

Where do I start?

- Know who you are and what you can offer an employer.
- Focus on your occupation, profession or where you see yourself.
- Think about the specific industry and size of organization you are seeking.
- Keep in mind the location(s) that you will consider.

What is your goal?

- It is not enough to say “I need a job”, what you need is a CAREER.
- Map out your 5 to 10 year plan (they may ask you that in an interview anyway)

Beginning the search...

Visible Job Market

There are many different places companies post opportunities. Remember to check out:

Newspaper ads

Job banks

Online postings

Ads in publications

Employment agencies

Company postings

Bulletin boards

Help-wanted signs

Where to look for posted opportunities

Ghworks.guelphhumber.ca
www.workopoliscampus.com
www.charityvillage.ca
www.monster.ca

www.torontojobs.ca
www.eluta.ca
www.gojobs.gov.on.ca
www.workinculture.ca

Hidden (non-visible) Job Market

Many job opportunities are never posted publicly, with companies choosing to hire internally or based on referrals. Sometimes it is not about how many postings you apply to, but leveraging your connections and being “in the right place at the right time.” Here are some ways you can tap into the “hidden job market:”

- **Networking-** There are many different ways to network effectively. It could involve meeting new people in the industry at job fairs and networking events, but it could also be as simple as letting your current network of friends, family and professional relationships know that you are looking for work in a particular area.
- **Internet Networking-** Sites like LinkedIn are a great opportunity to join in discussions with industry professionals and gain new connections in a field of interest, even if they live far away

or may otherwise be inaccessible. Other social media platforms like Twitter and Facebook may also be helpful in connecting with companies and industry professionals depending on the industry.

- **Cold Calling-** Research organizations in an industry you would like to work in. Call them or show up in person and introduce yourself. Ask if they have any opportunities available in your particular area of interest. **Tip: make sure you prepare and practice a great “elevator pitch” before you start cold calling so you can explain what value you will bring to the company and the job!**
- **Job Market Trends-** Researching what jobs are in demand in different locations can help you determine where you might have the best luck pursuing jobs in your area of interest so you can better target your job search. Additionally, if you are interested in more than one industry, it may help you determine which area you would be more successful in obtaining employment in, based on demand in your area.
- **Informational interviewing-** This is a great way to make connections in the industry while you are still a student. Arrange a meeting with somebody in an industry of interest and ask them questions about their job, industry, and career path. Often people who work in the industry are very happy to share their insights with students, and if you show a keen interest in what they have to say and follow-up and keep in touch, they may think of you when a position opens up in the future.
- **Newspaper Articles-** Sometimes there may be news stories on an upcoming event or business opening up. Underlying all these changes are job opportunities! For example, a news story about plans of a new casino being built in the city could mean potential job opportunities down the road in construction, project management, security, finance, even counselling and childcare! Knowing that a large event will be happening or business will be opening up can allow you to get your application in as soon as something opens up.
- **Chamber of Commerce Business Listings/Meetings-** A Chamber of Commerce is a local organization set up to support the interests of local businesses. Most cities will have an organization like this with members from local businesses. Attending Chamber of Commerce meetings or looking at their business listings is a great way to meet many local business owners and make inside industry connections, or see what businesses exist in local areas.
- **Professional Associations-** joining professional associations in your industry can be a great way to meet other people who currently work in the industry. It also keeps you up to date on any changes to the industry, which is important knowledge for a job searcher.

The best way to be successful in your job search is to use as many methods as possible, since different companies may have different methods of hiring. Being flexible and adaptable in your approach can yield positive results. Don't be afraid to step outside of your comfort zone and try new methods of job search beyond applying to posted opportunities. And remember, Career & Placement Services is here to support you with any of your job search questions or concerns!