

How to Find a Job

Azzam Bin Aamir

Career Leader, CCE



UNIVERSITY OF
WATERLOO



CENTRE FOR CAREER ACTION

Azzam Bin Aamir

- Career Leader, Workshop Facilitator @ Centre for Career Action
- Previously on coop as a Data Science Analyst at Purolator
- <https://www.linkedin.com/in/azzam-bin-aamir/>



TERRITORIAL ACKNOWLEDGEMENT

The University of Waterloo is located on the territory of the Neutral, Anishinaabeg and Haudenosaunee peoples and is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometers on each side of the Grand River.

Outside of KW area? Check out: <https://native-land.ca/>
National Indigenous History Month at the University of Waterloo:
<https://uwaterloo.ca/indigenous/events-workshops/national-indigenous-history-month>

WE AIM FOR THIS TO BE A SAFE(R) SPACE

We are entering this space with the intention of creating as safe a space as possible for you. Safe space means something different for everyone, but we promise you that we will try our best!

- Participate in the way that feels most comfortable for you! Take what works for you, leave what doesn't.
- Ask questions whenever! Please use the chat during presentation time, but you can use your mic during the Q&A if comfortable.
- Feel free to send me a direct message to participate anonymously
- If having tech issues, feel free to message Sana/CCA Support. We appreciate patience if any tech problems arise on our end 😊
- Please be respectful of other participants and facilitators

AGENDA



Learn how to maximize your job search in 5 steps

Identify your personal approach to searching for work

Define networking and articulate its importance to the work search process

Introduce yourself, your experience, and your goals

Determine potential next steps

Maximize Your Opportunities – 5 Steps:



**Know yourself
& your goals**



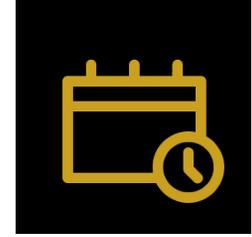
**Do your
research**



**Prepare to
network**



Get talking!



**Track your
progress**

Step 1: Know yourself + your goals

The world is going through major changes; so are you and your career plans and aspirations.

Take time to reflect on these changes and how you can adapt.

Different Approaches:

- Brain Storm/Word Cloud
- Pros and Cons List
- Where you see yourself in 5 years!



Reflect: Self-Assessment

Self-assessment does not have to be a solitary activity. There are many resources available to help you:

- Attend appointments/workshops
- Consult family, friends, and your network
- Assessments ([Decision-Making](#) on CareerHub)
- Journaling
- Reading articles and books on career development

Your turn!

Take 2 minutes:
Brainstorm and jot down
1-2 work search goals

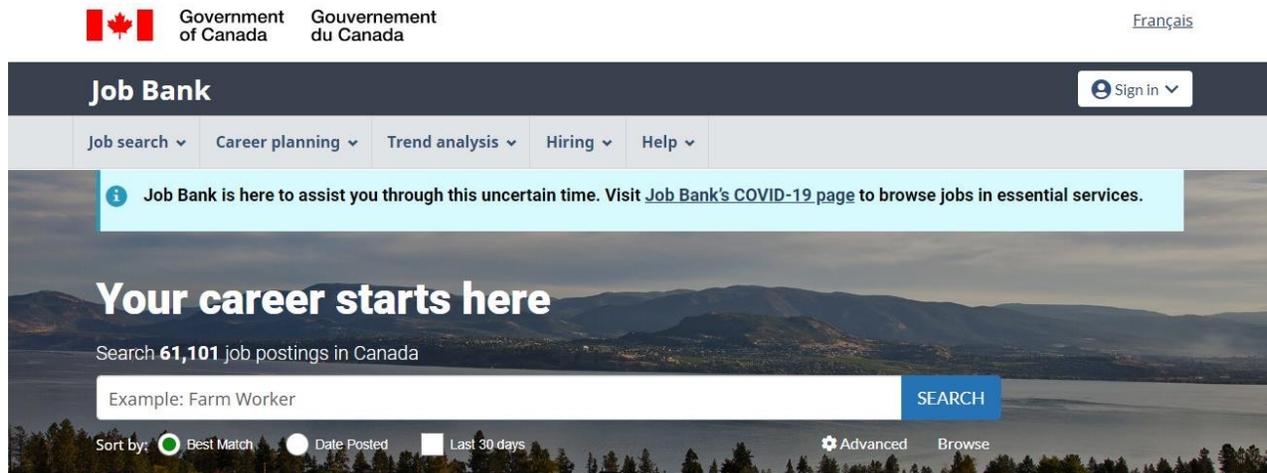


Step 2: Research



- Research which companies are still hiring within your field or related to your field
- Message previous connections to learn about their workplace
- Stay up to date: Scan the news, LinkedIn, join online groups, & check social media daily
- Inquire into government funding and grants if you are eligible

How Do I Research Who Is Hiring?



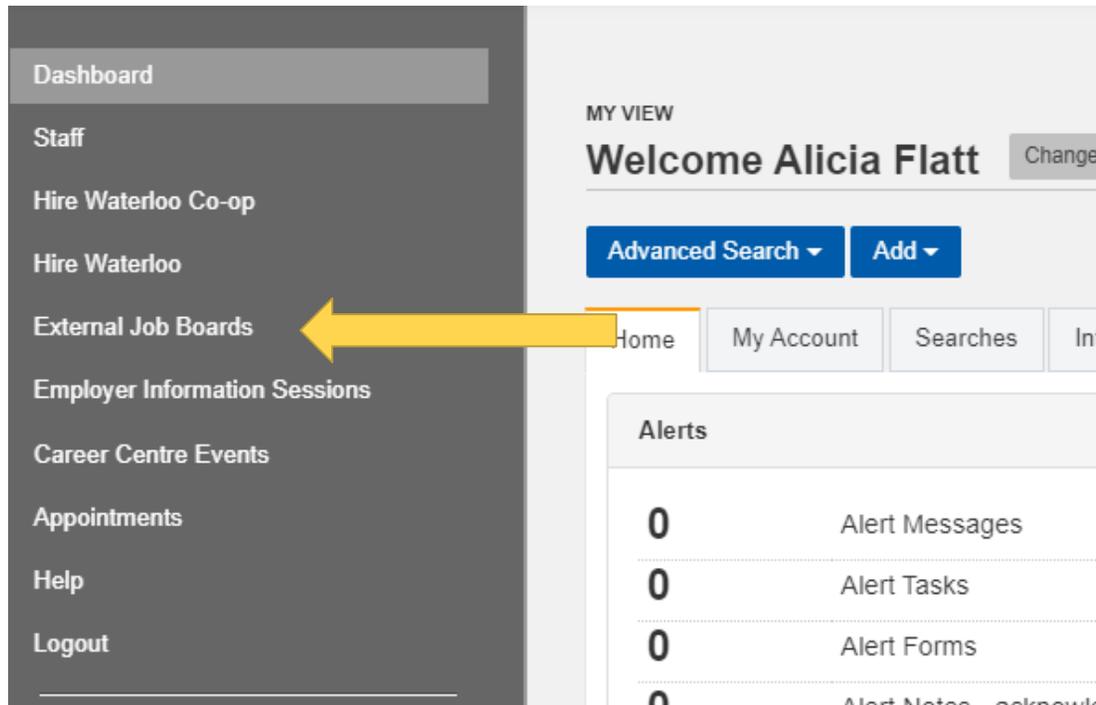
To Find Labour Market Information (LMI)

www.jobbank.gc.ca

View Trend Analysis – Occupation

View Trend Analysis – News and Reports

Where Do I Look? Applying On Job Boards



The screenshot shows a user dashboard for 'Alicia Flatt'. On the left is a dark sidebar with navigation links: Dashboard, Staff, Hire Waterloo Co-op, Hire Waterloo, External Job Boards, Employer Information Sessions, Career Centre Events, Appointments, Help, and Logout. A yellow arrow points from the 'External Job Boards' link to the main content area. The main content area has a header 'MY VIEW Welcome Alicia Flatt' with a 'Change' button. Below the header are two blue buttons: 'Advanced Search' and 'Add'. A navigation bar contains 'Home', 'My Account', 'Searches', and 'In'. Below this is an 'Alerts' section with a table:

Alerts	
0	Alert Messages
0	Alert Tasks
0	Alert Forms
0	Alert Notes

External Job Boards – What's New

FindYourJob.ca – local job board for the Waterloo/Wellington/Dufferin area

Remotive – Remote jobs in the tech industry

Volunteer Action Centre – Virtual volunteer opportunities in Waterloo Region

We Work Remotely – Remote opportunities in a variety of industries

Government of Ontario: Agriculture and Food Jobs in Ontario – supporting the response to COVID-19

Tip: Follow news stories that talk about employment opportunities and send a message to those actively hiring!

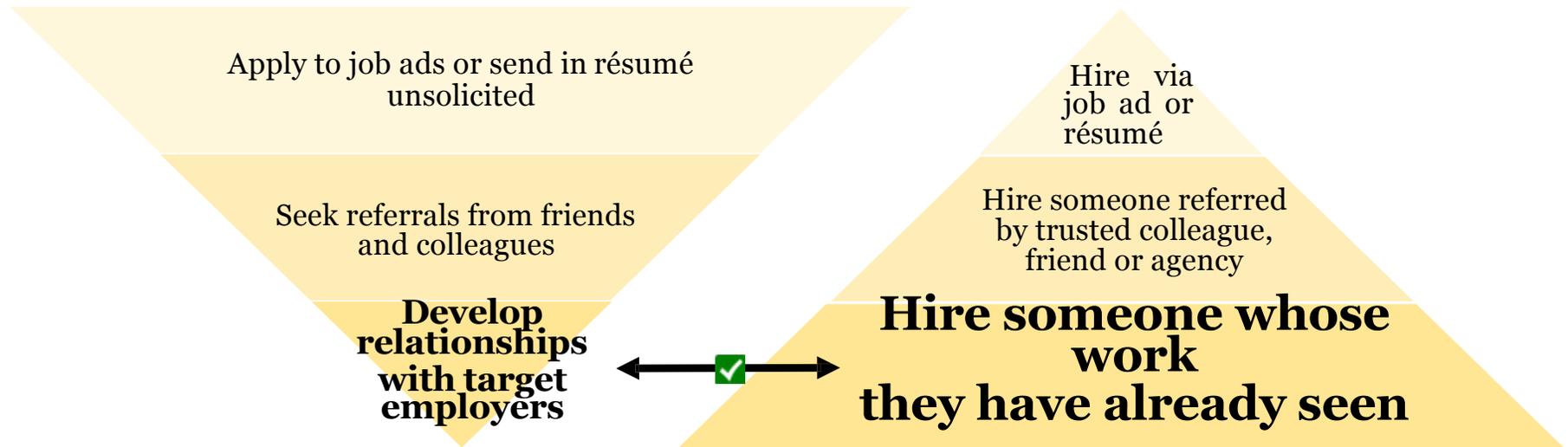
Step 3: Prepare to Network

- **Write** : down your goal
- **Find** : the right people
- **Ask** : them who the next best person is
- **Talk Talk Talk!!**

Why is networking an effective job search strategy?

- » Helps you learn more about your field
- » Connects you with important people within your field
- » Helps with your own decision making process
- » Helps to articulate your personal story
- » Strengthens your reputation with potential employers
- » **Unlocks the hidden job market**

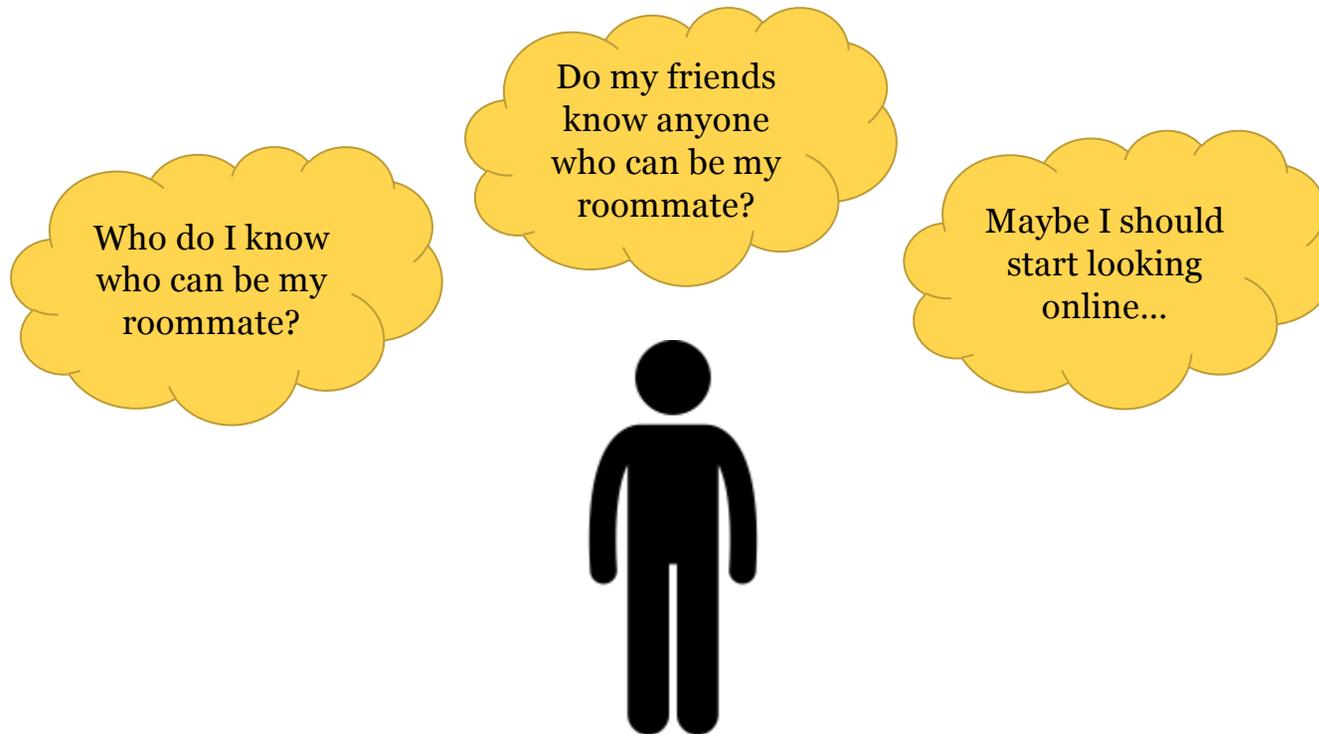
How job seekers prefer to job search



How hiring managers prefer to hire

(Adapted from Bolles, "What Color is Your Parachute," 2011)

EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE

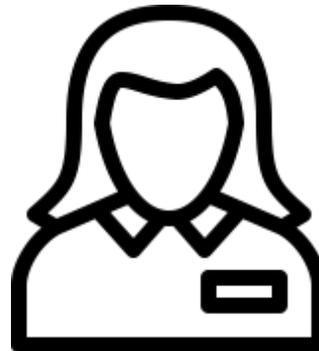


EMPLOYERS LOOK FOR EMPLOYEES THE WAY YOU LOOK FOR A ROOMMATE

Do I know anyone who could fill this position?

Do my contacts know who could fill this position?

Maybe I should start looking online...



Step 3: Prepare to network

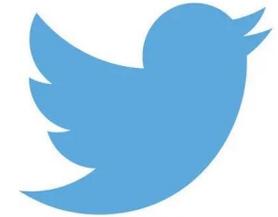
- **Determine your audience**
Who do you already know? Who would you **like** to know?
- **Know your conversation options**
Will you be reaching out in person, over the phone, or online?
 - Networking Interviews & Informational Interviews
- **Prepare your tools**
Are your résumés/CVs, networking letters, online profiles, and portfolios up-to-date?
- **Develop your goals for the conversation**
What are you hoping to gain from this conversation?
- **Prepare specific questions**
What do you want to know? What are you curious about?

Your turn!

 3. Prepare to network.	<i>Write down the names of three-five people that you know who might be helpful to speak with</i>
---	---

Get insight
“What advice do you have for me?”

Gain new contacts
“Do you know anyone that I would benefit from connecting with?”



SOCIAL MEDIA & ONLINE NETWORKING

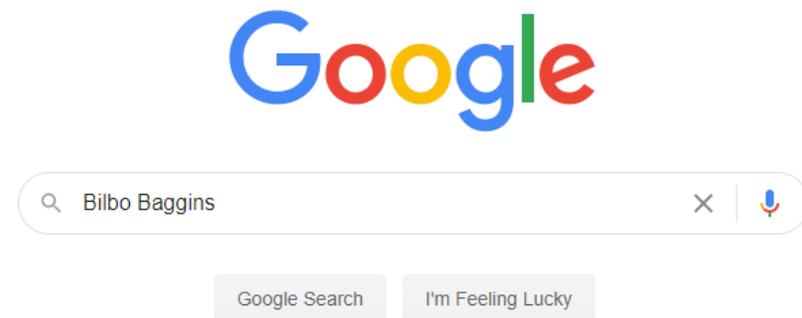


Activity: Google Yourself

Google your full name and see what results show up.

Consider:

- What search results (images, social media accounts, websites) come up on the first couple of pages? What are the sources?
- Do these results support your résumé or contradict it?
- Do they create the professional image you want to portray to employers?
- If there isn't much online about you, what do you want employers to find?



Social Media And Networking: Key Principles*



- **Build your online brand:** start crafting your online presence and share your career aspirations, highlights, & projects
- **Be dynamic in your social media usage:** Post content consistently (*proactive*) and engage with the content of others (*reactive*)
- **Be seen:** use hashtags, engage on the platform consistently & reply to others' posts

*adapted from Alaina G. Levine's *Networking for Nerds*

LINKEDIN PROFILES



Azzam Bin Aamir (He/Him)

Data Science Analyst @ Purolator | ADCS Design Team @ UW
Orbital | Social Media Lead @ MealCareUW
Kitchener, Ontario, Canada · [Contact info](#)



Phil Miletic

Career Advisor | Social Media
Communications | Tech Ethics |
Researcher in Digital Media and
Games | Coffee Lover

HOW DO I CONNECT WITH SOMEONE I DO NOT KNOW?

- 1) **How you know them:** did they take a class with you, co-worker, in same group, referred to you, someone you admire?
- 2) **Why you want to connect:** building your network, following for inspiration, link to someone else
- 3) **Call to action:** do you just want to connect, do you want to meet them, do you want them to share advice with you

- Keri Twigg, ["How to write to people you don't know \(but want to\) on LinkedIn"](#)

LINKEDIN ALUMNI SEARCH

The screenshot shows the LinkedIn profile for the University of Waterloo. At the top left is the University of Waterloo logo. To its right, the text reads "University of Waterloo" followed by "Waterloo, on · 160,647+ alumni · 229,203 followers". Below this is the tagline "We are Canada's most innovative university. #UWaterloo" and a blue button labeled "Visit website" with an external link icon. On the left side, there is a vertical navigation menu with options: Home, About, Jobs, Alumni (which is highlighted with a blue bar), and Ads. The main content area displays "160,647 alumni" and a search input field with the placeholder text "Search alumni by title, keyword or company". To the right of the search field, the text "Start ye" is partially visible. Below the search field, there are navigation arrows labeled "Previous" and "Next".

ALUMNI SEARCH: REFINING YOUR SEARCH

3,033 alumni

Start year End year

Computer Science × **Kitchener, Canada Area** × Clear all

< Previous Next >

Where they live + Add	Where they work + Add
13,055 Canada 	267 University of Waterloo
5,309 Toronto, Canada Area 	118 Google
3,268 United States 	41 Sun Life
3,033 Kitchener, Canada Area 	37 D2L

Messaging

SAMPLE EMAIL/LINKEDIN REQUEST

“Dear _____, my name is _____, and I am researching companies in the _____ field. I’m currently in X Program at the University of Waterloo, with a particular interest in _____. I hope you don’t mind my contacting you - I found your name on LinkedIn and noticed that you’re an alumnus of UWaterloo.

Would you be willing to meet with me on Skype/Zoom or over the phone for 20-30 minutes to talk about your experience in the _____ sector? I’ve done my research, but reports and websites can only tell me so much – your practical insights would be much appreciated! If we don’t connect, I’ll contact you again in about a week, in case that’s a better time.”

-Adapted from “The 2-hour Job Search” by Steve Dalton

Step 4: Get Talking!



What To Ask In An Informational Interview

- About their career/educational background
- About their day-to-day job, especially how they are dealing with changes
- About their recommendations/advice for you
- About possible opportunities (volunteer, part-time, full-time) to help with any demand they may be facing

**Is there anyone else you'd recommend that I talk to?*

Step 5: Track your progress

- **Create a database to track your progress + stay organized**
 - Select a tracking system (e.g. Excel, Notion, even a checklist)
 - Record details you find important!
 - Decide how you will organize your contacts
 - Update after every interaction + follow up!
- **Create a work schedule with clear goals and deadlines**
- **Stay connected - continue having conversations!**

Practice Self-care

- Make a list of 3 things you are grateful for (daily)
- Resist comparing yourself to others; create a sense of community
- Remember to take time to do things that you love
- [Embrace "radical acceptance" \(Aisha Ahmad\)](#)





**Regular
Co-op
Undergrad
Masters, PhD, Postdocs
Alumni
Employees**



**Job Search Tactics
Résumé
Cover Letter
Interview Prep
Career Exploration
Grad School Prep**



**Individual Appointments
Drop-ins
Workshops
Online Resources**

uwaterloo.ca/career-action

HOW DID WE DO?

We are always looking for ways to improve and your feedback is important. Complete the feedback survey delivered to your inbox at the end of this week.

Our mission is to educate and motivate all members of the University of Waterloo community to develop and take action to achieve current and future career goals.



UNIVERSITY OF WATERLOO



QUESTIONS?

CENTRE FOR CAREER ACTION