

Carrying Out a Job Search

There is more to finding a job than making a generic resume and applying on large job boards. Here are some steps you should take in order to carry out an effective job search:

1

Discover your desired field

- Figure out the type of jobs, industries, careers, sectors, fields, etc. that intrigue you the most. If you don't know where to start, check out our tips on [Exploring Career Paths](#).
- Narrow it down to 1-3 specific types of work that interest you, and commit to actively job searching in those areas.

2

Get set up

- If you don't have one already, create a professional-looking email address. Make sure your name is included in the address.
- Re-do or set up your voicemail greeting so that it sounds businesslike.
- Create a job search folder where you will save all versions of your resumes, cover letters and each job posting you apply for.
- Ensure that your online reputation reflects well on you by creating and maintaining a [professional online presence](#).
- Prepare and practice your elevator pitch to confidently introduce yourself and your skills to potential employers.

4

Search for jobs

- Search for who the employers are in the industry. For example, type in "oil and gas company, Calgary".
- Search for jobs by company. For example, type in "Government of Alberta careers".
- Search for jobs by position. For example, type in "social work jobs, Calgary".
- [Cold call](#) employers that you would like to work for, or post your resume online in a safe way to ensure privacy.
- Don't rule out contract, project or temporary work. Often, these opportunities can turn into permanent work. If not, you have still gained real-world experience.

3

Utilize your network

- Let people in your network know that you are actively job searching. They may be able to share job leads or recommend you to other well-connected people. Your network already includes your family, friends, instructors, coworkers and classmates.
- Try to [expand your network](#) of industry professionals by attending [employer fairs and events](#), conducting [informational interviews](#), [volunteering](#) and connecting with people on social media/networking platforms such as LinkedIn.

5

Find your references

- Reflect on experiences from your own life that are transferable to the projects, roles, duties and skills that relate to the industry you want to enter. Remember them for when you write your resume.
- Think about people who may have witnessed these relevant experiences and consider asking them to be a reference. For advice on building a reference list, read our [References](#) tips.

6

Apply to positions

- Apply to recent job postings (no more than two weeks old) with a tailored application for the best chance of hearing back.
- [Write a resume](#) that highlights your most relevant experiences and skills, targeting the job or type of job you are applying for.
- [Write a cover letter](#) that shows what you have to offer to the organization you are applying to.

7

Re-evaluate

- If you have applied to lots of jobs but never hear back, you need to revise your resume and cover letter.
- If you have done lots of interviews but never get the job, you need to practice your interview skills and strategies.

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Book an appointment with us through [MyCareerHub](#).

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