professors, co-workers and community involvement colleagues.
2. Attend on campus career events, employer information sessions, career fairs and panels.
3. Sign up for student memberships in professional associations; attend events.
4. Find contacts in your preferred industry or business sector. Make an appointment to meet with them.
5. Seek advice and information from people you meet and find ways to stay in touch. It takes time to build relationships and earn trust. Keep interested contacts posted on the progress of your job search. Find ways you can help the other person. Networking is a two-way street.
6. Gradually expand your network of people who can help you by asking for introductions to people you don't know. Try "networking" with your online contacts. Example: MSN, MySpace, etc.

Job Boards/Ads

1. Campus postings: View part-time, summer, Work Study, and volunteer opportunities in addition to graduating year and recent grad postings. Graduating year students can sign up for GSES to view listings between September and March. UTM grads can access full-time listings for two years following graduation through RGES starting mid-March of graduating year. For more information, contact the UTM Career Centre.
2. Other student- directed job boards include: Campus Workopolis, HRDC and Monster. More specific links available through Career Centre website: *Find Employment -> Resources and Links*.
3. Many of the employers using job boards require you to submit electronically through cut and paste onto the site or by email. Learn to do this effectively on the Career Centre website: Resume Toolkit section.
4. Most postings are filled within a day of their posting, do not expect a response.
5. Use other methods of Job Search to increase your effectiveness.
6. Visit industry or sector specific websites and job boards.