





## **JOB SEARCH STRATEGIES**

WHERE to look & HOW to research + connect



## **CONSIDER YOUR LONG-TERM GOALS**

Build experience that supports employability



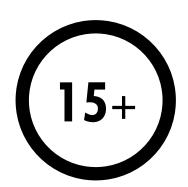
## **APPLYING FOR JOBS**

Resumé & Cover Letter Tips & Resources

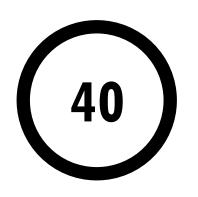


## **CAREER SERVICES & SUPPORTS**

Services and upcoming workshops











JOBS/ LIFE LIFETIME SKILL HOURS/ WEEK

HARD WORK PART-TIME, FULL-TIME







# **VISIBLE JOB MARKET**

# HIDDEN JOB MARKET

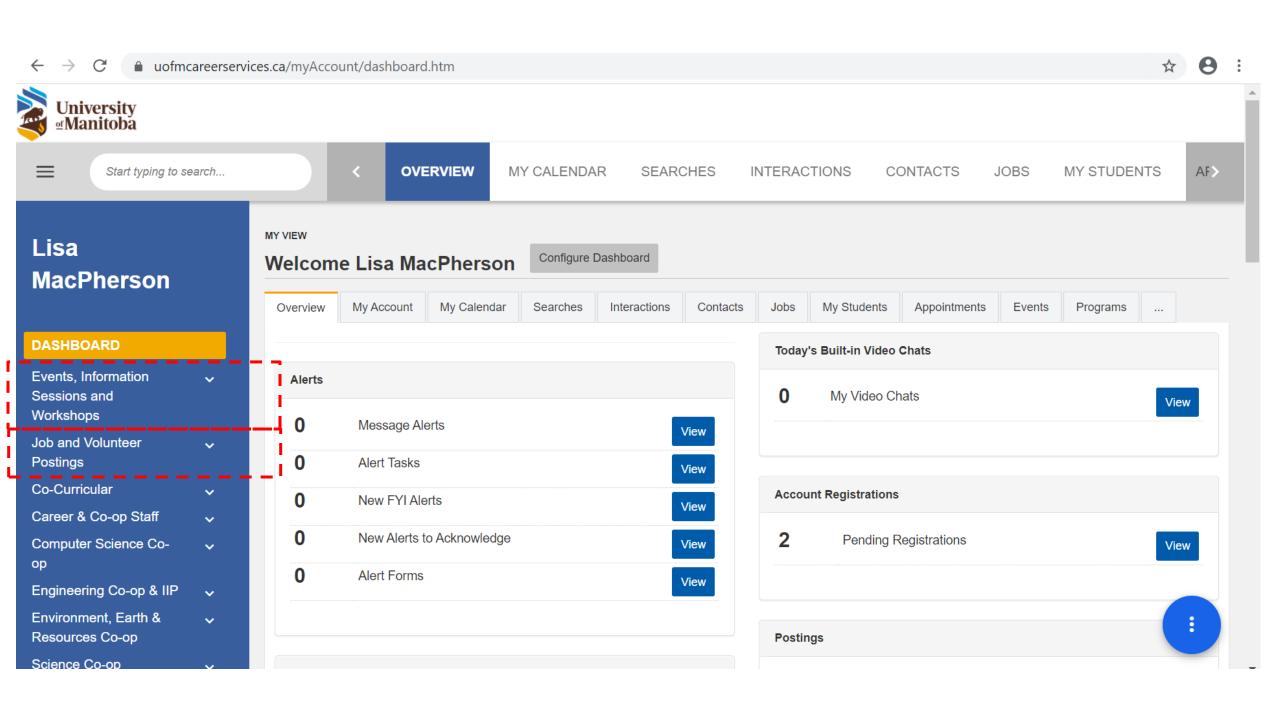
Existing jobs

Pending /Created jobs

- Published job postings
- Newspapers, job boards
- Company / industry websites

- Industry research & media
- Relationships & networking
- Reaching out to employers





# WHEN SEARCHING JOB BOARDS & APPLYING ONLINE, <u>DO</u>:

## ✓ Use a variety of strategic keywords

 Reflect on your skills and interests (strengths), knowledge and role / tasks you'd want in a job

## ✓ Still connect directly with employers

- Drop-off your resumé in person
- Follow-up by phone after the posting deadline to inquire the hiring process and timeline
- Ask for feedback if you're not successful

### ✓ Keep track of your job search steps

- Maintain a Job Search Journal
- ✓ Check job boards frequently
  - New postings are often added daily.
  - Up to 50 jobs/day added to career







# Analyzing a Job Posting and Offer SIGNS OF POTENTIAL EMPLOYMENT SCAMS

## POSTING

- √ Email address
- ✓ Poor grammar or format
- ✓ Highly flexible role, no experience needed

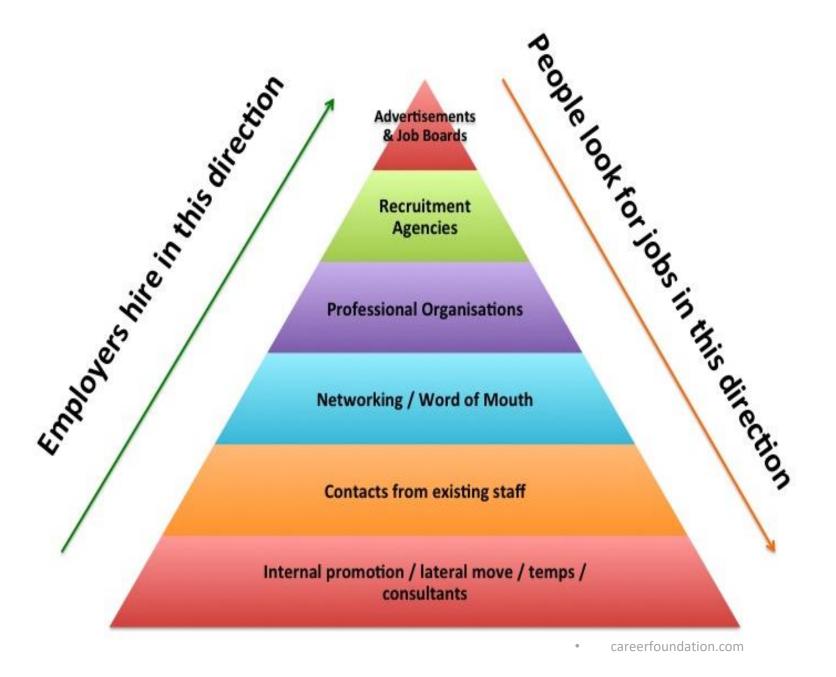
# 2 DURING COMMUNICATION

- √ 3<sup>rd</sup> party payment
- ✓ Money in advance
- ✓ Request for SIN, credit card info

# INTERVIEW and OFFER

- ✓ No "one-on-one" time
- ✓ Location is obscure or remote
- ✓ Unofficial paperwork to complete







# VISIBLE JOB MARKET



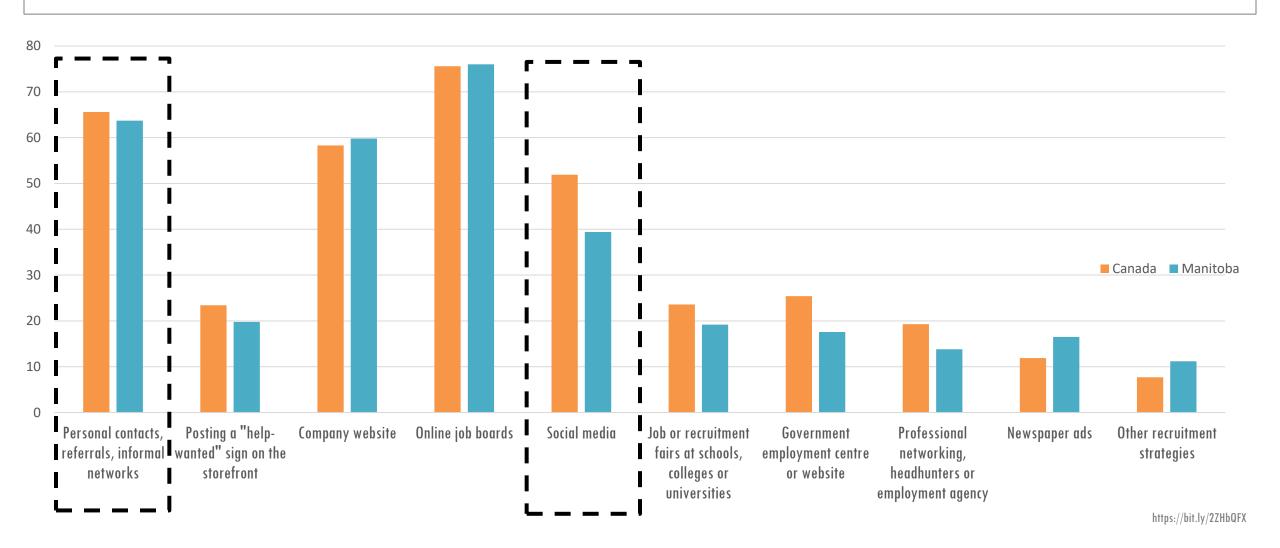
# HIDDEN JOB MARKET

- Published job postings
- Newspapers, websites, job boards, social media

- Industry research & media
- Relationships & networking
- Found all around you



# RECRUITMENT STRATEGIES USED TO FILL VACANCIES (%) IN CANADA & MANITOBA (2019, 3<sup>rd</sup> quarter)



# Steps to Success: Building career-focused competencies

Strategically align your part-time and summer work

with long-term goals!

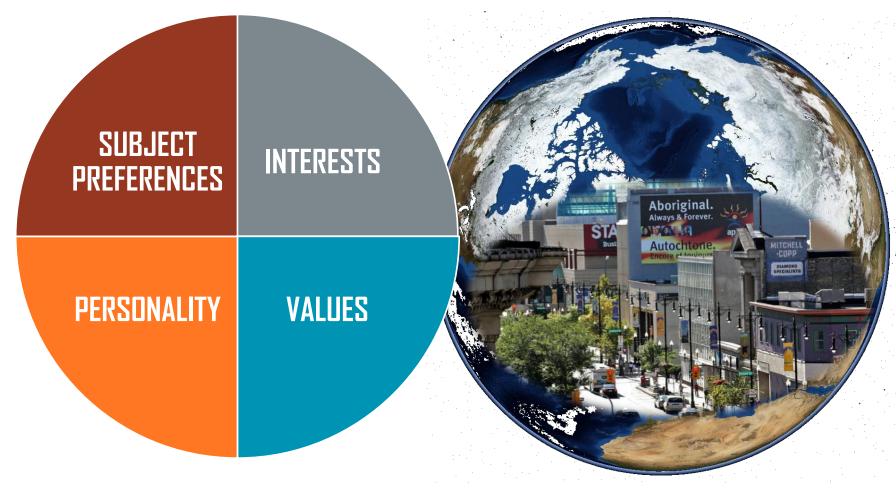


What skills, knowledge and industry exposure do **you have** already?





What skills, knowledge and experience does the occupation or industry require?



WHO AM I?
WHAT MATTERS TO ME?

WHAT DOES THE WORLD NEED?





Government

Hierarchy and structure

Gouvernement du Canada

Search Canada.ca



# National Occupational Classification > Hierarchy and structure National

#### Filter items:

Expand all

Collapse all

- Management occupations
- Business, finance and administration occupations
- Natural and applied sciences and related occupations
- Health occupations
- Occupations in education, law and social, community and government services
- Occupations in art, culture, recreation and sport
- Sales and service occupations
- Trades, transport and equipment operators and related occupations
- Natural resources, agriculture and related production occupations
- Occupations in manufacturing and utilities

Occupational Classification

CANADA'S "OCCUPATIONAL **ENCYCLOPEDIA**"

### **Financial Analysts**

Learn about this occupation – including typical duties, education outlook information, job boards and more.

Does this suit me?

Financial and investment analysts collect and analyze financial information such as economic forecasts, trading volumes and the movement of capital, financial backgrounds of companies, historical performances and future trends of stocks, bonds and other investment instruments to provide financial and investment or financing advice for their company or their company's clients. Their studies and evaluations cover areas such as takeover bids, private placements, mergers or acquisitions.

Financial analysts are employed by a wide range of establishments throughout the private and public sector, such as banks, brokerage houses, insurance companies, investment companies, manufacturing firms, trust companies, utility companies and underwriting firms. Investment analysts are employed primarily by brokerage houses and fund management companies. (National Occupational Classification) NOC Code

1112 − Financial and investment analysts &

Holland Code

Conventional Investigative Enterprising / Social

What is a Holland Code?

#### Occupational profile

What is the job like?

Find detailed information about the occupation, including typical duties and working conditions, in the links below:

- National Occupational Classification (NOC) Canadian occupational descriptions g
- O\*NET Online U.S resource for occupational descriptions and information
- OCCinfo by alis Alberta-based occupational information g<sup>∗</sup>
- Sokanu occupational info and videos:
  - Sokanu Financial Analyst ♂
  - Sokanu Financial Quantitative Analystg®
  - Sokanu Treasurer r
  - Sokanu Financial Managerg\*
- A Day in the Life of a Financial Analyst The Princeton Review (2)
- Financial Analyst career profile from AgCareers.com gt
- Becoming a Financial Analyst (includes video) from Investopedia g\*
- What's a Financial Analyst and how do you become one? TalentEgg.ca gf
- Financial Analyst Career Path Options: ☼
  - Fund Manager overview from Kaplan Schweser
  - Portfolio Manager> overview from Kaplan Schweser g\*
  - Ratings Analyst overview from Kaplan Schweser g
  - Risk Analyst overview from Kaplan Schweser
- Who's who in mutual funds Investment Funds Institute of Canada gr
- Career Paths in Finance incl. Professional Interview Series from Sell Side Handbook

scroll



#### Education

#### U of M Academic Calendar

The Academic Calendar & Catalogue outlines program admission and course requirer specific faculty and program. To determine which degree path suits your unique occup.

Consultant. For support with course registration and academic issues, speak with an Academic Advisor.

#### Faculty and Department Homepages

Visit U of M's faculty and department homepage to learn about program application deadlines and processes, as well as additional in-house resources and opportunities.

- Department of Accounting and Finance Asper School of Business
- Department of Economics Faculty of Arts
- Department of Agribusiness & Agricultural Economics> Faculty of Agricultural & Food Sciences

#### **Exploring Other Education Options**

UofM Search Directories

Information for foreign-trained financial and investment analysts - Canadian Information Centre for International Credentials 3

#### Labour market information

What is the job outlook and salary?

What are the

educational requirements or

Labour market information informs users of supply and demand for specific occupations and sectors. It includes such things as salary and job outlook information. These resources support informed career decision making and job search efforts.

#### Resources

- Occupation Outlook Handbook Job outlook for the U.S. ☑
- I want to be a financial analyst. What will my salary be? The Globe & Mail ☑
- Robert Half Salary Guide for Accounting & Finance Professionals salary and hiring trends info ♥
- Canadian Compensation Surveys information on CFA charterholder salaries, work hours and employers from CFA Societies Canada (?)

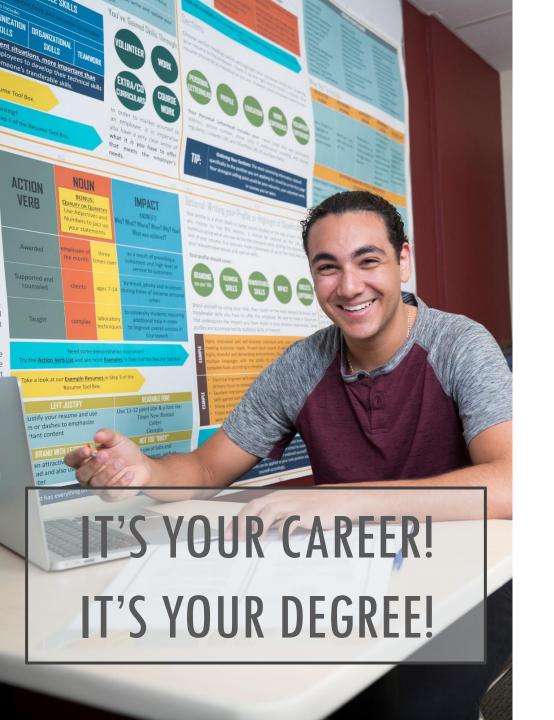
#### Professional Associations

Professional associations may organize events and ectories, job postings, career and labour market information.

#### Related occupations

Related occupations?

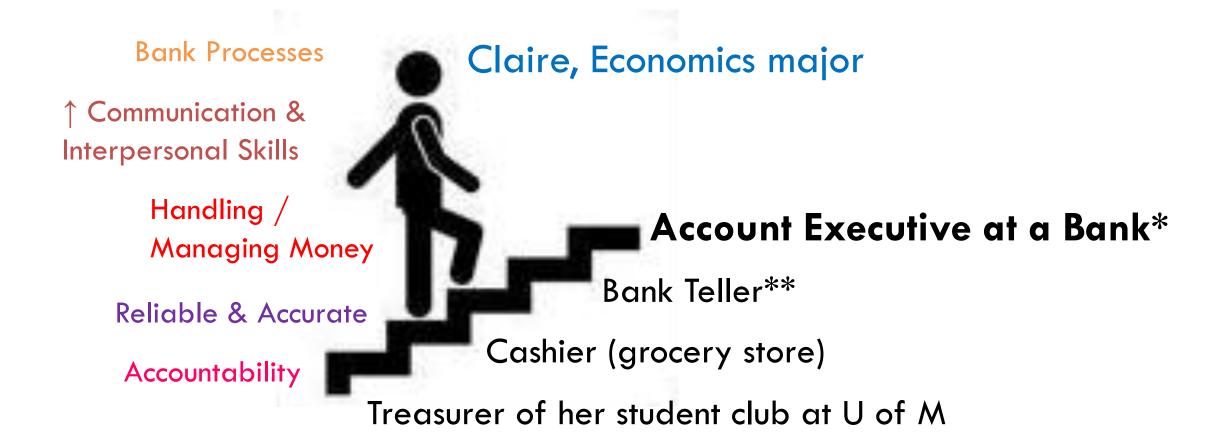
- Accountant
- Actuary
- Foonemi



YOUR CAREER INTERESTS → DEGREE OPTION(S) AND COURSES



## BUILDING EXPERIENCE: STAIRCASE EXAMPLE



# Building Experience: Skills, Knowledge, Industry Exposure

Industry Knowledge

Report writing and written communication

Teaching and supervision

Administration

Laboratory Skills
Customer Service

Michael, M.Sc. in Chemistry

**Biotech - R&D Scientist\*** 

Clinical Research Coordinator \*\*

TA, Research Assistant and GSA Executive

Lab Technologist (summer job – biotech company), Cashier (part-time job – grocery retailer)

<b>←</b>	C	Anthropology at UM
C	Ma	Year 1 - 30 credit hours
	Ma	Year 2 - 60 credit hours
Th yo	Get deve	Year 3 - 90 credit hours
	This	Year 4 - 120 credit hours
	(refe	Sample Jobs
Ť	ехрє	What do employers want?
	200	Get one-on-one help
	10	Meet with a career consultant
7	· W	Meet with a career consultant for a confidential your career goals, job search, resumé/CV and in

preparation.

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#### Sample jobs with an undergraduate degree and related experience

- Antique Dealer
- Archaeological Field Technician
- Archivist Assistant
- Border Services Officer
- <u>Citizenship and Immigration Agent</u>
- Community Development Officer
- Community Impact Analyst
- Conservation Technician
- Curator
- Employment Equity Officer
- Foreign Service Officer
- Immigrant Settlement Worker
- International Student Advisor
- Interpreter/Translator
- Market Research Analyst
- Research Assistant
- Social Policy Analyst
- Social Program Coordinator
- Volunteer Coordinator
- Youth Worker

#### Options requiring other education

A -- 41- -- -- - 1 -- -- ! -- 4

#### **€** NEW! Call 2-1-1



High-Contrast Mode



FR

Home

About

FAO

For Service Providers

Contact 211

# Your search starts here Find programs and services in your community.







Housing & Homelessness



Food & Clothing



Health



& Addictions



\$







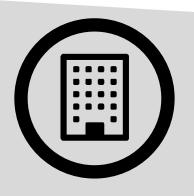




LABOUR MARKET



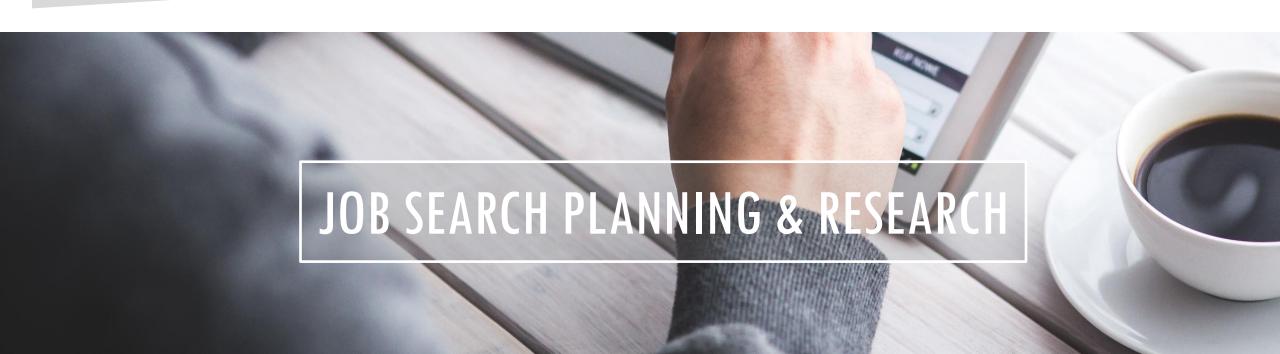
**SECTORS** 



**ORGANIZATIONS** 



**JOB TITLES** 



# CULTURAL & LABOUR MARKET DIFFERENCES

Canada



Your Home Country







### Job boards and ind

#### On this page:

Online Job Posting Boards

On Campus Jobs

Sector Councils and Ir

#### **Online Job Posting Boards**

#### For University of Manitoba Students:

- Career Connect on campus/off campus full-time, part-time internships ♂
- U of M Human Resources Department search for work as a
- U of M Research Grant-Funded Student Jobs
- University of Manitoba Students Union (UMSU) for jobs wit
  - o UMSU Service Centre (UMSU)
  - Degrees Restaurant
  - Digital Print & Design Centre
  - G.P.A.'s Convenience Store
  - IO's Café & Billiards
  - The Hub Social Club
  - UMCycle
- My World Abroad international job and volunteer postings

#### Government Student Job Programs:

- STEP Services, Urban/Hometown Green Team and Career Fr
- Federal Student Work Government of Canada's Federal Stu <u>Affiliated Program (RAP)</u> ™

#### Government Job Posting Boards:

- City of Winnipeg ☑
- Manitoba Government Job Opportunities
- · Shared Health health care opportunities in the Regional He
- Government of Canada Public Service Commission Recruit

#### General Job Posting Sites:

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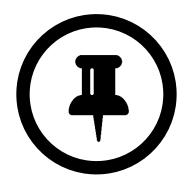
- Student Jobs Manitoba Manitoba's new job board launched spring 2020 ☐
- Human Resource Development Canada Job Bank ☐
- Find My Job Manitoba ☑
- mbjobs.ca ☑
- Indeed ☑
- LinkedIn Jobs A job search tool from LinkedIn [2]
- Wow Jobs ☑
- Eluta ☑
- WORKink career development AND employment portal for Canadians with disabilities ♂
- Monster ☑
- Careerjet ☐
- ResearchGate job posting board and networking hub for scientists and researchers 2
- Jobs.ca incl. listing of specialized job sites ☑
- Jooble Canada ☑

#### Volunteer Posting Boards & Links:

- Government of Canada I Want to Help Service opportunities portal for students to support their communities and Canada's response to COVID-19 ☑
- Volunteer Manitoba search Volunteer Opportunities ♂
- Volunteer Canada ☑
- Volunteer Opportunities with the Winnipeg Regional Health Authority ♂
- Volunteers in Public Service Province of Manitoba 🗹
- Idealistr₹
- Charity Village Canada 'Volunteer' criteria selection option within job posting board 2
- Working Abroad Worldwide Volunteer Database ☑
- On-Campus Volunteering:
  - <u>University of Manitoba Volunteer Program coord. by the Office of Student Life</u>
  - UMSU Volunteer Program University of Manitoba Students Union ☐

#### **On Campus Jobs**

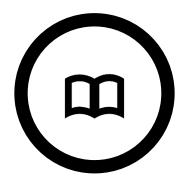
Many students prefer to work on campus and there are a variety of positions available - from research assistant work to foc







JOB POSTING ARCHIVES



OCCUPATIONS LIBRARY



LINKEDIN



#### **Professional Associations**

Professional associations may organize events and provide directories, job post Student membership opportunities may also be available: engage, learn and net

- Chartered Financial Analyst (CFA) Institute ☐
  - CFA Society: Winnipeg ☑
- Canadian Securities Institute (CSI) □
- Global Association of Risk Management Professionals ☐
- Association for Finance Professionals (U.S.) ☐

#### **Directories, Industry Associations, and Sector Councils**

These resources provide industry news, labour market information and a list of pusually multiple industries worth exploring.

- CFA Society Winnipeg Member Firms/Employers ☑
- Portfolio Management Association of Canada (PMAC) firms ☑
- Federally Regulated Financial Institution list from Government of Canada
- Canadian Bankers Association member banks ☑
- Investment Industry Association of Canada member firms ☐
- Pension Investment Association of Canada ☑
- Canadian Financial & Leasing Association member directory ☐
- Responsible Investment Association member list ☐
- Securities Industry and Financial Markets Association (U.S.) member dir
- International Investment Funds Association ☐
- Sell Side Handbook: Investment Banking Landscape overview of Canada Groups, M&A, Debt Capital and Equity Capital ☑

#### **Job Boards**

Search occupations of interest in the industry-specific job boards below to learn and available jobs. You may also wish to search more general <u>online job boards</u>.

CFA Institute - iobs in Canada ☑

#### Other links

These external resources may provide you with additional information about the occupation and opportunities to build experience.

- UMSU Student Club: UM Finance Organization ☑
- <u>CFA Prep and Career Information information on the exam, designation and job outcomes from Kaplan Schweser (CFA Institute approved prep provider)</u> ☑
- Report: Future State of the Investment Profession (2017) CFA Institute ☐
- Canadian Pension Plan Investment Board ☐
- Investment Executive (IE) Canada's national newspaper for financial professionals ☐
- The Wall Street Journal ☑
- Financial Times ☑
- Canadian Stock Exchange | TMX Group ☐

### Related occupations

- Accountant
- Actuary
- <u>Economist</u>
- <u>Financial Advisor</u>
- Bank Manager (NOC) □
- Operations Research Analyst



## **PEOPLE YOU KNOW**

- Family members
- Neighbours
- Friends
- Community members
- Faith community members
- Fellow students
- Coworkers



# PEOPLE YOU NEED TO KNOW

- Friends of family members
- Coworkers of neighbours
- Friends of friends
- Coworkers of community members
- Friends / co-workers of students
- Friends of coworkers





- 1. Informed career planning & decisions
  - Advice and mentorship to help plan
- 2. Support short & long-term job search
  - Job leads (hidden job market)
  - Knowledge about companies, hiring processes for job applications
  - References or referrals
- 3. Involvement demonstrates career engagement on our resumé
- 4. Boost our "social capital" and develop a good reputation



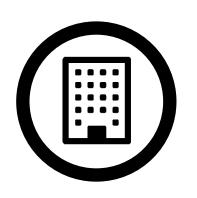
# The 3 keys & 3P's of Networking

- Remember WHY we network.
   And keep 3 keys or goals in mind:
- 1. To Learn (about people, occupations, company, industry)
- 2. Make a good impression
- 3. For others to get to know you (personality, interests, competencies)
- The 3 P's: Polite, Patient, Persistent.
  - \*Use your EQ, be observant, have empathy

## **QUICK WINS**



NETWORKING EVENTS



EMPLOYER INFO SESSIONS



CAREER FAIRS



VOLUNTEER FOR A DAY





**MENTORSHIP** 



JOB SHADOW



COLD CALLS



INFORMATIONAL INTERVIEWS



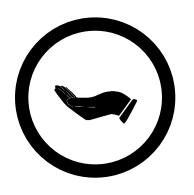
## **BIGGER INVESTMENTS**



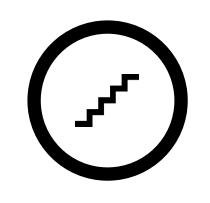
PAID INTERNSHIPS



**CO-OP** 



**VOLUNTEER** 



ENTRY LEVEL WORK



ON CAMPUS WORK



# Technical Skills



# Transferable Skills

Required to perform a particular task

Easily transferred from 1 situation to another









CODING

LAB SKILLS

COMMUNICATION

**ORGANIZATION** 

RESUMES: WHAT TO INCLUDE

#### APPENDIX B: SKILLS MATCHING WORKSHEET

ALLENDIA D. ONILLO MATOLI	INO TYOKKOIIEEI
WRITTEN COMMUNICATION	I USE THIS SKILL WHEN
Condense information/produce concise summary notes accurately with correct grammar, punctuation and spelling.	
Write letters and reports that are logically structured and contain all relevant information.	
Adapt writing style in consideration of different audiences.	
ORAL COMMUNICATION	I USE THIS SKILL WHEN
Ask and answer questions, clarify, and summarize what others are communicating.	
Provide clear explanations and directions while instructing, educating and providing feedback.	
Communicate with others using a variety of communication strategies to negotiate, mediate, resolve difficult issues and sell ideas.	
TEAMWORK	I USE THIS SKILL WHEN
Demonstrate respect and care. Is open and supportive of the thoughts, opinions, and contributions of others.	
Actively contribute to team projects/tasks; fulfils required roles, participates in discussion to improve effectiveness.	
Accept and share responsibility. Learn from constructive criticism and give positive and constructive feedback.	
LEADERSHIP	I USE THIS SKILL WHEN
Accept responsibility for decisions and display a positive attitude and perseverance.	
Models a strong desire to succeed by demonstrating adaptability to achieve goals.	
Take initiative in leading, supporting and motivating others in developing individual skills or tasks to achieve goals.	
PLANNING AND ORGANIZING	



























#### **SARAH HUNT** (she/her)

Winnipeg, MB | sara.hunt@gmail.com | 431-000-0000

#### **EDUCATION**

University 1 2020 - Present

University of Manitoba

High School Diploma 2020

Garden City Collegiate, Winnipeg MB

#### **RELATED SKILLS**

#### Communication and Teamwork Skills

- Utilized Microsoft Office and various social media platforms (Instagram, Twitter, Reddit, Facebook) to promote fundraising events and increase attendance
- Collaborated with a committee of 6 students and teachers to distribute funds to multiple charities and meet donation goals
- Interviewed organization officials to determine needs while conducting site visits of various charitable organizations
- Presented research paper to a class of more than 80 students with group of 4 team members; achieved an A+ grade

#### Leadership Skills

- Chaired meetings of 10-15 students and led discussion on major charitable initiative
- Trained and supported new gift shop volunteers by providing constructive feedback and modeling high customer service standards

#### RELEVANT VOLUNTEER EXPERIENCE

Gift Shop Volunteer

2019 - Present

Seven Oaks Hospital, Winnipeg MB

- Interacted compassionately with customers to help select items and organize delivery of gifts across the hospital
- Communicated with colleagues and volunteer manager to ensure excellent customer service
- Organized and stocked shop floor to guarantee item availability for customers
- Efficiently and accurately processed credit, debit, and cash transactions in a busy environment

#### Coordinator/Committee Member

2017 - 2020

Garden City Collegiate Youth in Philanthropy Committee, Winnipea MB

- Coordinated and organized site visits of 10-15 students to various charities across the province to learn about operations
- Conducted thorough research and interviews via phone, email and inperson to find information on various charitable organizations for decisionmaking
- Consulted and communicated with 10-15 committee members to discuss and finalize how to distribute \$5000 to multiple charities and how the donation will be spent on a yearly basis
- Utilized Microsoff Excel to create a budget for the contributions to each charity to ensure funds were allocated appropriately
- Created a comprehensive final report on grant recommendations for the Winnipeg Foundation using Microsoft Office

#### INTERESTS

- Skating
- Gardening
- Volunteering

## WHAT YOU USE WILL DEPEND ON YOUR AREA OF WORK













OTHER: PERSONAL WEBSITE, BLOG, INDUSTRY SPECIFIC PLATFORMS



- People in your professional network (not your friends)
- Often former supervisors
- Able to speak to your skills, knowledge, personality and attitude

Bring a references list to your interview



#### References:

- Name of person 1
   Positon Title, Org.
   Relationship to you
   Contact Info
- 2. Name of person 2
- 3. Name of person 3

















# APPOINTMENT

204-474-9456 Visit 474 University Centre



## ONLINE

umanitoba.ca/career-services



OTHER WORKSHOPS: Job Search, Resumé & Cover Letter, Interview, LinkedIn,

Networking Register: uofmcareerservices.ca