

# From Stuck to Strategy: How To Get A Job in a Tough Economy

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Career Advisors, Centre for Career Development

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Centre for Career  
Development



# What the job search can feel like.....



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# WHOSE LAND ARE WE ON?

**Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.**

**Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is co-ordinated within the Office of Indigenous Relations.**

**Learn more:**

**<https://native-land.ca/>**

**Office of Indigenous Relations**



Artwork by local Indigenous artist Alanah Astehtsi Otisistohkwa (Morningstar) Jewell

# YOUR FACILITATORS



Alicia Flatt, Career Advisor  
(she/her)



Kate Kennedy, Career Advisor  
(she/her)

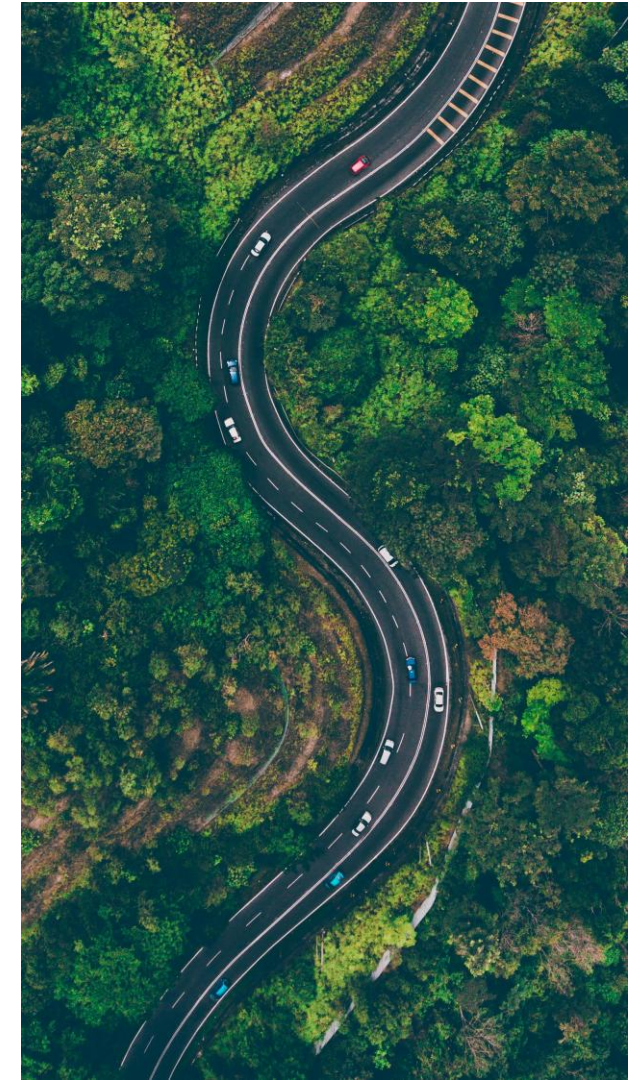


# OUR ROADMAP FOR TODAY:



- Check in – what are you working towards?
- Focusing on what we can control
- Organizing your work search strategy
- Finding connections that lead to opportunities
- Refining your online search
- Questions

**What are you hoping we cover today? .....**



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# POLLS

# HOW IT CAN FEEL TO ENGAGE IN THE WORK SEARCH

## Out of our control:

Tariffs

Lay-offs

Government funding

Bias

Hiring timelines

How many jobs are  
posted

Who is hiring



## In our control:

Where we look for work

Applications

Interview answers

Networking/connections

Research

Time spent applying



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The background is a solid yellow color. It features several abstract geometric shapes: a red L-shaped bar in the top-left corner; a pink L-shaped bar below it; a horizontal pink bar on the left; a horizontal teal bar in the bottom center; a pink bar that runs diagonally from the bottom center towards the right; a thick blue curved bar on the right side; and a small red vertical bar at the bottom center.

**FOCUSING ON WHAT WE CAN CONTROL**



# INTRODUCING: THE LAMP ACTIVITY



- Begin to explore *who is hiring* who needs your skills and value
- Identify and prioritize your list of *potential contacts* (demystify networking!)
- Prioritize which organizations to connect with
- Organize the process in a systematic, manageable way



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# LAMP ACTIVITY

LAMP stands for:

- **List** – create a list of 40 employers who may be willing to hire you
- **Alumni** – prioritize alumni connections
- **Motivation** – prioritize each job using a scale of 1-5 for motivation
- **Posting** – prioritize companies currently hiring
  - (though you can still apply to companies not currently posting jobs, remember broadcast letters and Letter of Introduction!)



# 40 companies in 30 minutes challenge

- *Who* do you want to work for?
  - Most people can think to 3-5 companies
  - Those are the same companies many other students and job seekers think of first
  - This activity broadens job seekers' horizons of their possibilities



# LAMP ACTIVITY

Jobs in Ottawa related to data science


Number	Organization	Job Board URL	Alumni	Date I contacted someone	Date I will follow up
1	Cisco	<a href="https://www.google">https://www.google</a>	Steve	9-Jan	16-Jan
2	Telesat	<a href="https://hypjobs.ca/jc?">https://hypjobs.ca/jc?</a>			
3	Shopify	<a href="https://www.shopify?">https://www.shopify?</a>			
5	Zighra		Jan		
6	Thermo Fischer Scientific				
7	Cybernet IQ				
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					


## What next?

- *Follow* these companies on LinkedIn, or save the URL to see their job boards
- *Connect* with anyone you may know who works at or is connected to that company
- *Prioritize* which positions you want the most!
- *Reach out* with an email (we'll show you how!)




# LINKEDIN ALUMNI SEARCH TOOL





University of Waterloo

Higher Education · Waterloo, Ontario · 366K followers · 193K alumni

 Kierra & 242 other connections work here

Message

Following


Home

About

Posts

Jobs

Alumni



University of Waterloo

366,407 followers



All

Images

Videos

Articles

Documents

 **University of Waterloo**  
366,407 followers  
18h · 

We are proud to share that [University of Waterloo Alumni](#), staff and students are among the winners of the 2025 Kitchener-Waterloo Oktoberfest Rogers Women of the Year awards. [more](#)

192,542 alumni

Start year1900End year2025

Where they work

+ Add

5,585 | University of Waterloo

1,482 | Google

1,263 | TD

933 | RBC

923 | Amazon

889 | Microsoft

872 | Meta

862 | Scotiabank

830 | Apple

783 | Deloitte

664 | University of Toronto

Where they live

+ Add

161,681 | Canada

144,440 | Ontario, Canada

82,222 | Greater Toronto Area, Canada

45,664 | Toronto, ON

44,060 | Greater Kitchener-Cambridge-Waterlo...

28,102 | Waterloo, ON

23,925 | United States

10,928 | Kitchener, ON

8,823 | British Columbia, Canada

8,040 | California, United States

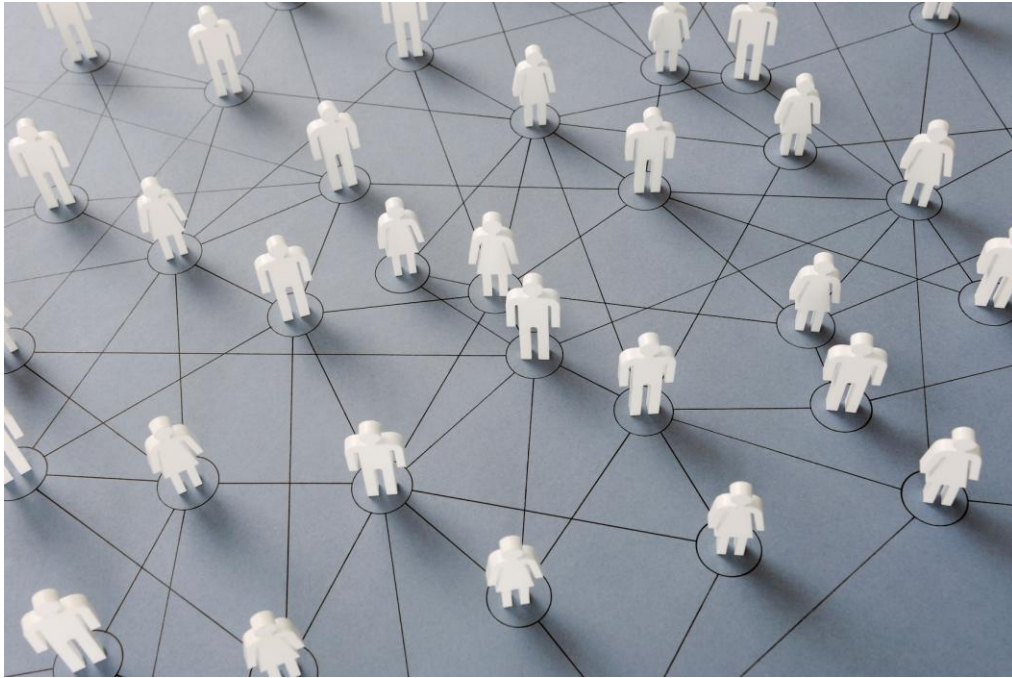
6,460 | San Francisco Bay Area





**GAINING MEANGINGFUL CONNECTIONS**

# NETWORKING: “The #1 Job Search Strategy”



- Regardless of your degree program stream, your career journey is a chance to build your professional network
- You can utilize both your personal and professional networks to explore the world of work: family, relatives, friends, classmates, colleagues, professors, TAs, past employers, etc.
- Networking can take many forms! Use strategies that feel comfortable for you. Tip: ask for conversations, not jobs.
- **Take the “5 contact challenge”.....**



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# THE FIVE CONTACT CHALLENGE

## 5 Contacts challenge

Who knows me, likes me and thinks I am competent?

*Examples: teacher, family member, professor, coach, roommate, don, religious associate, gym buddy, recent grad...*

Their name:

How I know them:

1)

2)

3)

4)

5)



## Connect with your contacts: a template

**Greeting** – Remind them who you are! “You taught my class...”

**Goal** – State what your short-term goals are. “I am looking for a job this summer in...”

**Goods** – Briefly summarize your key skills. “I have experience using Excel with strong attention to detail...”

**Then ask a couple questions:**

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

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

Contact these 5 people by: \_\_\_\_\_

*For more activities and tips, please visit [careerhub.uwaterloo.ca](http://careerhub.uwaterloo.ca)*

# Connecting with someone you do not know

I hope this message finds you well. My name is [NAME], and I am currently in my second year studying [PROGRAM], which I see you are a graduate of. As I prepare for my next co-op work term, I have been thinking about my next job search move and your journey has truly inspired me.

**How you know them**

I can see from your profile that you have made an impact in the [XYZ] field. I hope I can do the same someday. As someone who once stood where I am now, I believe your insights and experiences would be helpful to learn from.

**Why you want to connect**

I would greatly appreciate any advice or tips you could offer about moving my way through the [XYZ industry]. Are you available for a 20-minute coffee chat in the next couple weeks?

**Call to action & gratitude**

Thank you so much for your time and consideration. I look forward to hearing from you.






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**MAKING WATERLOOWORKS.....WORK**

# HOW TO SEARCH FOR JOBS ON WATERLOOWORKS

**HOME**

CO-OPDOCUMENTSPOSTINGS / APPLICATIONSINTERVIEWSRANKINGSAPPOINTMENTSEVENTSSKILLS PROFILE

You are currently logged in as

**Ria Jayaram**

Upload a Document

Create Application Package

**Search Postings**

Register for an Event

Send A Message

Submit A Form

Update Skills Profile

**DASHBOARD**

Co-op Jobs

Graduating and Full-Time Jobs

Contract, Part-Time and Volunteer Jobs

External Job Boards

Employer Information Sessions

Career Centre Events

Additional Networking & Professional Events

Appointments

Welcome **[REDACTED]**

DashboardCo-opDocumentsPostings / ApplicationsInterviewsAppointmentsEventsSkills ProfileRankings

HomeMy AccountMy Messages109My Forms

Welcome to your WaterlooWorks Dashboard, here you'll find job opportunities for all Waterloo students and alumni.

To search for jobs, select "Search Postings" and view the following job boards:

- Co-op Jobs > Full-Cycle Service
- Co-op Jobs > Employer-Student Direct
- Graduating and Full-Time Jobs
- Contract, Part-Time and Volunteer Jobs

For help with your job search:

- Co-op students: review our [Getting Started](#) webpage.
- All students/alumni: attend [Centre for Career Development](#) appointments, workshops and events.
- All students/alumni: attend "Employer Information Sessions" and "Additional Networking and Professional Events".

**Questions?**


Select "Help" from the main menu to connect with the CEE Hub or review the [supports and resources](#) webpage.

**Remember:** All University of Waterloo students are expected to follow the University's [academic integrity policies](#).

New Messages

Today's Webcam Appointments and/or Interviews

0 Webcam Appointments [View](#)

 **SERVICE TEAM**

Co-op Advisor **[REDACTED]**

Co-op Sequence - Summary

Term: 2024 - Spring

Student is on a 'Study' Term



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# CHOOSE A JOB BOARD

## Search Postings



To search for jobs, select "Search Postings" and view the following job boards:

- Co-op Jobs > Full-Cycle Service
- Co-op Jobs > Employer-Student Direct
- Graduating and Full-Time Jobs
- Contract, Part-Time and Volunteer Jobs

Pre-approved for co-op, follow **Cycles**

Pre-approved for co-op, follow **Employer** timelines

Job board for **graduating students**  
(Fall term prior to convocation)

Potential **flexible** work term  
(AOJ), **EDGE**, summer and/or  
part-time jobs



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# “FOR YOUR PROGRAM”

QUICK SEARCHES:	
99	For My Program
168	Applied To
145	Shortlist
726	Viewed
81	New Posting Since Last Login
25	Postings added in the last 7 days
0	Application Deadline Today
0	Application Deadline in the next 10 Days

- If you're a co-op student, you can filter by your program when searching for jobs
- Don't worry if this doesn't yield as many opportunities as you'd like!
  - Not all program related jobs will appear under this filter- it is NOT an exhaustive list!
  - There are many more ways to expand or hone your search



# USING FILTERS

Filter by Keyword

Physiotherapist

Filter by Region

Atlantic Canada  
ON - Bruce, Grey, Simcoe Region  
ON - Chatham-Kent, Essex, Lambton Region  
ON - Durham Region  
ON - Eastern Ontario

Clear

## Keywords can include:

- Job Titles or Categories
- Required Skills
- Location
- Job ID (if known)

Filter by Cluster

- Theme - Quality Assurance and Control  
- Theme - Sales and Business Development  
- Theme - Scientific Experimental Design and  
- Theme - Sport and Fitness  
- Theme - Supply Chain Management and Logistics

Clear

Filter by Level

Junior  
Intermediate  
Senior

Clear

## Program or interest-related clusters:

- Notice which clusters are associated with the jobs you are looking for
- Take note, and create a list
- Search by cluster when job searching



# WHERE STUDENTS WORK

## Where Students Work

Work Term

All

Faculty

Arts

Program Grouping

All

Work Term Number

All

Citizenship Status

All

Academic Career

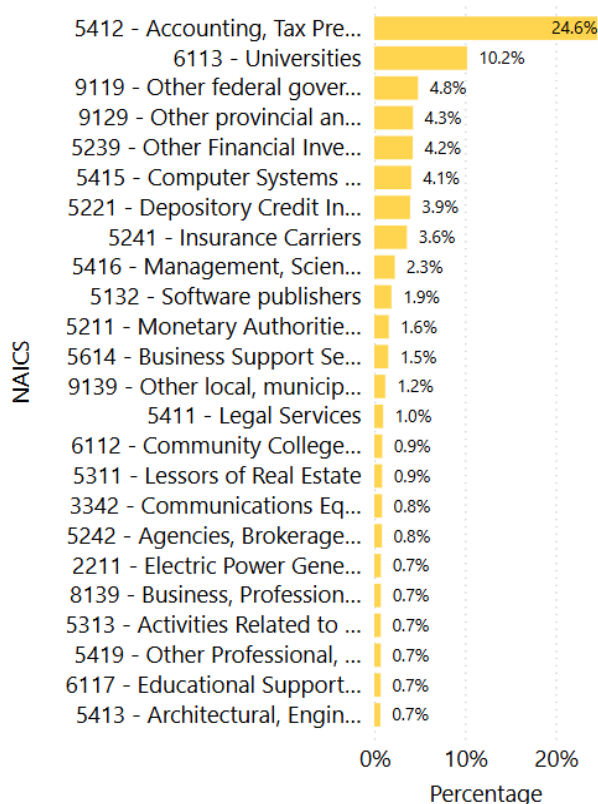
All

Include UW Hires

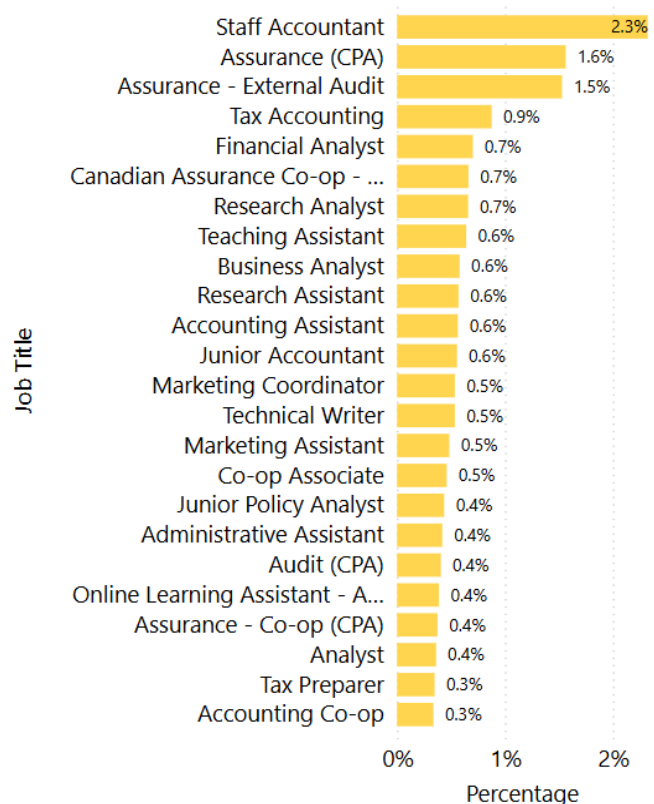
☒ Yes

To select multiple filter options, press and hold "CTRL" (PC) or "command" (MAC)

### Hires by NAICS Industries\*



### Hires by Job Titles\*



Tip: If you Google "Where Students Work" you can find this dashboard and use the filters to find what jobs students have historically found

Notes: Only NAIC industries with hires greater than 5 are included.



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# USING NOC CODES

In Canada, jobs are assigned National Occupation Classification (NOC) Codes based on job duties & responsibilities – these can also inform your job search!

Job Posting Information	
Work Term:	2024 - Winter
Job Type:	Co-op Main
Job Title:	Physiotherapy Aide
Number of Job Openings:	1
Job Category (NOC):	3142 Physiotherapists

## Program related NOC Codes:

- Again, take note of recurring NOC codes while job searching
- Create a list, and search jobs federally by code



# ADVANCED SEARCH FUNCTIONS

## Search by...

- Key words
- Application opening/closing date
- Organization and division
- Tag filters (e.g., Research)
- Work Term
- Job Title
- Number of Openings
- Job Category (NOC)
- Level (Intermediate, Junior, Senior)
- Region
- Job – City, Province/State, Postal Code, Country
- Job Summary, Responsibilities, Required Skills
- Transportation and Housing
- Additional Information (e.g., Security Clearance Required, Own Transportation Required)
- Targeted Degrees and Disciplines
- For My Program/All Postings

**\*you are not restricted to jobs in your program; feel free to apply broadly!**



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# SAVING A SEARCH

- WaterlooWorks allows you to **save your search criteria** so that you can easily search for the same thing again **AND receive an email notification** if a new job that matches your search criteria is posted.

QUICK FILTERS:

Filter by Keyword

Keyword

Filter by Region

Atlantic Canada  
ON - Bruce, Grey, Simcoe Region  
ON - Chatham-Kent, Essex, Lambton Region  
ON - Durham Region  
ON - Eastern Ontario

Clear

Filter by Cluster

- Theme - Accounting and Auditing  
- Theme - Agricultural and Food Sciences  
- Theme - Architecture and Design  
- Theme - Business Administration  
- Theme - Computing: Hardware Developme

Clear

Filter by Level

Junior  
Intermediate  
Senior

Clear

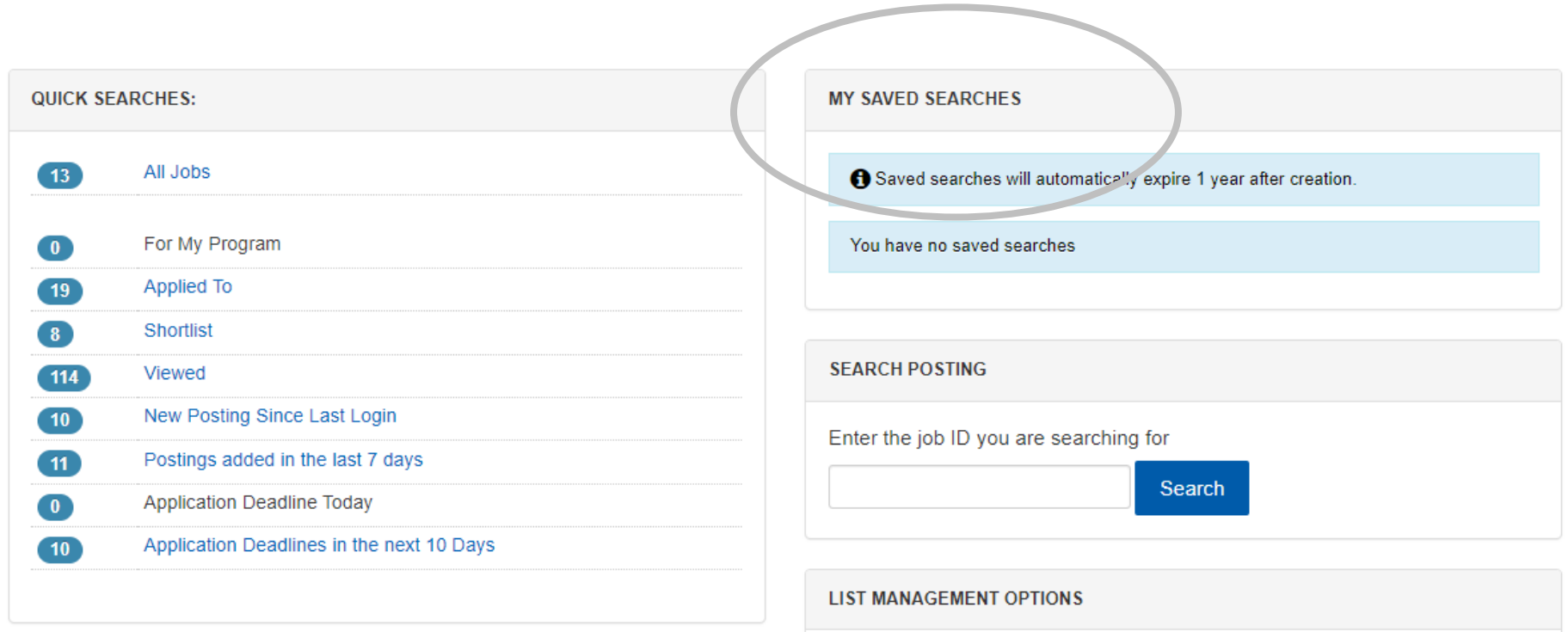
Apply Filters New Search **Save My Search Criteria**

A large grey arrow points from the 'Save My Search Criteria' button towards the right.

- Click “Save My Search Criteria” and give it a title
- Select whether you’d like email notification
- Click “Save”

# TO RUN A SAVED SEARCH

- Click “Search Postings” from your dashboard and **select the job board** you would like to search
- Select the search from the “**My Saved Searches**” drop-down list (you may save up to 5)



QUICK SEARCHES:

- 13 All Jobs
- 0 For My Program
- 19 Applied To
- 8 Shortlist
- 114 Viewed
- 10 New Posting Since Last Login
- 11 Postings added in the last 7 days
- 0 Application Deadline Today
- 10 Application Deadlines in the next 10 Days

MY SAVED SEARCHES

**i** Saved searches will automatically expire 1 year after creation.

You have no saved searches

SEARCH POSTING

Enter the job ID you are searching for

Search

LIST MANAGEMENT OPTIONS



# TWO MORE TIPS FOR SEARCHING SUCCESS



- Shortlist Jobs:
  - Start building a shortlist of jobs you are interested in by **clicking “shortlist”** next to those you’d like to save.
  - Access your shortlisted jobs from “Quick Search”
  - Once you apply to a job, it will remain on your shortlist
- Add unwanted jobs to “Not Interested” folder:
  - **Click the trash can icon** beside jobs you do not want to continue seeing as you search- this will add the jobs to your NI list
  - You will be able to **view and modify** your Not Interested list after doing this.

*More information can be found on the Co-operative Education website: [WaterlooWorks help](#)*

# CCD Appointments and Workshops/Events



## **Job Search Tactics**

**Résumé**

**Cover Letter**

**Interview Prep**

**Career Planning**



## **Individual Appointments**

**Drop-ins**

**Workshops**

**Online Resources**

[uwaterloo.ca/career-development/](http://uwaterloo.ca/career-development/)



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# MENTAL HEALTH RESOURCES

- Good2Talk

- A phone and texting service that offers confidential support to **post-secondary students**.  
Call 1-866-925-5454

- BounceBack

- A free, evidence-based cognitive behavioural therapy (CBT) program that offers guided mental health self-help supports for **adults and youth 15+** using workbooks, online videos and phone coaching. Call 1-866-345-0224

- Wellness Together Canada

- Mental health and substance abuse support. Visit ca.portal.gs or call 1-866-585-0445



# Summary

- LAMP activity can help you proactively understand your target audience
- Alumni search tool can connect you with new employers and connections
- Five Contact Challenge is a tool to use to start networking
- WaterlooWorks search functions can be used to make your life easier
- Where to find support



# POLLS

**Just remember, when the work search feels like this...**



**....focus on what you can control.**



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# WE WOULD LOVE TO HEAR FROM YOU!







# **Q&A**

**What questions do you have?**

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