



# CAREER LENS



A Publication of

Employment Equity and Strategic Initiatives Division • Treasury Board

5<sup>th</sup> Floor, West Block • Confederation Building • P.O. Box 8700 • St. John's, NF • A1B 4J6

Telephone: 709-729-5881 • Fax: 709-729-5446 • TTY: 709-729-5441 • Toll Free: 1-800-950-4414

Email: [openingdoors@mail.gov.nf.ca](mailto:openingdoors@mail.gov.nf.ca) • Web Site: <http://www.gov.nf.ca/openingdoors>

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New Funding Announced

**NEW**

Summer Employment Program

The Employment Equity and Strategic Initiatives Division was successful in securing, in the last budget, funding for an additional twenty permanent positions to be identified cross-departmentally. The process has started to identify positions throughout provincial government departments with hiring to commence by September 2001 and continuing over a twelve to eighteen month period until all positions are filled. Emphasis will be placed on securing most of the positions outside the metro area. Once a position is identified, the requirements defined in the job description will be used to screen and match qualified candidates from the Divisions Client Registry to undergo an interview and selection process.

Over the past few weeks we have received a large number of applications for our summer employment program. We are currently in the process of securing placements within departments. Once this process is completed we will commence the screening and matching of qualified applicants with positions.



## Our Resource Centre ..... "Second To None"

I would like to bring to your attention a superior resource centre for persons with disabilities located on the 5<sup>th</sup> Floor, West Block of the Confederation Building. If you are in an active job search, or just need a place to go to get support or direction, the Employment Equity and Strategic Initiatives Division is the place to investigate.

Parking is free and a bus stops at the front door to a fully accessible building. Upon entering the centre, you will be greeted very cordially and advised according to your needs. The resource centre itself is state of the art. It has a very large table with chairs - a great place to work on cover letters or resumes, read or study. You will also find three top of the line computers with large 21" monitors all with internet access, sound cards and speakers for your use. Also for your use is a scanner, laser printer, photocopier, fax machine, telephone and some computer adaptive equipment for people with various disabilities. The software installed on the computers is all anyone could need and there is support if you run into problems. The Telegram is available daily plus a very adequate resource library which contains books, magazines, cassettes and videos. The books on resumes and cover letters are just what a person needs to get started or to improve on what you already have. If you need, or just want to try, a software tutorial, just ask the staff and they will get you started. There is a provincial/federal government job board plus all the job links you need on their web site.

The most important aspect of this centre is the excellent staff that work there. They are there to help all the time, most times you do not even have to ask. I use this centre on a regular basis and will continue to do so until I am employed again. I found this service to be just what I needed. One point I must stress is that every person who comes in here is treated with respect and dignity. So, my advice to anyone needing this kind of service is to utilize it, it has everything you need and more. I can only give it full marks as an employment resource centre that is second to none.

Mike Gullfoyle, Client

Employment Equity and Strategic Initiatives Division

### What's Inside.....

What Do Employer's Want?

Finding The Hidden Job Market

Electronic Resumes and Online Networking

Sampling of our E-Counsellor Column

Our Web Site has direct links to popular job banks and lots of information to guide you in your job search!

Plan to visit the site and see for yourself!

<http://www.gov.nf.ca/openingdoors>

## What Do Employers Want?

So, you have a great resume and cover letter and you are getting interviews, but you are not getting jobs. What is going on? This is the time to do a skills inventory and match your skills and abilities with those that employers are looking for.

Generally, employers are looking for employees who:

- **Take Initiative** - This involves self-motivation and self-direction, but most important not just doing the job, looking for ways to do it better.
- **Get Along with Others** - This means being friendly and sociable to build good working relationships and fostering a good team.
- **Can Communicate** - This involves stating your messages and ideas clearly, overall ensuring people can understand what you are saying - but don't forget to listen to what they are saying.
- **Solve Problems** - This involves a little bit of creativity, stress management, and logical thinking. Basically take responsibility and try to find a solution.
- **Give 110 percent** - This means putting out that extra ten per cent, being reliable, and being responsible - simply get to work on time and work all day.
- **Are Team Players** - This incorporates being flexible and adaptable to the styles of others.
- **Are Positive** - This includes being confident in your abilities and skills and recognizing the abilities and skills of those around you.
- **Enjoy Learning** - This creates a learning environment, fostering new skills and ideas as your job evolves.
- **Are Organized** - This means be capable of planning, scheduling, and completing tasks.
- **Are Safe** - This involves working carefully and following procedures.



Now, the trick is to use examples in your interview that highlight these skills. For example:

To illustrate **taking initiative**, give them an example of a time when you seized an opportunity or made improvements in a previous job, school, or in volunteer work.

To illustrate your **communication skills**, listen carefully during the interview and answer their questions with precise, articulate answers. This is the easiest way to show them you are listening, but that you can communicate your ideas clearly.

To **give 110 percent**, start by showing up for the interview 10 to 15 minutes early, bring your portfolio, samples of your work, extra resumes - overall be prepared.

To show that you are **positive**, give positive answers during the interview. If you have disclosed your disability, be sure to emphasize your abilities and skills; for example, explain how you are an expert user on Naturally Speaking Dragon Dictate.

To highlight your **organizational skills**, provide concrete examples of when you have organized events, present your organized portfolio, or describe a task you completed from start to finish.



Remember, practice, practice, practice!! This will help you be prepared for interviews and exert confidence.

## What's the difference between Skills & Duties?



Duties are the things you do as part of an activity, like "I took inventory in a hardware store."

Skills are what you gain from those activities. In this example, you would develop your numerical skills and your information management skills from doing the work.

### Reminder:

In the event that your resume matches a job description during a screening, it is imperative that we have your **most current resume and personal information**.

It is important that we are always aware of your **current employment status**. Visit our web site or call us to complete the correct form to keep us informed.

Keep your file up to date by calling the office, sending an email or visiting our web site.

Remember, it's in your best interest and it's your responsibility!



# The Hidden Job Market - What Is It and How Do I Find It?

The hidden job market simply refers to all the jobs out there that are never advertised in the newspaper or posted at employment centres. Experts say that only 10 percent of jobs are actually advertised, meaning that between 80 and 90 percent of job openings exist in the realm of the "hidden job" market.



The best news about the hidden job market is that fewer people are going for the same job. When a job is posted in a newspaper, there's a high response rate because everyone who opens the newspaper can see it and everyone who's the least bit anxious about a job search is going to apply. But what's great about the hidden job market is that you choose where you want to work and then draw on your own personal resources.

Here are some guidelines to follow when tapping into the hidden job market:



**You schmooze, you never lose** - Call about two or three people a day for a week or two and let them know what kind of work you are looking for. After a couple of weeks, the number of people you've spoken to adds up.

**Volunteer as much as possible** - Volunteering is a great way to network and get the experience you need to nab that job you want. It gives you something to put on your resume, not to mention experience on which you can draw when you get hired somewhere down the road.

**Know yourself** - Ask yourself the hard questions: What am I good at? What do I like to do? If you've worked or volunteered before, ask, What did I enjoy about that job? What did I dislike? You will have a better idea of the type of job you want.

**Impress employers with a script** - Put together a little script. This way, when the networking begins to pay off and you hear from a potential employer or are given a name to call, the conversation will go where you want it to go. A 30-second phone script about why you are calling and what you are looking for will show that you are prepared and far more likely to come across as professional and competent.

**Expand your Search** - Don't limit your job search to the classifieds! Begin your search by discovering where your interests lie, creating a list of who you know, getting your skills out there, making your wishes known to everyone around you and leaving an enthusiastic and professional impression on others.

You just might find that the once "hidden" job market was simply waiting for you to expose it!

—The Edge Magazine

## Always Create Your Own Dreams and Live Life to the Fullest

Dreams can come true  
if you take the time to think about  
what you want in life  
Get to know yourself  
Find out who you are  
Choose your goals carefully  
Be honest with yourself  
Always believe in yourself  
Work hard to achieve successes  
Find many interests and pursue them  
Find out what is important to you  
Find out what you are good at  
Don't be afraid to make mistakes  
When things are not going right  
don't give up - just try harder  
Give yourself freedom to try out new things  
Laugh and have a good time  
Open yourself up to love  
Take part in the beauty of nature  
Be appreciative of all that you have  
Help those less fortunate than you  
Work towards peace in the world  
Live life to the fullest  
Create your own dreams  
and follow them until they are a reality.

## Electronic Resumes & Online Networking

This is a new book we have added to our Resource Centre Library for your use. This book helps you master the Internet as your most effective resume-networking tool.

You'll learn how to:

- Target employers and their hiring needs.
- Identify key skills needed to fill these jobs.
- Interact in discussion forums and virtual communities.
- Create the perfect electronic resume.
- Use search engines to get your resume noticed.
- Evaluate all the new resume submission options:
  - electronic messages;
  - electronic forms;
  - web pages;
  - and many others.



This book is easy to understand and designed so you can put it to use right away. Vast amount of technical data are concentrated and simplified in the form of useful advice and step-by-step tutorials. In addition, the section on online resources offers hundreds of ideas for applying online for your industry, researching job openings online, creating the most effective keyword summaries, and understanding the most popular search engines and making the best use of their indexing capabilities.

An E-Counsellor is waiting to hear from you at [www.gov.nf.ca/openingdoors](http://www.gov.nf.ca/openingdoors)



E-Counsellor stands for **Employment and E-mail Counsellor Online**. This is a new web site feature that gives you access to our counsellors to ask questions related to employment and job searching. You can ask for help in revising your resume, interview techniques, cover letter writing, or any other question you would like answered. All questions will be responded to you confidentially via e-mail and some will be posted on our site to benefit others. Your questions and answers will remain anonymous as only the information itself will be posted.

**A sampling from the E-Counsellor page of our web site follows:**

**Question:** I am recently graduated from a post-secondary education and so far I haven't had much luck with finding a job. I have presented myself rather well, checked back with the employer to show my interest, created a portfolio and still no such luck. Is there anything that I could be doing wrong?

**Answer:** It sounds to me like you're doing everything right. As you say, you check back with the employer and you have a portfolio that you've developed. You also say you "present" yourself well. I'm not sure what you mean by that and I don't know what your postsecondary training involved, but here are some things I would do:

1. Identify employers who could use my skills.
2. Call the human resource/personnel manager and request an appointment to see him/her. If the organization does not have a human resources person, request to see the owner/manager.
3. When you meet with the employer, dress as if you were going to work. For example, if you would be working in an office environment, wear a suit or something equally suitable. Unless you're going to be working in a warehouse or something of that nature, it does not leave a good impression on a potential employer to meet wearing jeans.
4. Explain that you are just graduated and looking for work. You understand that the organization does X, Y and Z, that you have skills in these areas, as evidenced by your portfolio, and feel you could be an asset to the organization.
5. Ask if they are expecting any vacancies on which you could apply on in the near future. Also ask if they keep resumes on file or if they prefer to have people apply as vacancies occur? Where do they advertise their vacancies? and do they know of any organizations that might be looking to hire someone with your skills at this time?
6. Thank them for the time they've taken to meet with you and ask if they would mind you checking back with them from time to time to see if any vacancies are coming up/have occurred.



7. Tailor your resume to meet the qualifications as outlined in the job ad. Most job ads will identify the education and experience the employer is looking for to fill a job vacancy. If you have the education specified in the job ad, make sure it is clearly indicated on your resume. As for the experience, your work experience must clearly identify the same work experience as is identified in the job ad. For example, if a job ad states you must have had experience in providing customer service, don't assume that by putting in your resume that you worked at Wal-Mart that an employer will know you provided customer service. So look at each job ad and make sure your work experience includes those experience factors identified in the job ad.

8. Don't get discouraged. If you keep at it, you will eventually hit on a job.

I hope I've identified a few pointers for you and I wish you every success in your job search.

To read other questions/answers and ask our E-Counsellors your question, please visit our web site at [www.gov.nf.ca/openingdoors](http://www.gov.nf.ca/openingdoors), follow the client page and choose the E-Counsellor button, or simply email us.

**A NEW JOB SITE FOR NEW FOUNDLAND AND LABRADOR**

**Newfoundland and Labrador Job Shop**

**[www.newfoundlandlabradorjobshop.com](http://www.newfoundlandlabradorjobshop.com)**

View job postings, search for jobs by keyword, post your resume for recruiters to view, use the job search agent and much much more!



ALTERNATE FORMAT  
AVAILABLE  
UPON REQUEST

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