

A Job Search Brochure

Level 4, Sample 1



WANT TO KNOW MORE?

What do I do when applying for a job?

When you find a job that interests you, consider the following:

- ☞ If it's a job you've heard about from someone, ask that person to tell you as much as possible about it. Research the employer and find out more about the business.
- ☞ If you need to send a resume, make sure you know exactly who to send it to. Make sure all the information is correct (e.g., phone number, address, etc.) and the spelling tool.
- ☞ If you're looking at an ad and there's not enough information in it, don't hesitate to call — people who are hiring are accustomed to getting requests for information.
- ☞ See how well your qualifications match the job requirements.

What is networking and how can it help me find work?

- ☞ Networking is the process of connecting with other people, often for the purpose of information exchange and support, when searching for work or advancing or changing a career.
- ☞ Networking is one of the best ways to find work. These people may be able to help you by introducing you to a potential employer. Such contacts will explain how to look for work in a specific field, give you advice about trends in the job market, or hire you when a position becomes available in their own business.

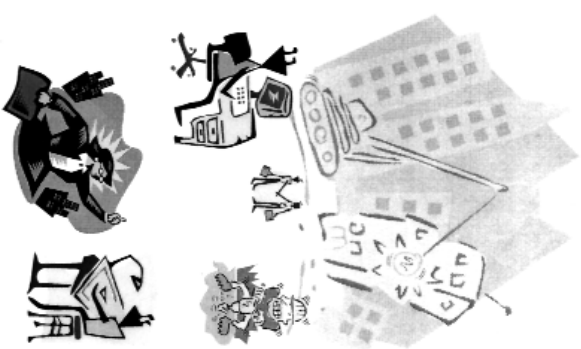
SOURCES USED

Wallace, Lee. *Career Studies*. Scarborough, ON: Nelson 2001.

Class notes.

You & the Job Market

A Guide To The World Of Work



SELF-ASSESSMENT



What is self-assessment and how can it help me choose a career?

- ☞ Self-assessment is considering your own strengths and weaknesses by completing various tests.
- ☞ Self-assessment tests are designed to help you with your job search. They will help you rate yourself in various areas as well as give you some ideas about what you might try.
- ☞ When looking for work, you may ask yourself:
 - What am I good at?
 - What are my strengths and weaknesses?
 - What skills do I have that will help me obtain work?
 - Most people have more skills and experience than they realize. Skills and experience can be applied in many situations. Skills you've learned as a volunteer can also be useful in the workplace.
 - Interest inventories, quizzes and other self-assessment tests are useful in helping you choose a career.

JOB MARKET TRENDS



Since the job market is constantly changing, what general skills are in demand?

- Technological change affects the task workers undertake and the skills they need. Changing technologies will demand that workers continuously upgrade their skills through ongoing education and training.
- Since technological advancements are constant, fewer and fewer people will be able to compete for jobs if they don't have adequate knowledge of new technologies.
- Computer skills are an asset. The types of computer skills employers are seeking vary by occupation. Employers tend to look for experience with well-known computer software programs.
- Globalization results in businesses competing in international markets and need for workers who can communicate in different languages.
- The job market will demand highly skilled people who can work as team members and take part in creative decision making.



THE JOB SEARCH PROCESS



What steps should I take in searching for work?

- Successful job seekers use many different approaches to look for work. There are two types of job markets, an Open Job Market and a Hidden Job Market. The following are some tips on where to search for work.
- ☞ OPEN JOB MARKET:
 - Newspapers
 - Company web sites
 - Human Resources Career Centres
 - Youth Employment Centres
- ☞ HIDDEN JOB MARKET:
 - Direct contact with employers and the use of personal contacts are essential to finding work.
 - Employers hire people who have been recommended to them.
 - People hear about jobs through "word of mouth".
- ☞ Keep all these tips in mind when you start job hunting!



Teacher's Notes

Knowledge/Understanding

- The student demonstrates a high degree of understanding of the job search process as illustrated by the following:
 - Both the open and hidden job markets are referred to and several examples of each are given (e.g., “Youth Employment Centres”; “direct contact with employers”).
 - Details about the job application process are included, and the concept and importance of networking are explained.
- The student demonstrates a high degree of understanding of the purpose of self-assessment strategies, as illustrated by the following:
 - Self-assessment is defined and reference is made to a number of reflective questions that are used in the assessment process (e.g., “What are my strengths and weaknesses?”).
 - The purpose of self-assessment tests is explained (e.g., “They will help you rate yourself in various areas as well as give you some ideas about what you might try”), and a number of particular tests are identified.

Thinking/Inquiry

- The student's description of the influence of societal and economic trends on the job market shows a high degree of accuracy, as illustrated by the following:
 - The student demonstrates a clear understanding of the effects that the evolution of technology is having and will have on the workplace (e.g., “Changing technologies will demand that workers continuously upgrade their skills...”).
 - Awareness of and insight into the impact of globalization are demonstrated (e.g., “Globalization results in ... [the] need for workers who can communicate in different languages.”).

Communication

- The student communicates information with a high degree of clarity, as illustrated by the following:
 - The logical ordering of questions and answers enhances the flow of the brochure.
 - In the answers, ideas and information of some complexity are expressed clearly and concisely.
- The student communicates information in a style that has a high degree of appropriateness to and effectiveness for the target audience, as illustrated by the following:
 - The brochure has an excellent balance of text, graphics, and white space.
 - Fonts that would appeal to young people are used, and the formatting of headings, subheadings, and text is attractive and consistently applied.
 - Appropriate clip art (e.g., futuristic cityscape in the process of change) is selected and used creatively.

Application

- The student constructs questions and answers that have a high degree of relevance for job seekers (i.e., the questions are clear and open-ended, and the answers are comprehensive and informative).

Comments/Next Steps

- The student has provided very helpful details about and explanations of aspects of the job search process that are suitable for young people who are new to it (e.g., recognition of the general skills job seekers already have, information about where to begin searching for jobs, and an explanation of networking).
- The student could mention other societal and economic trends, such as demographic trends and the growing need for flexible hours in the workplace.
- Information about résumé writing and the job interview would enhance the brochure.

A Job Search Brochure Level 4, Sample 2

How would I go about looking for a job?

Here are some steps that will help you through the job search process.

1. Apply for your social insurance number.
2. Do self-assessment tests to find out what your interests, skills, values, and personality type is.
3. Do volunteer work to gain experience.
4. Develop your resume.
5. Choose three people that you would like to be your references, but remember to ask their permission.
6. Look for advertised jobs, and write cover letters to apply for them.
7. Let your parents, relatives, friends, etc. know that you are looking for a job (networking).
8. Go directly to a business to drop off your resumes and fill out applications.
9. Visit your local Human Resources Development Canada Office for Students to find a job.
10. Prepare for job interviews.
11. Don't give up if you don't get the job. Keep on trying.



Where exactly should I look for a job?

There are many places where you can look for jobs that are available. Here are just a few...

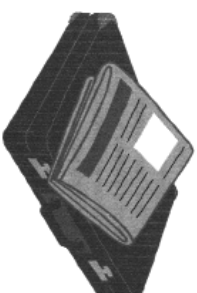
1. Newspaper (Classified section)
2. Internet (www.careersrch.com)
3. Go to businesses and inquire about open job positions.
4. "Networking"
5. Listen to the radio.
6. Look for ads on T.V.

These are just a few places to get you started, but there are also many other places where you could look. Good luck, and happy job hunting!



Sources Used:

- My notes
- Textbook - *Careers 10*
- The Internet - www.worksearch.gc.ca
- Looking for a Job? - A Guide for Youth



Seeking Employment?

HOW TO FIND A JOB

You mean there are actually steps to follow when I'm preparing my resume?

Yes, there are a number of steps that you should follow when preparing your resume. These steps will help you to make a proper, organized resume that employers will want to look at!

Step 1 - Gather Information

Organize all of the information that you have about yourself, including: education, previous jobs and volunteer work, skills, interests, extra-curricular activities, and achievements and awards.

Step 2 - Sort The Information

Once you have gathered all of the necessary information, it's time to organize it. Put the information into different categories, such as Past Employment, Awards and Achievements, etc.

Step 3 - Choose a Format

Now it's time to choose the format of your resume. You have two choices, Chronological (lists the information in chronological order), or Functional (lists information in order of importance).

Step 4 - Write a Rough Draft

When writing your rough draft remember: keep it short, specific, and to the point. Type it on good quality white paper, use "point form", check the spelling and grammar, be truthful, and try to use "action words" (helped, fixed) to describe the duties you have had.

Step 5 - Edit your Resume

Rewrite your resume until it is PERFECT.



What exactly are "job market trends", and how are they influencing the popularity of certain jobs today?

Job market trends are factors that affect the decline and growth of occupations (jobs), and even entire sectors of work. There are many different types of trends that influence the job market, such as Economic and Societal trends (aging population), Globalization trends (world market product production), Technological trends (workplace has become highly technical, and machines are replacing people—resulting in downsizing), and the Baby Boom, Bust, and Boom Echo trends. Also, people now have "alternative work styles and patterns", such as compressed working hours and contract work.

All of these trends effect what types of jobs are presently in demand, and are either gaining, or declining in popularity in our society. Of course, the biggest trend that is presently effecting the job market is the Technological trend. In order for you to succeed in today's job market, you need to have some understanding of computer and Internet skills. This is just one example of how trends effect the job market, but there are many more.

This brochure was created to help you, the "work-impaired" student, to find a job... the right way. So, read on to learn useful information on how to find a job in today's fast-paced world of work!

What is "self-assessment", and why should I do this before beginning my job search?

There are a wide variety of self-assessment "tools" that can help you to examine your interests, values, skills, and personality. Self-assessment tools can come in the form of a written test, others can be done on the Internet (www.mazemaster.on.ca), but all of them help you to figure out exactly who you are, and what jobs suit you best!

For example, there is a self-assessment test called "True Colours". This test puts you into one of 4 different colour categories (Gold, Green, Orange, and Blue), according to your answers. A person who is Gold would be organized, like structure, and follow the rules. Some of the jobs listed for a Gold person are: Dentist, Teacher, or Judge. An Orange person, on the other hand, would be competitive, love excitement, and be very "extroverted" (Actors, or Professional Athletes, etc).

This is just one of many tests that can benefit you while you search for a job.

Who am I?

Teacher's Notes

Knowledge/Understanding

- The student demonstrates a high degree of understanding of the job search process through a highly detailed and thorough treatment of the topics presented in the brochure (e.g., five steps in writing a résumé; eleven steps in the job search process).
- The student demonstrates a high degree of understanding of the purpose of self-assessment strategies by indicating the wide range of tools available (i.e., those that assess interests, values, skills, and personality) and giving a detailed description of one such tool, the True Colours test.

Thinking/Inquiry

- The student describes the influence of societal and economic trends on the job market with a high degree of accuracy (e.g., refers to a number of general and specific trends such as the aging population, “alternative work styles”, globalization, and world market production, and describes their consequences for the job market, including the increased need for workers with computer and Internet skills, and downsizing).

Communication

- The student communicates information with a high degree of clarity through the organization evident in each section, as illustrated by the following:
 - There is a general, introductory statement at the beginning of each panel (e.g., “Yes, there are a number of steps that you should follow when preparing your resume”).
 - Specific information in the middle of each panel provides support (e.g., “Now it’s time to choose the format of your resume”).
 - A concluding statement ends almost all of the sections (e.g., “This is just one of the many tests that can benefit you ...”).
- The student communicates information in a style that has a high degree of appropriateness to and effectiveness for the target audience, as illustrated by the following:
 - Questions are phrased in the first person, which makes them engagingly direct.

- Concise expression, an encouraging tone, and the use of humour make the text friendly and appealing to a young audience (e.g., “This brochure was created to help you, the ‘work impaired’ student, to find a job ... the right way.”; “Choose three people that you would like to be your references, but remember to ask their permission.”).
- The layout of the brochure and the font used are appealing, and the graphics are well placed.

Application

- The student constructs questions and answers that have a high degree of relevance for job seekers (e.g., the answer to the simple and open-ended “How would I go about looking for a job?” provides detailed, sensible advice for young job seekers).

Comments/Next Steps

- The student has included excellent ideas and advice for readers to consider (e.g., the references to “alternative work styles and patterns”, to the notion that certain careers are more suitable for a particular category of personality, and to the concept of writing a rough draft of a résumé and editing it for perfection).
- The student could provide additional helpful website addresses.