

8 Job Search Strategy

PERSONAL EMPLOYMENT STRATEGY PORTFOLIO

Instructions: For Sections 1-7, refer to the weekly worksheets and copy/paste the information into the appropriate box.

1. Occupations:

a) List a NOC code and title related to your field of study.	
b) What formal education is required for the occupation?	
c) List three duties for the occupation	
d) What are sample entry, mid- and top-level position within the career path for the occupation?	
e) What is the typical salary range for the occupation?	

2. Employers:

a) List 3 relevant employers in Waterloo Region that employ occupations listed in section 1.	
b) What is the office address for each employer?	
c) How many employees work at each employer?	
d) Who is the head of each employer?	
e) Identify at least 1 social media account for each employer. Copy and paste their last posting.	

3. Labour Market Information

a) Based on MTCU information, identify the following for the NOC code identified in Section 1	
b) What are the current and previous employment prospect rating?	Current rating: Previous rating:
c) What are the employment requirements of this occupation:	
d) How has employment grown for this occupation – e) What is the percentage of new jobs versus attrition for this job?	How many workers in total: How many workers in this industry: How many workers in this job: New jobs: Attrition:
f) What is the general makeup of the workforce	Percentage Male/Female: Full-time/Part-time: Self Employed/Employees: Unemployment Rate:
g) What industries employ this occupation?	
h) What are the top three geographic regions that this occupation is found in Ontario?	
i) What licensing bodies or associations are important?	

4. Trends

a) What is the key trend in each category that is influencing your occupation, industry, and sector?	Key economic trend: Key technological trend: Key demographic trend: Key social trend:
b) Copy and paste your personal strategy statement:	

5. Networking

a) Identify key thought leaders in your industry	Key thought leader 1: Key thought leader 2: Key thought leader 3: Key thought leader 4: Key thought leader 5:
b) Identify three industry-related networking events you are aware of:	
c) Identify 1 networking event you have recently attended:	
d) Identify 5 people with whom you intend to conduct informational interviews:	
e) Copy and paste your draft of a post-informational interview follow-up message:	

6. Personal Branding

a) Personal brand statement:	
b) Elevator pitch:	

7. Social Media

a) Twitter Handle:	
b) Twitter account "About Me" text:	
c) Text from last 5 tweets:	
d) LinkedIn Account Link:	
e) LinkedIn Professional Headline:	
f) LinkedIn Summary:	
g) LinkedIn Groups Joined:	