



Accessing the Job Market in NB

An intro guide for newcomers

SUMMARY OF TOPICS

MAIN POINTS COVERED

Assessing job readiness

Looking for jobs online

Looking for jobs offline

Applying for jobs

Interview

Follow up

ASSESSING YOUR JOB READINESS

THE CRUCIAL FIRST STEP

Immigration status

Language

Skills & Experience

Your professional brand

Other (transportation, daycare, etc.)

If you are not ready, find ways to get ready

LOOKING FOR JOBS ONLINE

JOB SITES

Indeed
Career Beacon
Linkedin Jobs
NBJOBS.ca
Glassdoor
Facebook Groups
WeChat Group
AngelList



LOOK FOR JOBS ONLINE LINKEDIN

The purpose of LinkedIn- interactive resume

The database where recruiters are actively looking for talent

Creating your LinkedIn profile using key words of job description of your dream job

The LinkedIn logo is displayed on a blue rectangular background. It consists of the word "Linked" in white, followed by the word "in" in blue lowercase letters inside a white rounded square. A small trademark symbol (TM) is located at the bottom right of the white square.

Linked in™

LOOKING FOR JOBS OFFLINE

LOOK FOR YOUR JOB HUNTING ALLIES

Non profitable employment support (MCAF, YMCA, ONB Connect)

Job fairs (Campus job fairs, newcomer job fairs, company job fairs)

Placement agency services

Job coaches



LOOKING FOR JOBS OFFLINE

NETWORKING

80% of job opportunities are hidden and networking is the best way to discover them
Best place to find your informational interviewers and approach employers

Dress appropriately for events
Find someone to go with you if you are not comfortable going alone



LOOKING FOR JOBS OFFLINE

APPROACHING ALLIES AND EMPLOYERS AT JOB FAIRS AND NETWORKING EVENTS

Dress appropriately

Always bring your business card or resume

Be ready to introduce yourself and talk about your experiences

ALWAYS ask for a business card or contact information

Catch and Release – the purpose of networking is to make an impression and pave the way for an one on one information interview





LOOKING FOR JOBS OFFLINE

INFORMATIONAL INTERVIEW

It's an informal conversation you have with an ally, mentor or employer. It's not a job interview.

It's an opportunity for them to get to know you and an opportunity for you to get some advice.

Best place to find interviewers are at networking events

Get potential interviewer's contact info and email them after the event to request an interview

Set it up so there's no pressure. They will more likely to say yes

Take notes at the interview

Send a thank you email to your interviewer afterwards



RESUME

FORMAT

Header

Summary of qualifications

Work experience

Education experience

Credentials

Language

Reference

Adam Luo

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Professional Experience

Thai Manao

Marketing Manager

March 2019-Present

- Plan and execute monthly marketing and sales campaigns including Open Houses, Sponsorships, cold calling, etc.
- Establish critical relationships with appropriate personnel in client businesses through events and LinkedIn networking
- 20% conversion rate for the last Open House

Passiv

Business Development Specialist

September 2018- February 2019

- Lead qualification
- Sales content creation
- Cold calling
- Follow up client engagement
- Product demo
- 8% demo conversation rate with unqualified leads

Opportunities New Brunswick

Business Development Associate

June 2016- February 2018

- Client engagement including lead follow up, project evaluation, export mission recruitment and job seeker interview.
- Took ownership of a centralized candidate database for job seekers in NB. My responsibilities were to keep the database updated and respond to employer requests by filtering and sharing potential talent in the database with employers.
- Sharing client job postings on social media.
- Preparing and setting up for job fairs in New Brunswick. Engaging and following up with job seekers at the fairs.
- Constant engagement with NB exporters for requirement gathering for projects.
- Supported the business development executives in conceptualizing, planning and executing projects.
- Salesforce CRM - Advanced user.

Skillsoft

Customer Service Specialist

April 2015-June 2016

- Handle end user cases that face challenges on off-the-shelf and custom training content with respect to launching, progress tracking, certification and access issues.
- Assist Administrators of different client sites on user management & content administration, site configuration, reporting and publishing custom content utilizing the Salesforce CRM system.
- Advanced user Microsoft Office programs

Thai Manao

Manager/Owner

March 2013-March 2015

- Oversaw the restaurant's initial renovation project and coordinated all activities
- Conceptualized and executed seasonal marketing projects which resulted in a 15% sales increase for the first 2 years.
- Developed relationships with various groups and participated in events such as Feast in the Field (Ability NB), the Food and Wine festival (Arthritis Association of NB), Cultural Expression (Multicultural Association of Fredericton), Corn Boil (UNB student union) and the Cat Show (Chickadee Cat Club).
- Established relationships with various catering accounts like Planet Hatch and the BIMP.

Education

University of New Brunswick
Bachelor of Arts, Psychology Major

Sept. 2004-May 2009

Language

Fluent reading, speaking and writing skills of English and Mandarin.

Preferred language for assessment is English.

References

Available upon request

RESUME

CONTENT

Read the job requirements and responsibilities and customize your resume for that particular position

Put key words to use – talk the talk; resume screening software

Be honest and transparent

Only include relevant information but DO NOT leave any room for speculation

Let DATA speak for itself

RESUME

A FEW THINGS TO STRESS

Take the chance to customize your resume for every position you apply

Go over the resumes with someone who's working or worked in a similar position

Seek professional help



APPLYING FOR THE JOB

ATTENTION TO DETAILS

Language requirements – i.e. Bilingual requirement

Application deadline

Application channel

Don't forget to say "Thank You"



TRACKING YOUR APPLICATIONS

EXCEL TRACKING

Company name

Application date

Application documents

Point of contact and contact info

Status

Purpose of tracking

INTERVIEW

HOW TO RESPOND TO AN INTERVIEW OFFER

Yes Please! (Confirm time and location)

No Thank you... (Respectfully decline the offer and provide an explanation)

Can we reschedule? :) (Explain the circumstance of why you NEED to reschedule and give the hiring person a lot of choices for an alternative interview time)

In any case, be respectful and respond promptly.

INTERVIEW

YOUR QUESTIONS

Do your research about the company and the position and come up with relevant questions to ask hiring managers about them

INTERVIEW

INTERVIEW QUESTIONS

Technical questions

Experience questions

Behavioural questions

Career planning questions

Think about why they are asking you these questions

INTERVIEW

PREPARING FOR THE INTERVIEW

Prepare a list of 10–15 questions for the particular position you are interviewing for

Find a couple people to act like the hiring managers and role play EXACTLY like the real interview

Video tape the mock interview and review it afterwards

Compile the Q&As and practice with it

INTERVIEW

PREPARING FOR THE INTERVIEW

Dress professionally – wear business attire, light make up, a tie if you are going with suit.

Arrive 15 mins before the scheduled interview time. DON NOT BE LATE.

Expect to see other candidates. Bring your interview Q&A notes to keep you focused on the interview

FOLLOW UP ON THE INTERVIEW

Email the hiring manager to say thank you.

If you don't hear back from the hiring manager about the result in the time they promised to deliver it, follow up with that person

YOU GOT AN OFFER!

Go over the offer and get back to the hiring manager

YES: let's do this

No: sorry I decided to not move forward with this offer and provide an explanation

Counter offer: let's talk

BETTER LUCK NEXT TIME

Thank the hiring manager

Ask for feedback on their decision, especially if you went through 2 or 3 rounds of interviews with them



THANK YOU!
QUESTIONS?