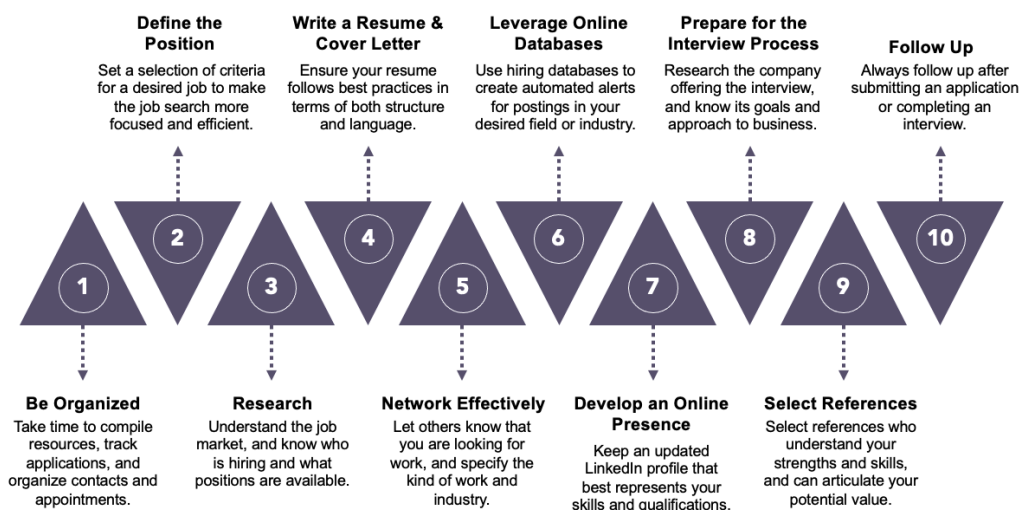


RESOURCES FOR FINDING WORK

The following document outlines a 10-step search process to help you find new work or to transition to a different position of employment. The document details a series of best practices that aim to help make your job search efficient and effective. The document also offers a series of exercises and resources to help you better understand the job search process in today's job market. Special emphasis is placed on networking as part of your job search – learn more about your networking style and how networking can help you increase your chances of job success.

10 JOB SEARCH STEPS AT A GLANCE



Source: Stiletto Analysis, 2021

STEP 1: GET ORGANIZED

The process of getting organized for your job search is important and worthwhile. Being organized can help you:

1. **Save time:** Making a plan allows for more efficient searching.
2. **Identify better opportunities:** An organized approach allows you to focus on opportunities that clearly match your skills, abilities, and requirements.
3. **Find a clear path to employment:** By identifying needed materials and connections, as well as available resources, you can begin to sketch out a clear path from job application to successful employment.

How to Organize Your Job Search

Develop a job search plan that best fits your organizational style:

1. **Set goals:** Give yourself time to reflect on your ideal job search. The Job Search Plan Questionnaire (page 3) will help you set goals to keep you on track during the job search process. Start by developing a series of questions to keep the search moving:
 - How much time will you dedicate to the job search daily and / or weekly?
 - How many jobs would you like to apply for each week?
 - How many phone calls or emails will you complete daily and / or weekly?
 - Are there barriers in your life that hamper your job search? How can you mitigate them so that your search is more organized and efficient?
2. **Develop a list of target jobs and companies:** This approach will help you identify the kinds of positions and qualifications to include in your job searches and alerts.
3. **Keep a record of your job applications:** You can use various tools to keep track of job applications (e.g., Excel, Microsoft Word, Google Docs, Google Sheets, or just pen and paper). For each application you submit, record this information:
 - Company name and information
 - Job title of application
 - Point of contact, as applicable
 - Application due date
 - Date applied
 - Application summary
 - Interview date and time (if known)
 - Follow up completed
4. **Set up job alerts:** Online job boards are regularly updated with new postings. To save yourself time, sign up to receive automatic updates and alerts from job boards about

positions that fit your interests. Make sure your alerts are targeted to your goals including the type of role, location, company size, salary, and responsibilities.

Exercise - Initial Job Search Plan Questionnaire

1. How much time will you dedicate to the job search daily and / or weekly?

Daily: _____

Weekly: _____

2. How many jobs will you aim to apply for each week? _____

3. How many phone calls or emails will you complete daily and / or weekly?

Daily: _____

Weekly: _____

4. What challenges might you encounter in accomplishing your job search tasks? How will you address these challenges?

STEP 2: DEFINE YOUR IDEAL POSITION

One of the most important steps in your job search is to define your ideal position. Establishing a list of job criteria will help you narrow your focus and avoid being overwhelmed by the large pool of available postings. To start, think about your needs and interests. Ask yourself questions including the following:

- What kinds of work and / or tasks am I good at and like doing?
- What kind of hours do I want to work?
- What is my ideal work location?
- Am I willing to travel or move to accept new work?

Reflection

Take time to make a list of what's important to you in four key areas: **job attributes, my key skills and abilities, short-term work goals, and long-term work goals**. Use the answers to help create an outline of the kind of job you're looking for.

Job attributes (e.g., size of company, salary, responsibilities, location):

My key skills and abilities (e.g., research, trade skills, programming):

Short-term goals – What do I want to accomplish in the next six months to two years? (e.g., work position, salary, responsibilities, opportunities):

Long-term goals – What do I want to accomplish in the next three years and beyond? (work position, salary, responsibilities, opportunities, etc.):

Using your answers, what are the key criteria and / or requirements that you're looking for as you begin your job search?

STEP 3: RESEARCH

Research can help you understand the job market, find out who is hiring, and identify available jobs. Research also involves paying attention to changes in the job market and target industry or field that might affect your search.

There are two kinds of research you should do during your job search:

1. **Research to understand the job market:** Look for fields and companies that are growing or for new companies moving into your area.

[Job Bank – Explore the Market](#) – A search tool that provides information about wages, prospects, education, and other details about occupations (Government of Canada).

[NBjobs.ca – Careers in Demand](#) – Provides information about job opportunities in specific in-demand careers (Government of New Brunswick).

[Job Bank – Find a Job](#) – Provides career quizzes, information about jobs that are in demand, and job listings (Government of Canada).

2. **Research to prepare for the interview:** Before an interview, make sure you understand the company's goals, values, structure, and work approach. Having a good understanding of a company will help you feel confident during the interview and will allow you to ask good questions about the company.

[The Complete Guide to Researching a Company](#) – Short video with tips about researching before an interview (Indeed).

[Best Ways for Job Hunters to Research Potential Employers](#) – Provides tools for finding information about employers (Forbes).

[Why, What & How to Research Before Your Job Interview](#) – Provides a list of information to gather about the employer before your interview (FOCUS Employment Services).

Need more guidance? Resources and employment counselling appointments are available at a variety of [WorkingNB](#) locations.

STEP 4: RESUMES AND COVER LETTERS

Resumes and cover letters give you a chance to introduce yourself to employers. These two documents allow you to spotlight your skills, strengths, and abilities in different ways, giving you the best chance at landing an interview.

Attention to detail is key in resumes and cover letters. Be thoughtful about what you include, what you leave out, and how you use formatting. Cover letters and resumes serve different purposes: Cover letters explain in paragraph form why you are interested in the job and how your skills are a good fit for the position. Resumes provide a detailed description of your education, skills, and experience. Each document uses a specific approach to structure, language, and content.

You can find many resources online about resume and cover letter writing. Here are some tips to help you get started.

Tips for Resume Writing

- Use a format that is easy to read (legible font and lots of white space).
- Tailor your resume to the position you are applying for by adding details about your skills and experiences that relate to the job description. Condense or remove details that are not relevant (but be sure to save separate versions of your resume so that you don't lose this information).
- Use language and phrasing from the job advertisement.
- Draw attention to key skills and accomplishments by listing them in a "Highlights" section at the top of the document.
- Proofread for spelling and grammar errors.

Tips for Cover Letters

- Keep your cover letter to a single page if possible.
- Tailor the cover letter to the specific position, explaining how your skills are a good fit for the job.
- Address the person hiring directly. Use "Attention: Firstname Lastname" to avoid making assumptions about gender.
- Make sure any work experience you mention in the cover letter is also included in your resume.
- Rather than simply repeating the content of your resume, use the cover letter to explain *how* your specific experience has prepared you for this job. Provide examples.
- Spotlight important accomplishments and use keywords from the job advertisement.
- Be confident, polite, and professional.
- Proofread for spelling and grammar errors.

Additional Resources for Cover Letter and Resume Writing

- [Resume Builder](#) – Register free to build a resume and get tips about how to tailor your resume to different jobs (Government of Canada).
- [Writing Resources](#) – Resources to help you write resumes and other job-related materials (Government of Canada).
- [How to Write a Cover Letter](#) – Tips and templates for crafting a letter that reflects your personality and increases your chances of getting an interview (GlassDoor.com).

STEP 5: NETWORK EFFECTIVELY

Networking is a critical component of the job search process. Building new relationships and maintaining connections with your existing network can help you learn about hidden job opportunities. These relationships can also help others get to know you beyond the details of your resume.

Networking can happen in many ways and in multiple settings. Examples of networking scenarios include individual face-to-face meetings, formal meet-and-greet events, and online social media platforms.

If the idea of making small-talk or selling your skills to strangers sounds intimidating, try to think about networking in terms of smaller steps: introducing yourself, being curious about what others do, and keeping in touch. Most importantly, be yourself: networking is about building relationships based on sincerity and trust. Over time, you will have a community of contacts who can share potential job opportunities with you.

Complete the quizzes (Activities 1 and 2) to explore your preferred way of networking.

Tips for networking successfully:

Now that you've established how you like to network, here is some networking advice for your job search and beyond.

- **Let your contacts know that you're looking for job, starting with people you know:** Job opportunities can often be found through family, friends, and colleagues. If they don't know of opportunities themselves, they may know others who do. Referrals can also be a strong means of securing potential work opportunities.
- **Practice networking:** For candidates who have not had to network before, or for candidates who feel uncomfortable speaking with others, it is a good idea to practice networking conversations. Work on introductions, speaking about skills and abilities, and on language cues (including listening and responding quickly).
- **Leverage introductions from others:** It can be difficult to meet new connections. A good best practice for job candidates is to ask friends or family to be introduced to others whenever possible. This approach allows candidates to broaden their contact network and presupposes a strong opening association because of a mutual connection.
- **Create a contact list:** Create a running list of connections that includes titles, organizations, and contact information. Your contact list will be essential for keeping in touch and identifying others you may want to contact.
- **Volunteer:** Candidates looking to grow their network can use volunteer commitments to connect with new people. Find organizations or groups of interest, both personally and professional, and volunteer for events, fundraisers, or other opportunities to meet with

others.

- **Use social media and online resources:** Tools including LinkedIn, Twitter, and other social media forums offer opportunities to find and connect with people in your field of interest. Online interaction can lead to opportunities for in-person meetings. Note: It is important to [use these platforms wisely](#) and with caution. Avoid negative comments and criticism of others to increase your likeability.
- **Listen carefully:** An important part of relationship-building and networking is to become a good listener. Listening to others shows respect, generosity, and sincerity. Listening also ensures that you do not miss any valuable information that is shared during a conversation.
- **Find a reason to follow up:** Maintaining connections with others is a skill that requires action. To sustain network relationships, it is important to remain in contact with members of your network. Every few months, make time to reach out to those in your network. For example, you might share an article that relates to their field of interest, congratulate them on an accomplishment, suggest a casual meeting or phone call, or just send a quick “hello” to check in.

Networking practices to avoid:

- **Don't ask for a job:** Networking is not about asking for work. Focus instead on building relationships and rapport with others. Your goal is to gather information that can help you understand the job market and learn more about where to look for job opportunities.
- **Don't take up too much time:** Most people are busy. Avoid taking up too much of their time and keep to scheduled start and end times. Make sure you use the time you have with them effectively. Prepare questions ahead of time, be genuinely interested in what they have to say, and focus on presenting yourself as a professional.
- **Don't be unprepared:** Take time before meetings – even informal ones – to find out about the person you're meeting with. Research their work history and their current organization if applicable. At the same time, be ready to answer questions they may have about you. Know your skills and abilities and your work history and resume and be prepared to share these details with confidence.

Quiz - What Kind of Networker Are You?

Take this quiz to find out what type of networker you are – and learn how to boost your skills. Quiz has been adapted from the [Association for Talent Development](#).

1. When you are in a group at a networking event and someone says something you relate to, what do you do?

(a) Say nothing

- (b) Say nothing but make a mental note or jot down a reminder on the back of their business card
 - (c) Look for an opportunity to interject your thoughts into the conversation
 - (d) Interrupt with enthusiasm to point out that you have something in common
2. **When a new person wanders over to the group you are speaking with, what do you do?**
- (a) Nothing
 - (b) Shift your body to give them room in the circle, make eye contact, or smile
 - (c) Wait for an opportunity to bring them into the conversation by asking their opinion on something specific
 - (d) Stop the conversation and welcome them into the group
3. **How many different people do you share meals with each week?**
- (a) 0
 - (b) 1 to 3
 - (c) 4 to 6
 - (d) 7 or more
4. **How many different organizations, groups, or clubs are you an active member in?**
- (a) None
 - (b) 1 to 2
 - (c) 3 to 5
 - (d) 6 or more
5. **What percentage of the new people you meet do you follow up with?**
- (a) Less than 25 percent
 - (b) 26 to 49 percent
 - (c) 50 to 74 percent
 - (d) Greater than 75 percent
6. **How soon do you follow up with a new contact?**
- (a) Within a month, if ever
 - (b) After a week
 - (c) Within 2 to 4 days
 - (d) Same or next day
7. **Which is the most common way you meet new people?**
- (a) They seek me out
 - (b) Someone offers to introduce me
 - (c) I ask friends for introductions
 - (d) I seek people out and contact them directly
8. **How often do you reach out to your network?**

- (a) I don't
- (b) When they reach out to me
- (c) On a regular basis as opportunities come up (for example, birthday, job opportunity, change in working or personal situation)
- (d) Daily

9. When do you end a conversation with someone?

- (a) They end it
- (b) Conversation becomes stilted or I think they don't want to talk anymore
- (c) Once I know how I will follow up
- (d) Once I am ready to talk to someone else or see someone else I want to talk to

10. What is the most common reason people reach out to you? (Choose all that apply)

- (a) For someone else's contact information
- (b) For an introduction
- (c) To ask for a favour
- (d) To request you speak to a friend
- (e) To ask for advice
- (f) To request your services on a project
- (g) To say "hello" and catch up
- (h) To invite you to an event
- (i) To hang out socially

Scoring: For questions 1-9, score as follows:

- A answers = 1 point
- B answers = 2 points
- C answers = 3 points
- D answers = 4 points

For question 10, give yourself one point for every answer you circled. Total your score and learn your networking style below.

9-14 points: The Observer

You tend to hang back in a crowd. You watch what is going on, but generally don't get involved. You never initiate and rarely follow up on making new connections. The result: Your network is small and people don't often think of you as a resource. **Take the next step:** To build your confidence connecting with others, consider using less direct methods. For example, consider following up with others via email or through social media. If you prefer one-on-one contact, invite someone to coffee or lunch with you. If you're more comfortable in a group setting, find a friend to attend events with, or ask to join a group that has room for one more at the table. Look for situations that match your style and comfort until you get used to joining in.

15-24 points: The Reactor

You are interested in making new connections but feel more comfortable when someone else takes the lead. You struggle to keep a conversation flowing. You are responsive to other

people's attempts to connect and follow up frequently if there is a specific purpose. You take a subtle approach, though sometimes your discomfort or lack of confidence can hold you back.

Take the next step: You are on the right track. Challenge yourself to reach out a little more often to increase your comfort level. Set a weekly goal to initiate a conversation with someone and to reach out to a new contact. Don't take it personally if you don't hear back right away – the most important thing is that you are putting yourself out there. Based on your answers, you are not the type of person who comes on too strong – give others a chance to get to know you.

25-37 points: The Initiator

You are actively networking and taking a balanced approach. You seek opportunities, include others in the conversation, and follow up regularly. People are keeping you in mind as opportunities or needs arise. **Take the next step:** Keep doing what you're doing. In addition, consider trying new networking approaches to expand and diversify the close circle you have already created. Can you connect with others outside your geographic area? In other industries or jobs? In a range of age groups and genders? The more diverse your network, the better positioned you will be to learn from others and find out about opportunities. At the same time, remember not to over pursue contacts. Keep in touch without making yourself a burden.

38-44 points: The Director

You are strategic and methodical about networking. It is high on your priority list and you take a numbers approach. You are involved in many organizations, which increases your profile because you or your name pops up everywhere. Your approach may feel insincere or over-the-top to some, though. **Take the next step:** Give network contacts some breathing room and use a lighter touch when reaching out. Remember also that quality is just as important as quantity when it comes to relationships. Deepen your connections by asking good questions and listening carefully to others. Make sure you're fully engaged with each person you talk to instead of constantly scanning the room for more interesting contacts. Don't pull back too much – just be thoughtful about how, when, and why you connect with others.

Quiz – How Do You Network?

Networking. It's a necessity in life. If you want to advance your career, have lots of friends, or find new opportunities, you need to network. Love it or hate it, it's just a fact of life!

It's a good thing you already network on a regular basis. Did you know you're actually already networking everyday – whether you're meeting a business contact, setting up two friends on a date, or checking in with a colleague who has been ill. Networking is all about building and maintaining relationships.

Take this quiz to find out what kind of networker you are.

1. When you're introduced to someone, you:

- (a) Quietly mumble, "Hi."
- (b) Introduce yourself, then leave after five minutes of small talk

- (c) Smile, and immediately start asking questions about them

2. How many networking events do you attend each month?

- (a) 1-2
- (b) Wait, I have to network each month?
- (c) Too many to count!

3. You just walked into a networking event. You:

- (a) Immediately walk to the bar to get a drink, avoiding everyone
- (b) You were late, so everyone is already in conversations. You find a loner to talk to
- (c) Walk over to a group of people and jump right into the conversation

4. How long do you typically stay at networking events?

- (a) For as long as I can possibly stand it
- (b) Not long. I have TV shows to catch up on
- (c) I'm usually one of the last people to go. I just can't stop talking!

5. You're waiting for the bus with a stranger. You:

- (a) Pretend like you're playing with your phone to avoid conversation
- (b) Talk about the weather, then stand there awkwardly
- (c) Strike up a real conversation with the person, then sit next to them on the bus so you can talk more

6. Whenever you go out, you:

- (a) Meet up with a close friend for dinner
- (b) You usually cancel
- (c) Walk into a bar and know 90 per cent of the people there

7. What does your friend circle look like?

- (a) I have one or two close friends
- (b) I have a fairly large group of friends that I don't see often
- (c) Friend circle? I have tons of circles! Circles on circles!

8. When it comes to conversation:

- (a) You never know what to talk about
- (b) Your mood determines how much talking you'll do with people
- (c) You're always asking questions and telling stories

9. What does your social calendar look like?

- (a) You have a couple of events each week
- (b) You usually cancel plans because you're tired
- (c) You have something going on every night!

10. What would you rather do?

- a) Keep to yourself
- b) Meet people, but not have to put much effort into it
- c) Go to events, parties, and social gatherings all of the time

Mostly As: The Shy Networker. You're a little shy when it comes to networking. At events, you're usually over in the corner debating whether or not you should leave and watch television. You want to meet new people, but you just never know how to approach people and break the ice.

Mostly Bs: The Networking Procrastinator. You know you need to network in order to advance your career, but it's just so hard to trudge all the way to a networking event after a long, hard day. Maybe next week? Maybe next month? Life is short, and you'd rather be doing ANYTHING but networking.

Mostly Cs: The Super Connector. You know everybody! You've got tons of friends and your calendar is always full of events. You love meeting new people and connecting them with your friends. You are the super connector. You don't think of networking as an obligation – it's fun!

STEP 6: LEVERAGE ONLINE RESOURCES

A wide variety of job search resources provide up-to-date information on job opportunities. Most job search websites allow you to search by geographic area, industry, and job type. Most job postings will include details about roles and responsibilities, salary range, and the employer.

These job search websites can be a good place to start if you are entering the job market or hoping to change jobs. You should also sign up to receive automatic alerts for job postings within your desired field or industry.

Here is a selection of key, wide-searching online job databases:

- [CareerBuilder](#)
- [Eluta](#)
- [Google Careers](#)
- [Indeed](#)
- [JobBank](#)
- [JobBoom](#)
- [LinkedIn](#)
- [Monster](#)
- Various professional association websites, as applicable

Several local online resources are also available to help with your job search:

- [Careersthatwork](#)
- [Fredericton Chamber of Commerce](#)
- [Joint Economic Development Initiative NB](#)
- [Magnet](#)
- [NBjobs](#)
- [Opportunities New Brunswick](#)
- [VirtualNB](#)
- [WorkingNB](#)

STEP 7: DEVELOP AN ONLINE PRESENCE

Employers are increasingly using the internet to vet candidates before an interview. Employers will view social media accounts and may look for any relevant information they can find online about a candidate. It is critical that you maintain a strong, professional online presence.

You can begin to develop your online presence by developing a LinkedIn profile and keeping it updated with your skills, qualifications, and experience. Focus on presenting yourself positively and accurately to potential employers.

You should also be mindful of how your other social media activity portrays you, particularly posts you create. Review your social media accounts and remove posts that may make a poor impression on a hiring committee. Make sure your future posts present you in a positive light.

Tips for Enhancing Your Online Presence

- Use high quality, professional photos for work-focused websites.
- If you maintain a blog or personal website, post consistently and thoughtfully.
- Regularly update online profile information.

STEP 8: PREPARE FOR THE INTERVIEW PROCESS

Job interviews are a common step in the hiring process. Whether virtual or in-person, interviews are an opportunity for:

- **Candidates** to meet potential employers, share information about their experience and skills, and spotlight how they could contribute to an organization.
- **Hiring managers and hiring committees** to meet a candidate and to interact with them on a personal level.

Many job seekers find the interview process intimidating. The best way to manage this fear is to be well prepared. Here are some interview preparation tips:

1. Review the job description and key qualifications.
2. Research the company and its approach to work.
3. Understand the larger industry – what are the current trends and challenges?
4. Research the hiring committee members.
5. Imagine potential interview questions and practice your answers.
6. Review your resume and cover letter in case you are asked about them.
7. Have a thorough understanding of your skills and abilities.

STEP 9: SELECT REFERENCES

References are a key component of the job hiring process. Before offering you a job, most employers will ask to speak to two or three of your references.

The employer may ask your references to verify information on your resume, and they may ask them about your past jobs, work habits, and strengths and weaknesses.

Who Can Be a Reference?

References could be previous managers, supervisors, colleagues, faculty and educators, or clients. Most importantly, choose only references whom you are confident will provide you with a *strong* reference – someone who knows you well enough to talk about your strengths and skills, and who will explain why you would be a good addition to the employer's organization. If you're asking someone to be a reference for you, ask, "Do you feel comfortable providing me with a strong reference?"

Additional Resources About Choosing References

- [13 Tips for Choosing the Best Job References](#) (The Balance Careers)
- [Your Ultimate Guide to Picking and Getting the Best Job Reference](#) (The Muse)
- [Tips for Choosing the Best Job References](#) (Indeed)
- Advice from local career counsellors

STEP 10: FOLLOW UP EFFECTIVELY

Follow-up is an important part of the job search process. Candidates should always follow up after submitting an application or attending an interview. Not only does following up show interest, but can also verify that the application reached the correct party.

- **Following up after submitting an application** demonstrates your sincere interest in the position and allows you another chance to briefly highlight your value.
- **Following up after an interview** is an opportunity to thank the interviewer. It also shows a level of personal professionalism that employers value.

When to Follow Up

- Send a check-in email one week after you were told you would be contacted.
- Send a thank-you email or card within 24 hours of attending an interview.
- Email an employer to let them know that you've accepted another position.
- Email to ask for feedback and suggestions about your interview skills if you are not selected for a position.

Additional Resources About Following Up During the Interview Process:

- [4 Ways to Follow Up After a Job Interview](#) (Harvard Business Review)
- [How to Follow Up After an Interview \(with templates\)](#) (Glassdoor)
- [The Right Way to Follow Up After a Job Interview](#) (Zip Recruiter)
- Advice from local career counsellors