

Targeting Employers

Job/Work Search

Looking for employment is one of the most challenging jobs you will ever have. Finding "your" job rather than "a" job is important, as work plays a big role in contributing to the sense of satisfaction in your life. As you begin to look for your next position, think about how it fits into your overall career plan. Is it work that will give you the experience you need to begin or continue your progression toward your longer-term career goals? Is it work you will enjoy doing? Feel passionate about?

Traditional Methods of Finding Openings

It is said that advertised positions account for 10% - 20% of all jobs open at any given time. Approximately 90% of all job-seekers apply to these advertised openings. While it is appropriate to use the following job-search methods, you may want to consider devoting a small amount of your time and energy in this pursuit.

- Human Resources Development Canada Employment Centres
- Personnel/Employment Agencies
- Employment ads in newspapers and professional papers/magazines
- Internet sites with job advertisements and resume matching services

Creative Methods of Finding Openings and Marketing Yourself

It is a generally acknowledged fact that between 80% - 90% of all jobs available at a given time are not advertised. Chances are very high that you will locate your work INDEPENDENTLY. Accordingly, the majority of your job search time should be spent on creative pursuits. Read articles about companies reporting their business plans, expansions, changes, and new additions. Consider small to medium sized employers as more jobs are being created in these sectors. You need to target your application to the person who would hire for the position. Remember that managers are always looking for good people even if there is no immediate opening.

Networking

It is estimated that 65-90% of jobs are found through networking. An informal survey among your employed friends would reveal that many, if not most, found employment this way.

Researching Employers

You will want to do some employer research to see if you are interested in working for a particular company or organization, to find out about different types of jobs or work that you may be hired to do, and to prepare for an interview.

What type of information should you be looking for?

- history and potential growth for employer and industry
- restructuring, downsizing, re-engineering activities
- products and services
- location(s)
- annual sales for past year(s) compared to industry trends
- employer's major competitors
- management style, corporate culture
- number of employees
- organizational structure, working climate/atmosphere, workload
- amount of subordinates' participation in decision-making activities
- training and development programs
- typical career path
- promotion policy
- use of technology, amount and type of equipment

Using the Internet

The Internet is a great source of information on the job market and on specific companies and organizations. Investigate relevant employment news and discussion groups. Members can be very supportive of each other and most are willing to help answer questions. Honour the rules established by the group. Don't just lurk—participate! With hundreds or thousands of readers, you have an easy way to network. If you look only at advertised positions on the Internet, you will miss the vast majority of openings.