



# IGNITE YOUR JOB SEARCH



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## Letter from the President

Dear Job Seeker,

On behalf of TorontoJobs.ca, I am happy to share this "Ignite Your Job Search" package with you.

We have put together in this document a summary of the areas that we feel will be helpful for you in your job search, including tips on cover letters, interviews, resume writing, attending job fairs and a glossary of terms.

TorontoJobs.ca has been happy to find job seekers new positions with organizations since 2002 through our website at [www.TorontoJobs.ca](http://www.TorontoJobs.ca), our TorontoJobs.ca Recruitment Division and through our annual Toronto and Mississauga Career fairs.

We hope you find this document helpful in your search and please don't hesitate to contact us at any time.

Thanks,

Marc Belaiche, CPA, CA  
President  
[Marc.Belaiche@TorontoJobs.ca](mailto:Marc.Belaiche@TorontoJobs.ca)  
905-566-5627





## 1. Cover Letter Importance & Checklist

Cover letters are an important aspect of the job search process. Job seekers are more successful in their job search when they have a solid cover letter. The cover letter is important for several reasons:

1. It explains to the recruiter that you are interested in the advertised position. It also details how you became aware of the vacancy in the organization.
2. The cover letter is your first opportunity to sell yourself. It is your first step into the organization and can get the prospective employers attention.
3. The cover letter allows you to detail how your skills and experiences specifically match the requirements outlined in the job advertisement.
4. Managers who conduct hiring for their company find it courteous that you took the time to create a cover letter. Those resumes that are not headed by a cover letter are tossed as it is seen as rude not to provide one.

A personalized, targeted, well-written cover letter is your chance to set yourself apart, pique the employer's interest, and draw them in for a closer look. Without it, your resume might never receive a glance!

Here is a checklist of what should be included when writing an effective cover letter:

- ☐ The contact name and company name are correct.
- ☐ The letter is addressed to an individual, if possible.
- ☐ The letter mentions the position you are applying for and where it was listed.
- ☐ Your personal information (name, address, home phone, cell phone, email) is included and correct.
- ☐ If you have a contact at the company, you have mentioned him or her in the first paragraph.
- ☐ Cover letter is targeted to the position you are applying for.
- ☐ Letter is focused, concise, clear, and well-organized.
- ☐ Use opening phrases like "I am writing in reference to the position you advertised" or "Attached is my resume for your perusal."
- ☐ At the end of the cover letter say a phrase such as "I look forward to hearing from you soon."
- ☐ If you have a gap in your employment history you have explained it in your cover letter.
- ☐ It is printed on good quality paper that matches the font, size and style of your resume.
- ☐ Font is 11 or 12 points and easy to read (Times New Roman or Arial, for example).
- ☐ No spelling or grammatical errors.
- ☐ You have read the cover letter out loud to make sure there aren't any missing words.
- ☐ The letter is a maximum of one page.
- ☐ You have kept a copy for your records.
- ☐ Sign the letter.



## 1.1 Cover Letter Template

### Contact Information

Your Name  
Your Address  
Your City, Province, Postal Code  
Your Phone Number  
Your Email Address  
Date

### Employer Contact Information *(if you have it)*

Name  
Title  
Company  
Address  
City, Province, Postal code

### Salutation

Dear Mr. /Ms. Last Name, *(leave out if you don't have a contact)*

### Body of Cover Letter

The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview and how you will follow-up.

#### First Paragraph

The first paragraph of your letter should include information on why you are writing to the employer. Mention the position you are applying for and where you found the job listing. Include the name of a mutual contact, if you have one.

#### Middle Paragraph(s)

The next section of your cover letter should describe what you have to offer the employer. Mention specifically how your qualifications match the job you are applying for. ***Remember, you are interpreting your resume, not repeating it.***

#### Final Paragraph

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

#### Complimentary Close

Respectfully yours, (other examples include: Sincerely, Regards or Thank You)

#### Signature

Handwritten Signature (for a mailed letter)  
Typed Signature (for an emailed letter)



## 1.2 Sample: Cover Letter

**JAY EDWARD**

Address, City, Province, Postal Code

Phone

Email Address

---

---

<date>

Mike Smith, Recruitment Manager  
The Admin Office  
2369 Main Street  
North York, Ontario  
M6Z 4K7

Dear Mr. Smith,

I am interested in expanding my professional horizons by seeking new challenges in the area of **accounting**.

While reviewing the enclosed resume, you will find that in addition to a Bachelor of Business in Accounting, I have more than 15 years of hands-on office and accounting expertise. One of my greatest strengths is sustaining a highly productive and efficient workplace. I achieve this by streamlining operations, implementing professional development seminars and establishing a good rapport with both clients and co-workers.

As a team member of your organization, I can provide:

- Efficiency, reliability, accuracy, as well as manage and coordinate daily activities and office workflow, ensuring timely completion of assignments.
- Maturity, honesty and the ability to look at challenges as opportunities, and effectively make sound judgments and decisions.

Mr. Smith, my objective is to establish a time when we can meet to discuss how my experience, professionalism and enthusiasm will add value to your organization. Thank you for your consideration, I look forward to speaking with you soon.

Sincerely,  
Jay Edward

**TorontoJobs.ca Inc.**

160 Traders Boulevard East, Suite 101  
Mississauga, Ontario, L4Z 3K7  
(905) 566-5627

## 2. Resume Writing Tips

Your resume is the first and most important document for getting the job you want. Some recruiters receive hundreds of resumes per day, so getting your resume to stand out from the rest can be challenging.

Your resume should be a well-organized profile of your qualifications for a career. It should also communicate enough information to an employer to keep them interested. Here are some suggestions to write an effective resume:

### **Two pages**

Your resume should generally be a maximum of two pages long. Typically, there are not a lot of reasons to go over that.

### **Write with style**

The font size of text throughout the resume should be 12 point and either Times New Roman or Arial style - keep it consistent. Don't alternate between fonts throughout unless the changes are consistent. Use one-inch margins at the top and bottom and sides of your resume. Try to avoid using horizontal or vertical lines, graphics, or shading. Try to avoid overusing italics, scripts and underlined words.

### **Use effective vocabulary**

Define all experiences with as many action words as possible, such as accomplished, delegated, achieved, conducted, coordinated, organized, etc.

### **Don't get too personal**

Your name, address, postal code, telephone number and email address is appropriate to include in your resume. Specific personal information such as age, birthdate, marital status, citizenship, etc. is not important and should not be included in your resume. Also avoid using nicknames.

### **Objective**

Write what you want to do and be specific. Explain in one or two sentences how your abilities will benefit the company or organization for which you are applying at the top of your resume.

### **Achievements**

Show your unique skills and list the most important and relevant skills first.

### **Work Experience**

Most people should use a chronological resume format (see Section 2.1), and not a functional resume format (see Section 2.2). List experience in reverse chronological order; that is, your most recent experience should be listed first.

Include the following information in your resume:

- Title of position
- Name of organization
- Location of work (city, province)



- Dates of employment
- Describe your work responsibilities and list specific accomplishments.

### **Volunteer Experience**

List any related volunteer or community experience.

### **Education**

Show your most recent education first and then go back in time, similar to how you show your work experience. Include the years you attended each school and any degree(s) or diploma(s) received.

### **Interests**

List specific interests that will show that you have the skills and attitude needed by the employer.

### **References**

Add a note that you will provide references if needed at the bottom of your resume (e.g. "References available upon request"). This is a standard statement, even though it may be obvious. You don't need to list your references on your resume.

The finished product should look outstanding. Make sure your resume is neat, proofread for spelling errors, and be factually accurate!



## 2.1 Sample: Chronological Style Resume

**BETTY JUNE**

Street Address

City, Province, Postal Code

Phone

Email

---

### OBJECTIVE

To work as a part of a team where I can apply my acquired knowledge and abilities and contribute to the company's ongoing success.

### QUALIFICATIONS

- ♦ Proven experience in customer service and sales
- ♦ Able to work independently or as part of a team
- ♦ Excellent communication and interpersonal skills
- ♦ Responsible, trustworthy, accountable, and hardworking
- ♦ Languages: English, French

### WORK EXPERIENCE

**Operations/Customer Service Manager** Trans-Pose Logistics      **Mississauga, ON**      **2008-Present**  
*Trans-Pose Logistics is an international company that offers a wide array of transportation services to move freight on clients' schedule.*

#### Responsibilities

- ♦ Manage/Supervise drivers
- ♦ Dispatching, planning and coordinating daily activities
- ♦ Answer phones, receive/deliver faxes and emails, attend meetings, take minutes
- ♦ Keep track of attendance and generate month end reports
- ♦ Prepare charts, reports, spreadsheets and manage files
- ♦ Answer client inquiries

**Animator** Purple Dollies Day Camp      **Mississauga, ON**      **2008-Present**  
*Purple Dollies Day Camp is a private, not-for-profit, charitable organization well-known for its quality programs. Since 1928, Dollies has offered camping, education and recreation programs all year-round for the community and beyond.*

#### Responsibilities:

- ♦ Travel to different schools, daycares, day camps
- ♦ Teach and interact with students ages 18 months to 14 years old
- ♦ Show students live animals such as snakes, lizards, insects, frogs
- ♦ Perform a variety of scientific experiments with students
- ♦ Play and have fun with kids

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**Fitness Director** Silver Fitness Centre **Mississauga, ON** **2006-2007**  
*Silver Fitness Centre is the largest fitness centre in Canada by adhering to a simple philosophy of providing highly trained associates, innovative programming and top-notch equipment.*

Responsibilities:

- ♦ Personalized consultations with clients and personal training
- ♦ Educational seminars and corporate wellness development
- ♦ Designed and instructed members through aerobic routines
- ♦ Booked and planned schedules and appointments
- ♦ Applied and enforced rules and regulations of facility
- ♦ Performed administrative duties including month end reports

**Waitress** Kentucky Chicken **Mississauga, ON** **2004-2006**  
*An international organization and the leader in fast-food chicken.*

Responsibilities:

- ♦ Served food and beverages
- ♦ Received orders for pickup and packaged food
- ♦ Handled transactions at cash

**EDUCATION AND TRAINING**

**First Aid and CPR Certificate** **2006**  
Toronto, ON

**Fitness and Lifestyle Management Advanced Diploma** **2004-2005**  
ABC City College, Toronto, ON

**Office Automation Technology Certificate** **2003-2004**  
Tech Montreal, Montreal, QC  
Trained in a one year program

**Customer Service Certification** **1997**  
Hospitality Services, Montreal, QC



## 2.2 Sample: Functional Style Resume

### **TOM JOHNSON**

Street Address

City, Province, Postal Code

Phone

Email

### **OBJECTIVE**

Executive Director for a well-established organization in the health care industry.

### **HIGHLIGHTS**

- Proven ability in developing and maintaining long-term client relationships, with several Fortune 500 companies.
- Over 18 years of experience in business development, account management, production and manufacturing.
- Over five years' management experience emphasizing a collaborative yet decisive style.
- Adept at building productive relationships to further the organization's goals.
- Persuasive skills, both written and verbal.

### **PROFESSIONAL EXPERIENCE**

#### **Management**

- Achieved a revenue growth from \$600K to \$1.5M per year within my area of management, while keeping overhead low.
- Planned and adhered to a budget of up to \$750K.
- Supervised a staff of 15, involving training, work flow, quality control, conflict resolution, and review processes.
- Directed the acquisition, installation, and maintenance of a 40 workstation system.

#### **Development/Motivation**

- Built a large loyal client base through personal attention, quality service, and consistent follow-through.
- Assisted clients in identifying their interests, and motivated them to act accordingly.
- Wrote persuasive letters and documents, frequently influencing decision-makers.
- Involved personnel in goal sharing, resulting in dramatically increased productivity.

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**WORK HISTORY****2000 - Present****Assistant Manager****Pro One Services, Edmonton AB****1995 - 2000****Office Manager****Vancouver Health, Vancouver BC****EDUCATION**

Finance Diploma, Expert College, Winnipeg MB, 1996

B.A., Finance, University of Calgary, Calgary AB, 2000

**AFFILIATIONS**

Finance Quarterly - Finance group that meets on a monthly basis to discuss changes in finance.

**References available upon request.****TorontoJobs.ca Inc.**

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Mississauga, Ontario, L4Z 3K7

(905) 566-5627



## 2.3 Sample: Reference List

### **TOM JOHNSON**

Street Address

City, Province, Postal Code

Phone

Email

### **Mr. Ron Burnett**

Sales Manager

Pro One Services

190 Blackhawk Drive

Edmonton, AB

T5J 2Z2

505-505-5050

[RonB@pro1serv.ca](mailto:RonB@pro1serv.ca)

### **Ms. Delilah Bing**

Administration Manager

Vancouver Health

503 Dawn Crescent

Vancouver, BC

V5Z 1M9

515-515-5151

[BingD@VHealth.ca](mailto:BingD@VHealth.ca)

### **Dr. Cameron Spade**

Assistant Dean

University of Calgary

2500 University Drive NW

Calgary, AB

T2N 1N4

525-525-5252

[CamSpade@UofC.ca](mailto:CamSpade@UofC.ca)

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### 3. Interview Tips

#### **Make a good first impression**

Make a positive first impression with everyone you meet. That includes the receptionist or anyone who walks by while you're waiting in the lobby.

#### **Dress appropriately**

Play the part – dress appropriately for the position. It is not the best idea to walk into an interview dressed casually when the interviewer is wearing a suit and tie.

#### **Arrive early**

Allow yourself extra time for the commute to ensure you arrive on time. If you realize you are going to be late have the courtesy to call the interviewer and let them know.

#### **Sit upright**

Don't slouch during the interview - it displays that you are not very interested in the position.

#### **Keep eye contact**

Keep eye contact with the interviewer(s). When responding to questions, look the interviewer in the eye with confidence regarding your work experience and past accomplishments.

#### **Listen**

Do not cut off the interviewer when they are speaking. Listen to the entire question asked and think before you answer.

#### **Know what position you are targeting**

When a recruiter asks what your next ideal position would be, you should never answer with "I will take anything." Recruiters want to know what you want. Don't be vague.

#### **Don't say you know something when you don't**

Saying you know something when you don't will hinder your chances at the position. Don't bluff.

#### **Bring extra resumes, a pen and paper**

Bringing extra copies of your resume is good for two reasons. First of all, you may have an opportunity to meet with other people at the company. Secondly, use the resume to refer to as a guide when answering questions. Bring a pen and paper to take notes.

#### **Stay focused**

Focus on your achievements. These accomplishments should be related to the position being discussed.

#### **Don't dominate the conversation**

Answer the questions of what is asked of you. Do not ramble about other topics.



**Don't give the wrong answer**

Make sure you listen to the question and take a moment to gather your thoughts before you respond.

**Remain positive**

Ensure that you are always positive about past employers and avoid any negative comments directed at a previous employer. Make sure to smile.

**Let the interviewer know that the position is of interest to you**

When the interview is about to conclude, ensure that you have stressed to the interviewer that you are interested in the position.

**Interview the interviewer**

Have questions ready to ask the interviewer. It gives you a chance to clarify anything the interviewer might have forgotten to mention. Examples of questions you can ask are:

- What is the future potential for the successful candidate?
- What challenges is the department/company currently having?
- How long do you expect the successful candidate to stay in this role?

Do not ask about salary, compensation or benefits in your first interview.

**Ask for a business card**

Getting a business card will make sure that you have the right contact information for sending them a thank you letter after the interview.



## 4. Thank You Letter (Post-Interview)

Once you have had the opportunity to share your skills and qualifications in an interview, a follow up is the next step. Many recruiters and hiring managers have indicated that they appreciate a thank you letter after an interview.

### Benefits Of Sending A Thank You Letter

- **It shows them that you are interested in the position and the company** and they can increase your chances of getting hired.
- **It shows that you are a kind person** and it also demonstrates that you have good manners and know to write a thank-you letter.
- **It shows the interviewer** that you are a professional who is concerned about details.

**Remember your thank you letter is your last chance to leave a good impression!**

### Tips On Writing Your Thank You Letter

- **The thank you letter should be written following an interview**, promptly (within 2 business days). The letter expresses appreciation and thanks to the interviewer for the interview.
- **View Your Thank You Letter as a Sales Letter.** In other words, you can restate why you want the job, what your qualifications are, how you might make significant contributions, and so on.
- **The thank you letter is also the perfect opportunity** to discuss anything of importance that your interviewer neglected to ask or that you neglected to answer as thoroughly, or as well, as you would have liked.
- **Remember to Proofread.** Check for spelling, grammar, typos, etc. If in doubt about the correct names, spellings or titles of your interviewers, call the company to double-check. Your efforts will be worth it!

**Send a letter to each person who interviewed you.** If you were interviewed by more than one person each interviewer should individually receive a letter of thanks to ensure consistency.





## 4.1 Sample: Thank You Letter

Your Name  
Your Address  
Your City, Province, Postal Code  
Your Phone Number  
Your Email

Date

Name  
Title  
Organization  
Address  
City, Province, Postal Code

Dear Mr. / Ms. Last Name:

Thank you for taking the time out of your busy schedule to talk to me about the Account Executive position with ABC Company. I appreciate your time and consideration in interviewing me for this position.

After speaking with you and the group, I believe that I would be a perfect candidate for this position, offering the quick learning and adaptability that is needed for a diversified position. In addition to my enthusiasm for performing well, I would bring the technical and analytical skills necessary to get the job done.

I am very interested in working for you and look forward to hearing from you once the final decisions are made regarding this position. Please feel free to contact me at (include your personal email address) anytime if further information is needed. My cell phone number is (555) 555-5555.

Thank you again for your time and consideration.

Your Signature **OR**

Your Typed Name



## 5. Job Fairs: How to maximize the benefits of a Job Fair

Job fairs are a tremendous way for job seekers to connect with employers, if well-planned and handled properly. Most of the benefits of these shows will result from proper planning, rather than the actual day itself. Here are some tips for job seekers to maximize the benefits at job fairs.

### **Preparation before the event**

Be prepared for possible interviews — have answers ready to common questions (e.g. type of position looking for, salary expectations).

Prepare questions you want answered before you arrive.

Get familiar with the layout of the job fair by reviewing the show materials.

Find out what companies will be there and, if/when possible, what positions they are looking to fill. Do research on those companies and positions ahead of time.

Plan to go when the event is not as busy so that you can spend more time with employers. Busy/slow times will vary from show to show depending on many factors including the location, times of the show and the amount of advertising done by the organizers. Try to avoid going very late to shows as exhibitors may not be as well-prepared during those times (they may be tired from a long day on their feet).

Prepare a 30-second “sales pitch” of your background and what you’re looking for that you can recite when you meet with exhibitors.

Make a checklist of what exhibitors you want to meet at the show so you can make sure you don’t miss any.

Find out information about companies who are going to be there to review any positions that might be open ahead of time.

### **At the job fair**

Dress professionally, as if you are going for an interview.

Have a portfolio or professional case for your resumes.

Bring a sufficient supply of resumes and business cards to hand out to selected employers.

Only approach companies that can help you — try not to waste exhibitors’ time, especially at busy shows.

Be polite and gracious to exhibitors and other attendees; don’t try to hoard time so that no one else gets an opportunity. Return to the booth later if necessary.



Don't grab all the pens, hats, and bags that you can at booths — this will only reduce your appeal to potential employers.

Keep your conversations brief and succinct when meeting exhibitors.

Attend any relevant sessions that are available — you may be able to pick up some job search, resume writing or career tips.

Ask exhibitors for business cards, when appropriate, to allow for follow-up afterwards; however, keep in mind that some exhibitors may not want to give out their business cards. Don't react negatively if they prefer not to provide their card.

Look for non-verbal clues when you're speaking with exhibitors to finish up your conversation (e.g. a lineup behind you is forming; the exhibitor seems to be trying to finish the conversation).

Wear comfortable shoes, especially for larger shows.

#### **After the event**

If possible, find out information about companies that interested you and follow-up with those companies.

Follow-up on any business cards that you received — send them a thank you note with your resume again if there was an appropriate position you were looking for that was discussed.

#### **Notes:**

- Come to the annual Toronto and Mississauga Career Fairs presented by TorontoJobs.ca. for more information visit [www.TorontoJobs.ca/careerfair](http://www.TorontoJobs.ca/careerfair)
- For a list of upcoming job fairs in the Greater Toronto Area Visit [http://torontojobs.ca/en/jobs/view.php?job\\_id=4951](http://torontojobs.ca/en/jobs/view.php?job_id=4951)





## 6. Networking Tips

Networking is an important way to develop contacts. If you can develop a personal relationship with prospects before you pick up the phone to call them, they are more likely to be receptive to a meeting.

Networking is beneficial because you meet people who can introduce you to other decision-makers and it enables you to build a base of referrals and introductions which can be used in the future.

Here are some tips to follow when networking:

### **Know yourself**

Make sure you know yourself, what you want, and what you excel at. This means knowing the direction you are headed for and being able to communicate to others what it is that you have to offer.

### **Carry your resume with you**

Ensure your resume is with you at all times when you are job searching – you never know who you will meet! You can also have business cards printed, usually for a small charge for small quantities.

### **30 second infomercial**

Have a 30 second infomercial ready when you network, describing what you're looking for, your background and anything else relevant.

### **Create a good first impression**

When meeting someone for the first time, start with a warm smile, make eye contact and have a firm handshake. Introduce yourself, ask how you can help them, let the person know what you do and explain that you're looking for a position. Don't forget to thank them.

### **Conduct informational interviews**

An informational interview is a meeting between you, the job seeker, and a professional contact. The purpose of this is for you, the job seeker, to gather information about a profession, company, or industry. Informational interviews are a good strategy for you to get information for your job search, such as what skills are needed for a particular position, what duties are required in a particular job and what the demand for people is within an industry.

### **Join professional associations**

Membership in a professional association provides you with an ideal networking opportunity. Some associations are geared towards certain industries, so this is a great way to make contacts in your area of interest.

### **Volunteer**

Volunteering is a great way to make contacts – you can volunteer to sit on a committee, organize events, provide services, etc. The important thing is to volunteer for something that you are interested in and inspired by. This will lead you to meet other like-minded people.



### **Keep your network organized**

It is important to recognize that each person in your network is valuable, even if the value isn't immediately apparent. Make sure to keep your network organized with contact information, company name, title and any other information you've learned about them. Jot notes on the back of someone's business card after you first meet them to remind you of what you discussed and what you learned about them.

### **Make real connections with people**

Networking is about quality, not quantity – it should be about connecting with people, not just collecting business cards. The goal of networking is not to land you a job, but to build a network of people that you have a meaningful relationship with. This will last much longer, and be more beneficial. Remember, it's not just who you know, it's who knows you.

### **Don't be afraid to ask for help**

People are often flattered that you think they can assist you. Contacts can give you a lot of useful information, such as a referral to a new contact, a tip about a job and information about the industry you're interested in.

### **Offer to help**

Remember, networking isn't just about the end goal of getting a job. It's a give-and-take situation, and sometimes the most beneficial thing you can do is offer to help someone in your network. Helping someone else often helps to build a stronger relationship, and there is a greater likelihood that they'll want to do you a favour in the future, such as giving you information on a job they know you'd be perfect for!

### **Keep in touch with your network**

Keeping in touch doesn't mean every day – this will turn most people off. It means that you should be mindful of the relationship. Next time you read an article that someone in your network might be interested in, send it to them. Who knows what you'll get in return some day?

## 7. "Tales from the Recruiter - A Canadian Recruiter's perspective on how to get that perfect job"

The best way of finding out what's in a recruiter's mind is to speak with them. After interviewing thousands of candidates and working with hundreds of companies, this book shares lessons from an experienced recruiter to help you find the best job available for you – regardless of where you live or the type of position you're looking for.

The lessons and principles in this book have been around for many years and will be for years to come. While the methods to apply to and search for jobs may change over the years, the principles will remain in place for generations. As long as companies need people to do jobs and people need jobs to earn money, job searching will always be a bit of a game.

Learn from "Chris the Recruiter" as he shares many true stories of how people have found their dream jobs in his weekly meetings with Ann, Carlos and Rajesh. Chris shares tips and tools on how to network, how to deal with recruiters and what to do at job fairs.

This book is a must read if you are:

- a job seeker looking for a new position
- a new graduate looking for your first job
- a New Canadian looking for your first job in Canada
- someone who plans on moving to Canada
- in the recruiting industry or wants to get into it
- in an HR role which includes recruitment responsibilities
- someone who coaches people looking for a job

For more information, and to order a copy of the book, visit [www.TalesfromtheRecruiter.com](http://www.TalesfromtheRecruiter.com)

**About the Author:** Marc Belaiche, CPA, CA is President of TorontoJobs.ca an internet recruitment and staffing company specializing in helping companies find candidates in the Greater Toronto Area. Marc is also president of TorontoEntrepreneurs.ca ([www.TorontoEntrepreneurs.ca](http://www.TorontoEntrepreneurs.ca)).

Marc has written hundreds of articles on recruitment and made many radio and television appearances, as well as conducted numerous presentations on recruitment across Canada.





## 8. Job Seeker Resources

TorontoJobs.ca

<http://www.torontojobs.ca>

Free Salary Wizard (find out how much positions are paying)

[http://www.torontojobs.ca/en/jobs/salary\\_wizard.php](http://www.torontojobs.ca/en/jobs/salary_wizard.php)

Career Resource Centre (tips and articles to help you in your job search)

[http://www.torontojobs.ca/en/html/career\\_resources](http://www.torontojobs.ca/en/html/career_resources)

Employment Agency Directory

<http://www.torontojobs.ca/en/html/padirectory.html>

Networking Events

[http://www.torontojobs.ca/en/html/career\\_resources/networking.html](http://www.torontojobs.ca/en/html/career_resources/networking.html)

How to Get Back into the Workforce

[http://www.torontojobs.ca/en/html/career\\_resources/articles/get\\_back\\_into\\_workforce.html](http://www.torontojobs.ca/en/html/career_resources/articles/get_back_into_workforce.html)

Toronto & Mississauga Career Fairs

<http://www.torontojobs.ca/careerfair>

## 9. Glossary of Terms

**Active Job Seeker:** An applicant actively looking for a new position and applying to job postings. See also *Passive Candidate*.

**Application Form:** A series of questions that need to be filled out on a form by a job seeker. The form may require the job seeker to include information such as name, address, work history, salary expectations, etc.

**Base Salary:** The amount paid to an employee, typically expressed as an annual amount (e.g. \$35,000 per year).

**Behavioural Interview Questions:** A type of interview question that tests a job seeker's reaction to certain conditions that are expected to be a part of the job they are applying for. For example, "What would you do if..." See also *Standard Interview Questions*.

**Benefits:** Other compensation given by a company to their employees, such as health and dental benefits, car allowance, etc.

**Bonus:** Additional money given by companies to employees for individual, team, or company-wide performance.

**Burdens:** Amounts paid by an employment agency for a temporary employee, for example payroll taxes and vacation pay.

**Candidate:** See *Job Seeker*.

**Career Coach:** Someone who helps job seekers understand their career aspirations and guides them to find the positions that would meet their objectives

**Career Fair:** A gathering where job seekers can interact with potential employers.

**Career Goals:** An idea of the direction a job seeker would like to see their professional career develop. For example, "In five years, I'd like to be a controller."

**Chronological Resume:** A resume in which a person's accomplishments are listed in order of the time in which they occurred, with the most recent positions showing first, as opposed to a functional resume. See Section 2.1.

**Company Hierarchy:** A chart of the positions in a company relative to each other which shows who reports to whom.

**Compensation:** The pay (base salary or hourly rate) plus benefits that a company gives to an employee in exchange for their work.





**Contingency Recruiting Firm:** A type of recruiting firm where the client only pays the firm when they have successfully found a candidate. See also *Retained Search Firm*.

**Contract Employee:** An employee who is working for a company for only a pre-determined amount of time, such as 3 months, 6 months, a year, etc.

**Corporate Recruiter:** A human resources representative working at a company, other than an employment agency, who is focused on finding suitable candidates for open positions within their organization.

**Counter-Offer:** When an employee resigns from their position to go to a new company, and their current employer offers them more money or other incentives to stay with the organization instead of leaving.

**Cover Letter:** A letter written by a job seeker that is attached to a resume which gives additional information about a job seeker that is not covered in their resume, typically one page. See Section 1.

**Curriculum Vitae (or C.V.):** See *Resume*.

**Employment Agency:** A company that works on behalf of companies to fill vacancies by finding suitable candidates.

**Executive Search Firm:** A type of recruiting firm that searches for senior level candidates, for example Chief Executive Officers, Chief Financial Officers, etc.

**Exit Interview:** A series of questions asked by an employer to an employee who has given their resignation.

**Extracurricular Activities:** Things that a job seeker does which do not impact their work experience.

**Full-time Employment:** A job opportunity where the total number of hours worked is typically at least 35 hours per week.

**Functional Resume:** A resume in which a person's accomplishments are listed by their importance to the job, as opposed to a chronological resume. See Section 2.2.

**Head-hunter:** See *Recruiter*.

**Hidden Job Market:** The available positions in a company or industry that are not publicly advertised.

**Informational Interview:** A meeting between a job seeker and a professional contact, in order for the job seeker to gather information about a profession, company, or industry.

**Internship:** A job opportunity that gives a job seeker the chance to be trained in a certain profession; this could be paid or unpaid.



**Interview:** A question and answer session held between a company and a prospective employee regarding an open position.

**Job Advertisements:** Positions that are advertised, for example on a job board.

**Job Board:** A website which lists open job positions and their job descriptions.

**Job Description:** A detailed look at the roles, responsibilities, and requirements of a particular position.

**Job Fairs:** A gathering of prospective employers and job seekers. See Section 5 for tips.

**Job Offer:** An offer of employment by an employer to a job seeker.

**Job Seeker:** A person currently looking for employment. See also *Candidate*.

**Manager:** A person in a position of authority in an organization.

**Mentor:** An experienced person in a company or industry who provides guidance to a newcomer to the field or organization.

**Multiple Offers:** Offers of employment to one job seeker from two or more employers at the same time.

**NAICS:** North American Industry Classification System; a list of every industry that organizes businesses by their type of economic activity.

**Networking:** Meeting with, and getting to know, other professionals. See Section 6.

**Notice Period:** The amount of time an employee gives to their employer before they will leave the company when they resign, typically two weeks.

**Organizational Chart:** A structure showing the relationships between the different positions in a company.

**Outplacement:** A program, typically paid by an employer for an employee who has been terminated from the company, to help the employee with their resume, interviewing tips and coaching. The program is provided by an outplacement firm.

**Outplacement Firm:** A company that specializes in providing outplacement services to a terminated employee.

**Panel Interview:** An interview where one job seeker is questioned by numerous members of a prospective employer at the same time.

**Part-Time Employment:** A job opportunity where the total number of hours worked in a week is typically less than 35.



**Passive Job Seeker:** An applicant who is not actively looking for a new position and not necessarily responding to job postings, but would be open to hearing about opportunities if approached. See also *Active Candidate*.

**Phone Interview:** A series of questions asked by an employer to a job seeker over the phone.

**Placement Fee:** The cost to an employer for using a recruitment agency to find a suitable candidate for a position.

**Probationary Period:** An initial period (typically three months) after an employee has started with a company during which the employer can terminate the employee and not have to pay any additional amount to the employee.

**Recruiter:** A human resources representative who is focused on finding suitable candidates for open positions.

**Recruiting Firm:** See *Employment Agency*.

**Red Flag:** Something about the job seeker that might cause concern for a recruiter.

**Reference:** Someone that can provide information to a prospective employer about a candidate's background, including work experience.

**References:** A list of contacts (usually two to three) that a hiring company can speak to regarding a job seeker who will be able to describe the job seeker's experience before the company hires the individual. This list is provided by the job seeker to the company.

**Reference Check:** A process whereby a recruiter or an employer asks references questions about a candidate's work experience.

**Referral Bonus:** A bonus paid to company employees for referrals which lead to a new hire.

**Resignation Letter:** A short letter written by an employee to his/her manager when they are quitting their position. Typically no more than one page.

**Resume:** An overview, typically two pages, of a person's work experience, skills and qualifications.

**Resume Database:** A catalogue of resumes maintained by a company or employment agency.

**Resume Writer:** A person who can help a job seeker prepare or review their resume.

**Retained Search Firm:** A type of recruiting firm that charges their clients a retainer regardless whether the search firm is able to place a candidate. See also *Contingency Recruiting Firm*.

**Retainer:** A deposit paid by a company to a recruiting firm to undertake a search for a candidate.



**Salary:** The monetary compensation paid to an employee for the work done.

**Salary Grid:** A range of salaries for various positions.

**Salary Range:** The maximum and minimum salaries paid to the individuals of a given profession or type of position.

**Salary Survey:** A study of the average salaries earned by job seekers based on experience.

**SIC Codes:** Standard Industrial Classification. A system for classifying businesses by industry.

**Skill Selling:** When a recruiter contacts a company to discuss a particular candidate who has a specialized skill or experience.

**Staffing Agency:** See *Employment Agency*.

**Staffing Firm:** See *Employment Agency*.

**Standard Interview Questions:** Basic informational questions asked by a recruiter or company representative to a job seeker, such as salary expectations, work history, career goals, etc. See also *Behavioural Interview Questions*.

**Strengths:** Skills of an individual that they are able to execute well, for example written or oral communication, multi-tasking, etc.

**Supervisor:** The person in an organization whom an employee directly reports to.

**Temporary Employee:** An employee who works at an organization for a pre-arranged short amount of time, such as for three weeks. See also *Contract Employee*.

**Temporary Placement:** A short-term position.

**Temporary Work:** A short-term role.

**Thank You Letter:** A follow-up to an interview in which the candidate has an opportunity to further emphasize their strengths to the interviewer in a letter or email. See Section 4.

**Video Interview:** A series of questions asked by an employer to a job seeker over computer video software, such as Skype ([www.skype.com](http://www.skype.com)).

**Volunteering:** An internship that is unpaid.

**Weaknesses:** Skills of an individual that they are unable to execute as well, for example managing employees or delegating.

## 10. TorontoEntrepreneurs.ca



If you are someone in the Greater Toronto Area who has a business or is thinking about buying or starting a business, this group is for you.

This is an opportunity for you to network with your peers and get some advice, start discussions, get pointers on what to do with your company and so on!

Visit [www.TorontoEntrepreneurs.ca](http://www.TorontoEntrepreneurs.ca) for more articles, information about events, etc.

The Toronto Entrepreneurs Conference is held annually. For more information about the Conference visit [www.TorontoEntrepreneurs.ca/conference](http://www.TorontoEntrepreneurs.ca/conference).

### CONNECT WITH US





## 11. TorontoJobs.ca

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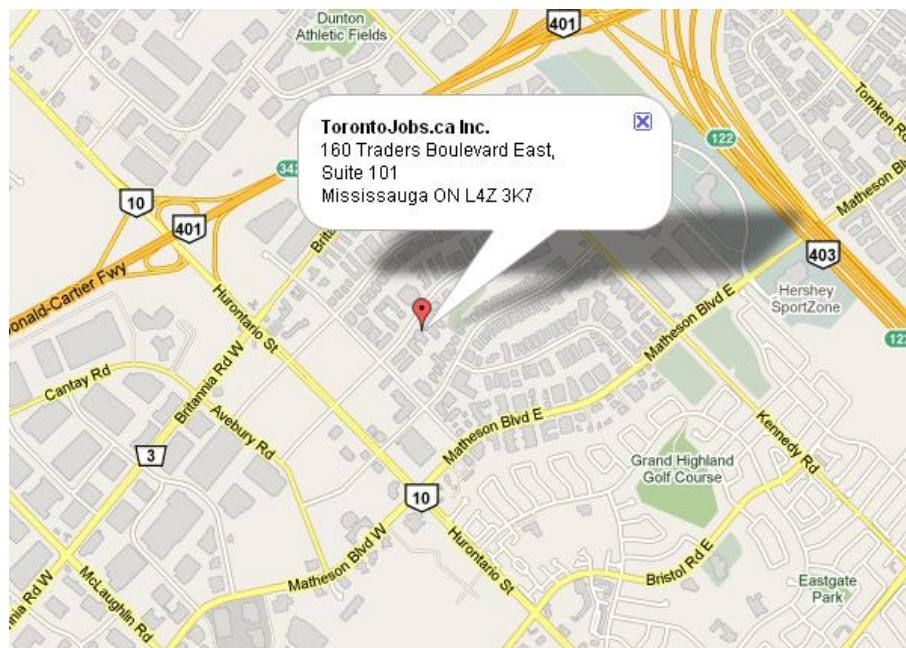
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