



NOVA SCOTIA WORKS

JOB SEARCH TOOLKIT

Nova Scotia Works Employment Services Centre

North Sydney, Baddeck and Ingonish



LOOKING FOR WORK IS A FULL TIME JOB!

Job searching is a full time job requiring organization, careful planning and use of good “tools”.

Whether you are a student, a recent graduate, have been out of the workforce for some time, or simply looking for a change, your job search is about **EFFORT** and **INTENTION**.

First Step – Do a Self-Assessment

Think about what your skills and interests are.

What are your qualifications?

What are your short term and long term goals?

What values are important to you?

What type of work environments would you prefer?

What type of things do you like to do?

Asking yourself these questions will help you to take charge and feel in control of your job search.

Your Job Search Tools

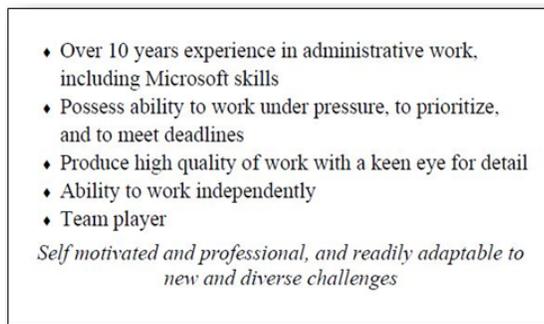
Your **resume** is your marketing tool and you are the product you are marketing is you! Be sure to showcase your knowledge, skills and experience.

Your **cover letter** outlines the link between you and the job. Your cover letter should complement not duplicate your resume.

Consider creating a **Networking Card** as a mini version of your resume. Networking cards, which have the look and feel of a traditional business card, give you an opportunity to provide information about your skills and contact information with people you meet in social and professional situations. You will often find yourself in situations where pulling out your resume to give someone you meet is just not possible but you can carry networking cards and have them with you anytime. Talk to our staff if you are interested in making one.



Front of Networking Card



Back of Networking Card

Develop a Plan

“Luck is when preparation meets opportunity”

- Set specific, achievable, realistic goals (SMART)
- Organize and record your job search goals, activities, job leads, job postings, interviews and contact information.
- Prepare yourself for a realistic job search period. The average job search takes 4-6 months.

Your Strategic Marketing Plan

A. Know your product - YOU	Identify your skills & qualifications
B. Package your product effectively	Create a professional resume & cover letter
C. Know your market	Research your industry and identify potential employers
D. Organize your sales territory	Plan your job search
E. Develop an effective sales pitch	Develop and rehearse your "sales pitch" for cold calls, interviews, networking
F. Advertise your product	Network proactively. Set attainable goals and make industry contacts

Identifying Opportunities

There are a number of different paths you can take on the road to finding employment.

- You can respond to advertised positions
- You can identify organizations you may want to work for and contact them
- You can be referred to an employer through someone else

The Hidden Job Market

What is it?

- Positions available but not advertised
- 60-80% of the job market

Why is it hidden?

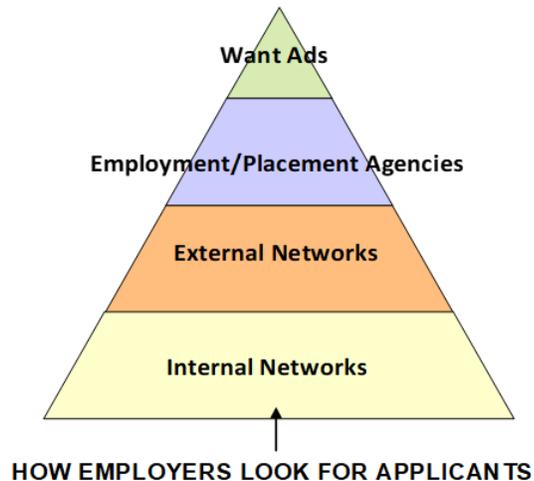
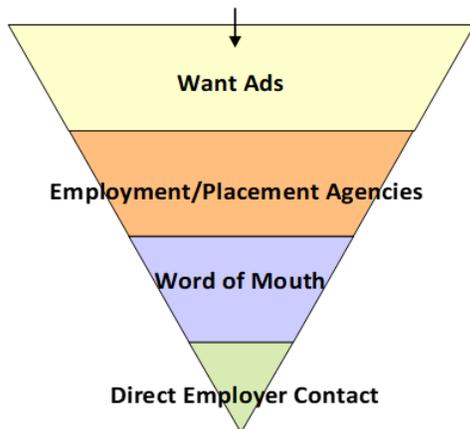
- Advertising is expensive, time consuming and often does not produce the best results

How do you access it?

- Make networking a habit
 - Contact employers directly
 - Use social networks
-

Networking

HOW MOST PEOPLE LOOK FOR WORK



Information Interview

What is it?

- An interview, initiated by the job seeker, with an employer or someone in an occupation field in which you are interested in working.

Purpose?

- To find out more about the industry; get advice on hiring practices; see if your qualifications fit; establish a network contact.

Using Social Media

Online social networking should be one more tool in your job search toolkit. It is using the internet to connect with companies and individuals to get advice and uncover job leads.



Ace the Job Interview

- Take the time to prepare!
- Research the company
- Anticipate potential questions; prepare responses; practice
- Be professional
- Follow up

Follow Up

After submitting your Resume – Follow up within 2 weeks by telephone or email (unless told not to). It shows enthusiasm and ambition and could differentiate you from other candidates.

After an interview – follow up within a week to remind the interviewer that you're a strong candidate for the job and should be given serious consideration.

Additional Job Search Tips

Understand the employer's perspective

Treat everyone you know and everyone you meet as a networking contact

Keep up with emerging trends in the labour market

Think about volunteering or job shadowing

Choose appropriate references

Stay positive

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