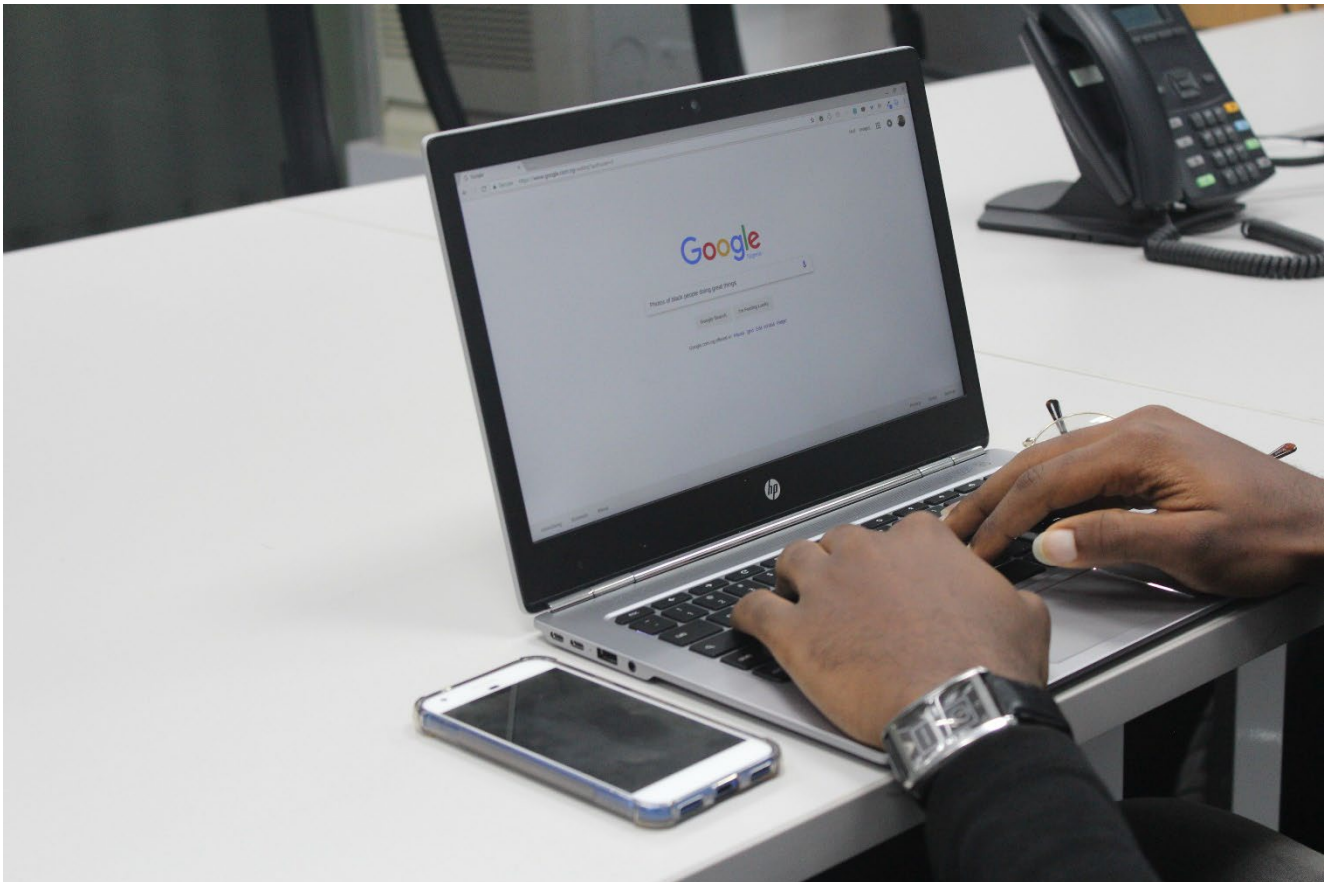


# JOB SEARCH



**Durham College**  
**Career Development**  
[hired.durhamcollege.ca](http://hired.durhamcollege.ca)



## WHAT DO I NEED TO KNOW?

Labour market information (LMI) is **crucial to your information gathering process.**

Your LMI research may provide:

- Entry-level job titles and what these jobs entail (shifts, probation, training, travel)
- Key skills that are required for the position
- Industry trends, challenges, and issues
- Starting wage and salary information
- Future outlook or forecast for the industry
- Companies of interest and where they are based

## WHERE CAN I FIND THE INFORMATION I NEED?

- The [Job Bank](http://www.jobbank.gc.ca) (www.jobbank.gc.ca) for national labour market information (LMI)
- Ontario Labour Market [job profiles](https://www.services.labour.gov.on.ca/labourmarket/search.xhtml?lang=en) (<https://www.services.labour.gov.on.ca/labourmarket/search.xhtml?lang=en>)
- Career Development staff and resource materials; visit [HIRED](#)
- [LinkedIn](https://ca.linkedin.com) (ca.linkedin.com)
- Your network - family, friends, faculty, and other contacts
- Professional associations and regulatory bodies
- Industry publications and business directories – DC Library has [Library Guides](#)
- To get more information connect with a DC [Subject Librarian](#)
- News releases, social media, websites and blogs

## HIRED SITE

Career Development provides students and graduates with access to [Hired](#). This site offers:

- Searchable job postings targeted by program
- The ability to activate email alerts based on your search criteria so that new job postings are sent directly to your DC Mail account
- Information on career-focused events happening on campus and in the community
- The ability to book one-to-one appointments with a Career Development coach
- Information about on-campus employment including DC Works and IWorks
- Links to valuable job search and industry sites tailored to your program
- Industry-specific associations, organizations, and affiliations to research



# ONLINE JOB SEARCH

## VERTICAL SEARCH ENGINES

Vertical job search engines (or scrapers) monitor new job announcements from tens of thousands of employers across Canada every day. When an employer posts a new job on its website, the job is added to keyword searchable databases. Below is a list of job search engine that collects job listings from all over the web, including company career pages, job boards and niche job websites.

- [Eluta](#)
- [Indeed](#)
- [Jooble](#)
- [Simply Hired](#)

### Social media

LinkedIn, Facebook and Instagram are platforms that can be used for job search. Employers often post opportunities and company updates on these platforms.

For additional program-specific job search resources visit the [Hired Portal](#)

## TIPS FOR ONLINE SAFETY AND PRIVACY

Everything you post online is public and permanent. You need to be careful when using email, social media, instant messaging, blogs, and online videos. Information posted about you by others also needs to be considered.

- Customize your privacy settings to activate notifications whenever you are tagged in photos and/or videos, and only allow friends access to your profile. Remember to check your privacy settings frequently because they can change without notice.
- Consider keeping parts of your social media profiles private for your own protection.

Creating a positive digital impression is critical because employers are accessing these same sites to search for and research potential candidates. What will potential employers find about you before they decide to offer you an interview or a job?



## HAVE YOU GOOGLED YOURSELF LATELY?

Conduct a Google search of yourself

- Are you comfortable with the information that is linked to your name?
- Are you aware of what others are posting about you?
- Have you connected to someone with a negative personal internet presence that could affect your profile?



### OTHER TIPS TO REMEMBER:

- Be active in industry forums. Keeping up-to-date on industry activities: reading and posting to industry forums and newsgroups will help you to impress potential employers.
- Pay attention to your grammar and spelling.

# LINKEDIN

Your LinkedIn profile provides you with a professional web presence that will demonstrate your skills and work-related accomplishments. LinkedIn allows you to connect with employers, build a network of contacts, search for jobs, join work-related groups and submit job applications.

## 10 TIPS TO IMPROVE YOUR PROFILE:

### 1. **Write an Informative Headline**

You can include your Durham College program or the industry-specific skills that you are trained in or can perform. For example: Biotechnology Student with QA/QC experience and skills.

### 2. **Use a Professional Head Shot**

Use a recent photo of yourself that is professional, does not include you in a crowd of people, is not a selfie, and has good lighting to show your smile.

### 3. **Create a Memorable About section**

Your About section is where you can focus on your qualifications, skills, goals or personal vision. Write in the first person. You can build this section by using wording from your cover letter and your skills section of your resumé.

### 4. **Use Common Keywords**

Review the keywords in job postings as well as profiles of people who work in a field you would like to pursue or who work in a similar position as you.

### 5. **Claim your unique LinkedIn URL**

To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., [LinkedIn/JohnSmith](#)).

### 6. **Highlight Websites, Awards and Honours**

You could link to your school projects and upload samples of your work, a blog or an article you've written or have been featured in, as well as any achievements or awards.

### 7. **Recommendations Section**

Send out a personalized, carefully worded request to each person for recommendations. Be sure to recommend your connections if you have worked with them and can comment constructively.

### 8. **Join Industry Groups**

Groups allow you to have online discussions, find out about job leads, further education and professional development opportunities, and ask questions.

### 9. **Be Personal**

When you are inviting someone to join your network, go above and beyond by personalizing the invitation. Be careful who you attempt to connect with.

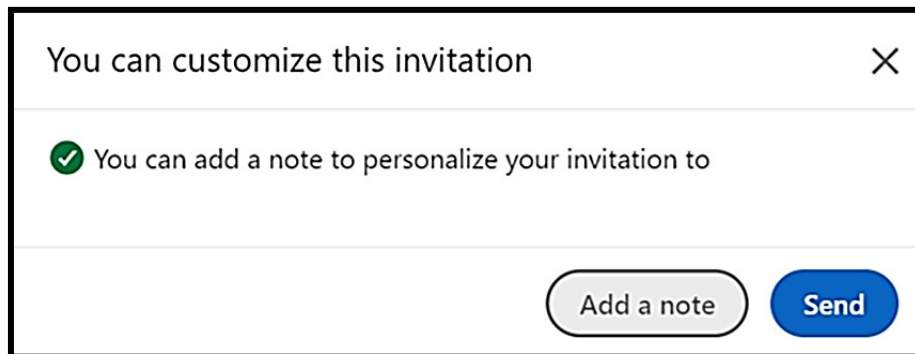
### 10. **Get the Basics Right**

Make sure your LinkedIn profile is as professional looking and error-free as your resumé.

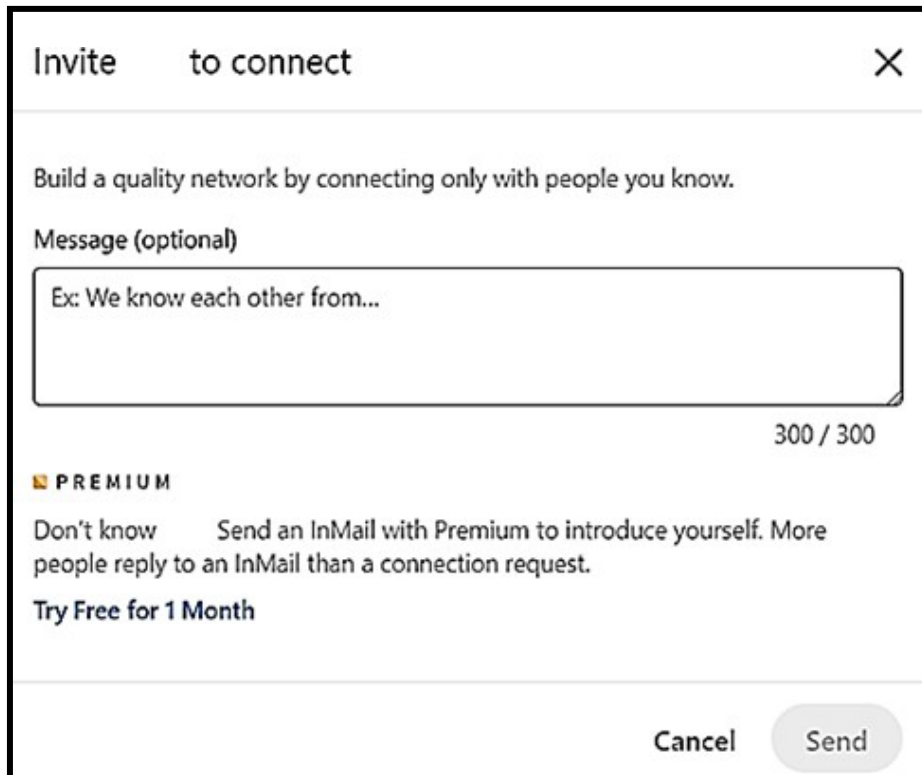
NOTE: LinkedIn enhances functionality almost daily; ensure you log in regularly to keep pace with the technology and increase your professional exposure. [LinkedIn](#) ([www.linkedin.com](http://www.linkedin.com))

## HOW DO I INVITE SOMEONE TO BE A CONNECTION ON LINKEDIN?

LinkedIn only allows you to write a personalized message when you first visit their profile; **do not** choose 'connect' from search results as proper LinkedIn etiquette is to always visit and review a new contact's profile before asking to connect. As shown below, LinkedIn gives you the option of adding a note when sending an invitation. When making a connection request with a stranger, you need to include who you are, why you are asking for the connection, what you have in common, and what you have to offer the connection.



This screenshot shows a dialog box titled "You can customize this invitation" with a close button (X) in the top right corner. Below the title, there is a green checkmark icon followed by the text "You can add a note to personalize your invitation to". At the bottom of the dialog, there are two buttons: "Add a note" (a light gray button) and "Send" (a blue button).



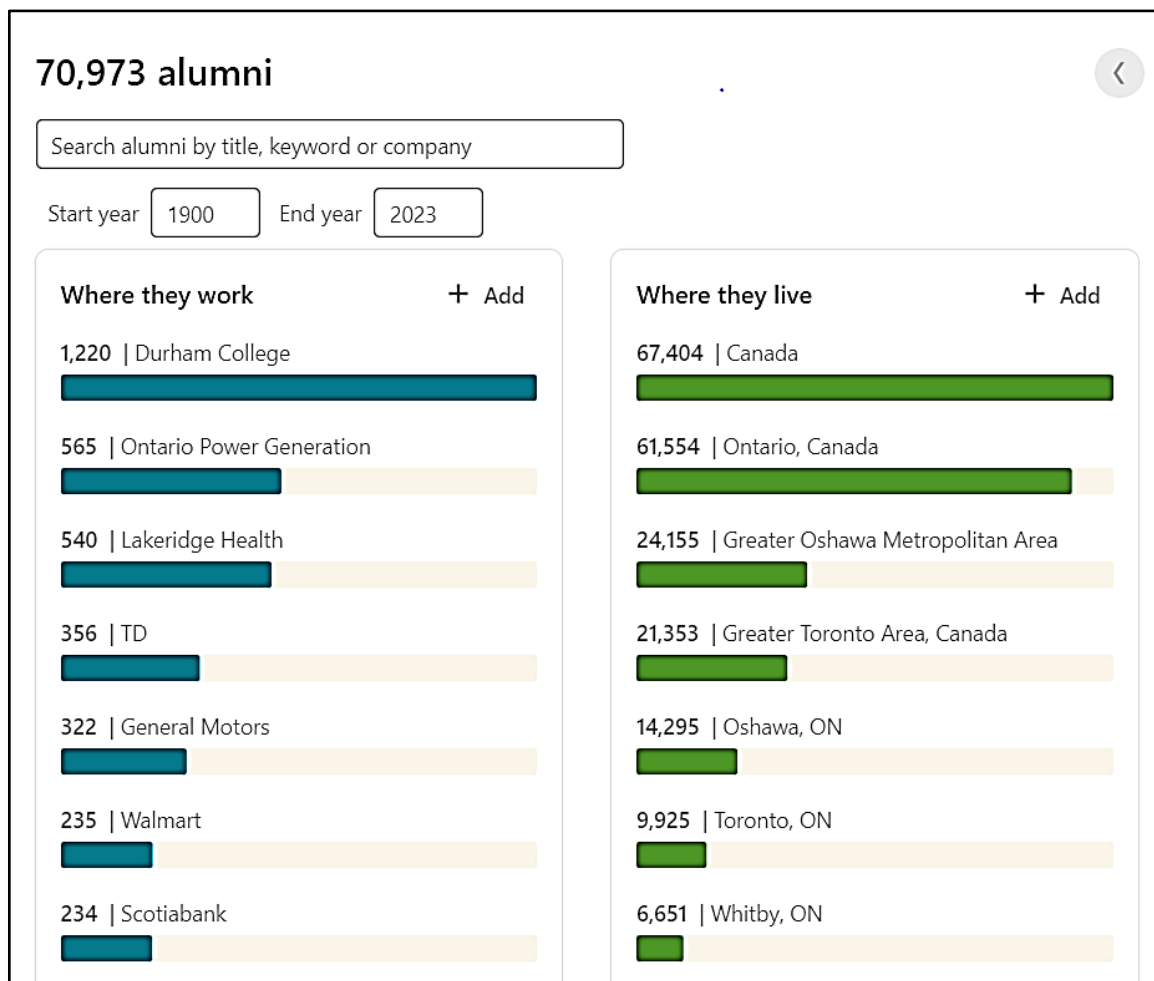
This screenshot shows the "Invite to connect" dialog box. The title bar says "Invite to connect" with a close button (X) on the right. Below the title, there is a message: "Build a quality network by connecting only with people you know." Underneath, it says "Message (optional)" above a text input field. The input field contains the placeholder text "Ex: We know each other from...". To the right of the input field, it says "300 / 300". Below the input field, there is a "PREMIUM" section with a small icon and the text "Don't know Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request." Below this, it says "Try Free for 1 Month". At the bottom of the dialog, there are two buttons: "Cancel" (a light gray button) and "Send" (a light gray button).

## SAMPLE LINKEDIN INVITATIONS

1. "I was looking at your profile and I see you are an alumni of \_\_\_\_\_ at Durham College. I also noticed we have some similar interests. As a recent graduate, I would love to chat with you about your experience."
2. "I am a member of the \_\_\_\_\_ LinkedIn group and I saw your comments about \_\_\_\_\_. I am just starting out in the \_\_\_\_\_ field and would appreciate it if I could ask you a few questions."
3. "I was checking out your blog and I really liked your post about \_\_\_\_\_. I am passionate about \_\_\_\_\_ and think it would be great to have a quick conversation with you. Please accept my request to stay connected."

## LINKEDIN ALUMNI PAGE

Use the Alumni page to find potential connections to network with and conduct informational interviews. Many alumni are happy to assist students and new graduates that are just starting out in the workforce. Use the 'next' option on the right to search by program of study. View career insights at [Durham College Alumni](#) or [www.linkedin.com/school/durham-college/people/](http://www.linkedin.com/school/durham-college/people/).





# NETWORKING

Networking for job search simply means communicating with people in a purposeful way to gather specific information to help make decisions. It is a two-way relationship as students or alumni can also offer or provide information, introduction to their contacts, a fresh perspective and potentially hands on assistance or help.

Networking is **not** asking someone if they can hire you. It is a way to develop a relationship around a shared area of interest (your career field) that may assist your job search.

Networking allows you to tap into available jobs that are never advertised; this is known as the “hidden job market.”

## WHERE DO I BEGIN?

- Start with the contacts you are comfortable with like your previous work, volunteer, field placement supervisors, co-workers, friends, family, neighbours, sport coaches etc.
- These contacts will be able to suggest several other people to connect with in order to build your network.
- Create a professional on-line presence through social media and establish credibility by sharing relevant information and following up on referrals.

## TYPES OF NETWORKING

### CONVENTIONAL

- These include a variety of encounters at job fairs, conferences, career expos and chance meetings.

### VIRTUAL

- These involve making and developing connections through social media sites such as LinkedIn, Twitter, Instagram and Facebook.

## VIRTUAL NETWORKING TIPS

- Create and cultivate a personal brand across all your social networking sites; but remember that focusing on too many sites at once can be challenging to manage
- Set your privacy settings
- Target groups and connections that are relevant
- Comment on posts, share information, demonstrate genuine interest that will encourage others to engage and connect with you
- Use hashtags related to your career goals or job search
- Build your network by putting regular effort into meaningful two-way connections
- Participate in online forums and join in the chat during webinars



# INFORMATIONAL INTERVIEWS

## WHAT IS AN INFORMATIONAL INTERVIEW?

An **informational interview** is a **conversation** with someone working in an area that interests you who will give you information and advice. It is an effective research tool in addition to reading resources, exploring the Internet and examining job descriptions. It is **not a job interview**, and the objective is not to find job openings.

## HOW WILL IT BENEFIT YOU?

- Increase information about a field of work and about the skills needed to do the job
- Extend network of contacts
- Opportunity to find out about jobs in the “hidden job market” (i.e. not advertised)
- A chance to find out how you might “fit” with a particular organization

Check out this Muse article for more information: <https://www.themuse.com/advice/5-tips-for-nonawkward-informational-interviews>.

You may feel awkward planning to talk with people you don't know about their work. However, most people actually enjoy taking a few moments out of their day to reflect on their professional life and to give advice to someone with an interest in their field.

## SAMPLE INFORMATIONAL INTERVIEW QUESTIONS

Here are some questions you can prepare in advance; choose a few and modify as needed.

1. What is a typical entry-level position in this field? What is the outlook for entry-level professionals?
2. Why do you like working for this company? What do you like best about your job? What aspects are the most challenging for you?
3. What is a typical career path in this organization and/or field?
4. What skills do I need to be successful in this organization and industry?
5. What are the educational requirements for this job? What other types of credentials or licenses are required?
6. What trends are emerging in this field and how is the economy affecting this industry?
7. What are the short- and long-term goals of this organization? (i.e. growth, expansion, new products or services)

8. What is a typical day like for you? When are your peak times? Is there a typical work cycle?
9. What jobs and experiences have led you to your present position? Can you suggest some ways a student could obtain this necessary experience?
10. Whom do you recommend I contact for additional information about the industry?
11. Do you have any words of wisdom or advice for me as a result of your experience?

## **FRAUDULENT JOB POSTINGS AND OFFERS**

### **- Become Informed and Stay Safe -**

Career Development at Durham College recognizes the need for students and graduates to remain vigilant during their job searches to avoid being tricked by fraudulent employers. The following tips and links provide information to help job seekers to be informed and stay safe.

Be aware of the following signs of job scams:

- Remember, legitimate employers will never ask for money upfront from potential candidates. Also, employers don't normally pay you for work not yet performed.
- Poorly written job advertisements, job descriptions and letters of employment.
- Impersonations of legitimate companies (check for small changes to website domains or inconsistencies between website addresses and provided email addresses).
- Cashing cheque amounts under \$2000 (any amount over \$2000 requires that the cheque be cleared first).
- Don't send your credit card, bank account, or any financial information by email.
- If you receive an email or pop-up message that asks you for sensitive, personal (SIN #) or financial information, do not reply. Don't click on any hyperlinks in such messages.
- Watch out for misspelled words in emails supposedly from major companies.
- Be cautious. If the opportunity seems "too good to be true" – it probably is.

For the latest information about online scams, please visit the [Canadian Anti-Fraud Centre](#) that the RCMP has prepared for your protection.

[Federal Government of Canada Competition Bureau](https://youtu.be/-iClhN1h8Ds) (https://youtu.be/-iClhN1h8Ds)

- View a short video from the federal government regarding job scams.

[Government of Ontario Report a Scam or Fraud](http://www.ontario.ca/page/report-scam-or-fraud) (www.ontario.ca/page/report-scam-or-fraud)

- Learn how to spot common consumer or financial scams, how to report them and what to do if you have been scammed.

**If you have questions or concerns about a job posting,  
please contact Durham College Career Development at  
[careerdevelopment@durhamcollege.ca](mailto:careerdevelopment@durhamcollege.ca) or 905-721-3034**

**For assistance in preparing for job search, book an appointment  
with a Career Development Coach:**

Book an appointment online at **Hired** (<http://hired.durhamcollege.ca>)

In-person / virtual appointments available

**Oshawa campus:** Student Services Building, SSB 212

**Whitby campus:** Room 103B (Beside Enrolment Services)



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SUCCESS MATTERS

Hired Portal

[hired.durhamcollege.ca](http://hired.durhamcollege.ca)

- Search full-time, part-time, contract, summer, & volunteer job postings
- Book one-to-one coaching appointments
- View upcoming recruiting events
- Explore valuable Career Resources for your program
- Employer Information Sessions

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