

## Job Search Strategies

Finding a job can often feel tricky and disheartening. Below, please explore ways in which you can make your job search easier to manage.

- Define Your Goals
  - Take time to figure out what your career objectives are and what type of roles you're interested in applying for.
- Update and Customize Your Resume and Cover Letter
  - Your resume and cover letter should be updated for each position you apply for.
  - Ensure you are tailoring your resume with keywords that the organization uses as many businesses scan resumes using applicant tracking systems to search for specific keywords. Look through the job description and pull words that they use often such as "multitasking, strong communication skills," etc.
  - For your cover letter, this should be unique for every role you are applying for. You can use a standard copy you've created and make necessary edits based on each role you're applying for. However, you want to discuss why you want to work in that specific company and use the job description to touch on any skills, experiences, and education that make you the best fit.
- Job Search Platforms and Company Websites
  - Utilize various job search engines!
    - [Indeed](#)
    - [Job Bank](#)
    - [The Ontario Government's](#) website is also a great place to look
  - Please be aware, places like Indeed will let you apply from their website. Always double-check on the company's website if they have a preferred method of applying. For instance, some companies will say on their posting through Indeed that they will not accept resumes uploaded from Indeed. They will then ask folks to email a specific email to submit their resume and cover letter. Always follow the directions the employer asks for.
  - If you are interested in a specific organization, check their website frequently.
- Attend Job Fairs
  - Research job fairs in your area. This may help you connect directly with potential employers. This can be done through your preferred search engine or LinkedIn.
- Inquire Through a Staffing Agency
  - These organizations help connect employers to candidates. They will take your resume and contact information to share with hiring managers in your area. This, however, may cost money.
- Leverage Social Media
  - Follow companies on social media such as X, Instagram and LinkedIn.
  - Be sure to engage with their content!
- Network Continuously

- Take advantage of workshops and conferences in your area. By meeting people who have similar passions to you, you may be able to hear of opportunities. These can also be found through your search engine.
  - LinkedIn is a great resource to connect with people in your field.
  - Connect with past employers, coworkers, and friends to see if they are aware of any jobs in your area or field.
- Employment Services
  - In your search browser, look up if your area has an employment services resource. For instance, most cities have a centre where you can drop in for cover letter and resume help.