

Getting Hired in Canada E-Learning Series

Slide 1. Module 1. Fundamentals: Job Search in Canada

Slide 2. Getting Hired in Canada E-Learning Series

Welcome to the Getting Hired in Canada e-learning series. There are 10 modules designed to help you prepare to enter into the Canadian workforce successfully.

Fundamentals

1. Job Search in Canada
2. Skills Assessment

Career Toolkit

1. Goals and Planning
2. Résumés
3. Cover Letters

Professional Networking

1. Part 1 - Online Networking: LinkedIn
2. Part 2 - In-Person Events
3. Part 3 - Information Interviews

Interview

1. Part 1 - Pre-Screening
2. Part 2 - Interview Day

Slide 3. Welcome!

Hi, I'm Maria!

I moved to Canada six months ago from Chile.

Slide 4. My story

Before I came to Canada, I didn't know what to expect in the Canadian job market.

I was a production manager in a large manufacturing company for more than five years. I hoped to find a similar job in Canada, but it didn't go exactly as I expected.

Searching for job openings, applying for jobs, and the interview process - everything was somewhat different from what I know. This is why I'm here to tell you what you need to know even before you come to Canada.

In this module, you will learn how hiring procedures are different in Canada and what is required in order to secure employment. We will also talk about how to tap into the hidden job market.

Slide 5. Hiring process

Job Postings

Employers recruit talent through online job postings on their company website, job boards*, and social media platforms.

The process varies depending on an employer. Typically, you will need to submit a resume and a cover letter.

**JOB BOARD is an online service that employers use to advertise jobs. Popular job boards in Canada include websites like Workopolis, LinkedIn or Indeed.*

Recruiters

Employers may work with recruiter or an employment agency. Recruiter will source candidates, pre-interview them and present the best ones to an employer.

Referrals

Employers also look for candidates within their professional network. They simply ask people they can trust hoping to find best qualified candidates for a job*.

Slide 6. Pop quiz!

What method do you think employers prefer the most when selecting a new hire?

Choices	
<input type="checkbox"/>	Job postings
<input type="checkbox"/>	Recruiters
<input checked="" type="checkbox"/>	Referrals (Correct answer)

Slide 7. The hidden job market

How big is the hidden job market? It's difficult to estimate. One study showed that 58% of job seekers found employment through the hidden job market. By comparison, 27% of candidates secured employment through applying to job-postings*.

Slide 8. How to tap into the hidden job market

Many job opportunities are not widely advertised.

You can find out about them through your friends and colleagues.

A study conducted by the Canadian Education and Research Institute for Counselling (CERIC) found that competition among job seekers remains fierce, and many Canadians are using more proactive tactics to catch the eye of employers.

Then how do you tap into the hidden job market?

Slide 9. 20/20/60 Job search strategy

Have you heard of 20/20/60 job search strategy? Experts suggest you spend time wisely when doing the three activities when searching for a job.

20% - Ensuring your resume and online portfolio are attractive and job-relevant

20% - Applying for jobs through posted advertisements and responding to those who are interested in you

60% - Tapping into the hidden job market by networking with professionals in your field even before you arrive in Canada

Slide 10. Networking

60% of your time is quite significant. Manage the time you spend online applying to advertised positions. However, you should make sure you know your target industry, as some have strict regulations around advertising jobs.

Networking is the best strategy to uncover the hidden job market. By building a professional network, you will be able to seize the opportunities that are not widely advertised.

In order to build professional relationships in the Canadian job market, it is important to assess your skills and job readiness. This will help you prepare yourself for a highly competitive job market in Canada.

Slide 11. It takes time

An effective job search takes time and effort whether you are new to the country or not. Job searches can last anywhere from two days to over a year. It depends on:

- your job search skills,
- your work related skills and experience,
- trends in your field,
- and the competition.

How long will it take? - Quick Stats!

The length of a typical job search has increased in recent years. On average, it can take a professional between 4-9 months to find a full-time job*.

Slide 12. Upcoming modules

Use the following resources while you prepare to enter into the Canadian job market.

Skills Assessment

Module 2: Self-awareness will help you explore the skills you bring to Canada. Self-assessment is the foundation to any successful job search and we strongly suggest you complete Module 2.

Career Toolkit

Modules 3, 4, and 5 will help you develop your Career toolkit. You will learn how to plan your job search and create a resume and cover letter that stand out.

Professional Networking

Modules 6, 7, and 8 will guide you in how to develop your professional network to enhance your job search and uncover the hidden job market.

Interviews

Modules 9 and 10 will help you prepare to be successful in interviews.

Slide 13. Congratulations!

You've completed module 1: Job Search in Canada.

- Download the text version of this module
- Go to Module 2: Skills Assessment