



JOB SEARCH, EXPLORATION & NETWORKING BUNDLE

Brought to you by the
George Brown College Career Services Team.

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Job search can feel overwhelming, so it's helpful to break it into manageable steps. The good news is you don't have to do every step in order. For example, you can start working on your résumé before you identify what you want to do. Just check off as many of these activities as you can, and you'll find yourself on your way to finding a great job opportunity.

Step 1: Know Yourself

- ☐ I have identified my strengths, skills, interests and values; free [assessments](http://canadiancareers.com) (<http://canadiancareers.com>)
- ☐ I have made a list of possible job titles/fields of interest
- ☐ I know – and can articulate – my best accomplishments
- ☐ I can name two or three careers/jobs I plan to pursue



Step 2: Know Where You Want To Work

- ☐ I have researched organizations that might hire someone with my skills, interests, and background
- ☐ I have researched potential fields, jobs, salaries and location for jobs; visit [Job Bank](http://www.jobbank.gc.ca) (www.jobbank.gc.ca)
- ☐ I have identified the geographic area(s) where I would like to work
- ☐ I have identified 10 potential employers for the type of work I am seeking

Step 3: Get Ready For the Search

- ☐ I have a résumé and cover letter that are targeted for my field of interest
- ☐ I have had my résumé and cover letter reviewed by a Career Professional
- ☐ I have prepared a portfolio or work samples to highlight my experience, skills, and talent
- ☐ I have developed my "30-second elevator pitch" for short encounters with employers
- ☐ I have identified three individuals who will serve as my references
- ☐ I have developed my interview skills and prepared my responses to typical interview questions
- ☐ I have had a mock interview with Career Services
- ☐ I have appropriate attire for interviews
- ☐ I have a professional sounding voice mail in case an employer calls
- ☐ I have a professional e-mail address to give to employers

Step 4: Start Searching

- ☐ I check [GBCareers](http://gbcareers.georgebrown.ca) (<http://gbcareers.georgebrown.ca>) regularly for career opportunities
- ☐ I check job opportunities online of places I want to work
- ☐ I have set myself up for job alerts on various job posting websites
- ☐ I am building my network on LinkedIn and letting people know I am looking for work
- ☐ I have joined a professional association that is related to my field
- ☐ I attend career fairs and trade shows related to my work interests
- ☐ I have conducted at least one information interview with someone from a field of interest
- ☐ I have a system for keeping track of my contacts, interviews, and other job-search activities
- ☐ I have followed up on every interesting job lead immediately
- ☐ I have sent thank you letters or e-mails to every person who has interviewed me



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Job Search

finding an on-campus student job

GBCAREERS - YOUR JOB POSTING SITE

Visit gbcareers.georgebrown.ca to view on-campus student jobs. Although many areas post on GBcareers, others may not and you will need to go to the individual area to inquire about whether or not they are hiring.

WHEN TO APPLY

You can apply all year long however recruitment peaks on campus tend to be before the start or end of a semester. For fall semester employment, some departments will hire at the end of the previous winter term (Jan-April). Network proactively with students who already work on campus as these students will have tips on who to approach and they will also know of upcoming opportunities.

PREPARE

- Beat the competition with a resume and cover letter tailored to the position you are applying for
- Prepare well in advance by anticipating questions you may be asked and practicing your answers
- Visit **Career Services** for help with your resume or cover letter or to arrange a mock interview to get some interviewing practice

COMMON AREAS OFFERING ON CAMPUS JOBS AT GEORGE BROWN COLLEGE:

Athletics	www.georgebrown.ca/athletics
Cafeteria and Tim Hortons	www.dineoncampus.ca/georgebrown
Campus Bookstores	http://gbcbookstore.bookware3000.ca
Career Services	gbcareers.georgebrown.ca www.georgebrown.ca/careerservices
Continuing Education	https://coned.georgebrown.ca
Faculty Departments	www.georgebrown.ca/centresandschools
Library Learning Commons	www.georgebrown.ca/lc
Open Access Computer Labs	www.georgebrown.ca/lc
International Centre	www.georgebrown.ca/international
Financial Aid	www.georgebrown.ca/financialaid
Finance Department	www.georgebrown.ca/about/administration/finance
Research Office	www.georgebrown.ca/research
Student Life	www.georgebrown.ca/studentlife
Student Service Centre	www.georgebrown.ca/current_students/contact_services_centres

TUTORING AND LEARNING CENTRE (TLC)

The TLC hires *Peer Tutors* in Math or English. www.georgebrown.ca/tlc/becoming-tutor

GBC STUDENT ASSOCIATION (SA)

The SA functions as the central student government and offers many jobs: www.studentassociation.ca

THE WORK STUDY PROGRAM

The Work Study Program allows students who are in receipt of government funding (OSAP) to work part-time. Students may earn up to \$50 per week or \$1,000 per semester, during the academic year without affecting their OSAP.

Work study students must be:

- Full-time students taking 60% of a course load
- In good standing with government loans and their academic performance
- Be able to work 5–15 hours per week



The College also runs a parallel Work Study Program funded by the Tuition Set Aside Fund for those who do not qualify for OSAP. The eligibility criteria is the same except that the student is not eligible for OSAP but still has financial need.

Work-study opportunities are limited and once filled; no more hiring takes place. The student application must be approved by George Brown's Financial Department, so apply in advance. A good time to start applying is late August or early September. Please note that *international students do not qualify for the work study program*. Visit the Student Service Centre at your campus for application forms or more information on the Work Study Program.

INTERNATIONAL STUDENTS

If you are a full-time international student with a valid Study Permit, you are able to work on campus without a work permit.

To work on campus as an international student, you must:

- Have a valid study permit which lists a condition that says you're allowed to work on- or off-campus, and,
- Be registered full-time in a certificate, diploma or degree granting program and,
- Have a valid Social Insurance Number (SIN)

For more info visit Working on-campus for George Brown College International Students, please visit the [Immigration, Refugees and Citizenship Canada \(IRCC\) website](#) or, contact the International Student Support Office at intlsupport@georgebrown.ca

What is a job scam?

It is when a scammer pretends to be an employer. Generally, job seekers are told to pay for things required for a job. Once the job seeker pays, the scammer disappears leaving the job seeker without a job and out of pocket.

Mystery Shopper

Scammers (employers) send texts, emails and post ads using free classified sites to recruit mystery shoppers. The "employer" sends the "employee" a shopping list to be completed at a certain store. The "employee's" tasks include shopping for the stated goods and rating the service they received. The "employer" also includes a cheque to cover the costs of the goods on the list and payment for the "employee" and is told to deposit the cheque into their bank account. The "employee" is told to send money at a money service such as Western Union with the remaining funds. Ultimately, the cheque is returned by the bank as counterfeit leaving the "employee" responsible to pay.



Reshipping Scams

Ads for work-at-home positions like "Merchandising Manager" or "Package Processing Assistant" are posted on classified or career sites. Duties include: receiving packages and mailing them to a foreign address on behalf of a client using postage-paid mailing labels provided. "Employees" receive packages containing either merchandise bought with stolen credit cards (the "employer" needs your help to transport the products out of the country) or counterfeit cheques.

Debt Settlement Collection Scams

Using social networking sites like LinkedIn, "employers" search for professionals to collect unsettled debt. "Employers" claim they are from a foreign country and are trying to collect debt from a Canadian company. "Employees" receive contact info for the company/debtor that agrees to settle its debt once it's contacted by the "employee". The "employee" receives a counterfeit cheque as payment from the company/debtor and is instructed to wire transfer the money back to fraud accounts in foreign countries.

Job Search Safety Tips

- Never provide banking or personal info on your résumé or during interviews: legitimate Canadian job ads won't ask for these
- Look out for unsolicited requests from potential clients from overseas looking for help to settle a debt
- Always verify a cheque or wait until the cheque clears before returning or forwarding any funds
- Be mindful of employers who contact you by free email providers such as: Yahoo! Gmail or Hotmail; legitimate employers normally use company email addresses
- Since many online scams start overseas, the scammers first language probably isn't English; look out for grammar and spelling mistakes in the emails or online
- Research the company online. Do they have a website? If not, what comes up during your search?
- If it's too good to be true, it probably is. Warning signs include: being offered a job without having met the employer, a job that pays a lot of money for little work, a job that doesn't require experience as well as being hired on the spot

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SUMMER JOBS – FEDERAL

[Canada Summer Jobs - Service Canada](#)

(www.servicecanada.gc.ca/eng/epb/yi/yep/programs/scpp.shtml)

Funding to businesses with 50 or less employees to create summer jobs for students aged 15-30 who will return to study. Deadline January



[Student Employment Program - National Research Council](#)

(www.nrc-cnrc.gc.ca/eng/careers/programs/student_employment.html)

Get research, library sciences, communications, marketing and other experience. Each term lasts 16 weeks and can occur full-time during a non-academic semester and part-time (up to 20 hours/week) during an academic semester. Apply Anytime!

[Federal Student Work Experience Program \(FSWEP\)](#)

(www.canada.ca/en/public-service-commission/jobs/services/recruitment/students/federal-student-work-program.html)

Provides experience related to field of study including office, field and lab, IT and working outdoors. Deadline March

[Parks Canada Summer Jobs](#) (www.pc.gc.ca/en/agence-agency/emplois-jobs/etudiants-students)

[Parliament Hill Canada](#) (<http://jobs-emplois.parl.ca>)

SUMMER JOBS – PROVINCIAL

[Ontario Public Service \(OPS\) Summer Employment](#)

(www.gojobs.gov.on.ca/Jobs.aspx)

Jobs in Admin, Research, Customer Service, Business and Finance, Project Support, Communications, Human Resources, Policy Development, Program Delivery, IT, Tourism, Environmental Sciences, Ontario Parks, Labs and Travel Information Centres. Deadline March



[4-1-1 on Summer Jobs](#) (www.ontario.ca/page/summer-jobs-students)

SUMMER JOBS – MUNICIPAL

[City of Toronto Summer Employment](#) (<https://jobs.toronto.ca/jobsatcity>)



INDIGENOUS STUDENT SUMMER JOBS

[Indigenous Youth Work Exchange Program](#)

(www.ontario.ca/page/indigenous-youth-work-exchange-program)

Indigenous students: 15-24 years old, and up to 29 years old if you have a disability



[Summer Experience Program \(SEP\)](#)

(www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantOpportunities/OSAPQA005131)

Provides not-for-profit organizations, municipalities and First Nations communities with funding to create meaningful summer student jobs. Deadline March

ATTRACTIONS

Canada's Wonderland	www.caadaswonderland.com
Canadian National Exhibition	http://theex.com/footer/other/jobs
Ontario Science Centre	www.ontariosciencecentre.ca
CN Tower	www.cntower.ca/en-ca/careers/who-we-are.html
The Toronto Zoo	www.torontozoo.com/ExploreTheZoo/JobsAndCareers.asp
Centreville Amusement Park	www.centreisland.ca
Harbourfront Centre	www.harbourfrontcentre.com/careers
Ripley's Aquarium Toronto	www.ripleyaquariums.com/canada/contact/employment

CAMP JOBS



[Ontario Camp Association](#)

www.ontariocampsassociation.ca/camp-jobs-2/members-job-postings

[Summer Camp Staff](#)

www.summertimecampstaff.com/canada.htm

OTHER SUMMER EMPLOYERS

Ontario Power Generation	www.mypowercareer.com/Content/Students/Index.html
TTC	www.ttc.ca/Jobs/Summer_Student_Opportunities/index.jsp
Bell Canada	www.bell.ca/campustocareer/students
Royal Bank	www.rbc.com/careers/campus-recruitment/internships-coop.html
Canada Post	www.canadapost.ca/cpo/mc/aboutus/careers/studentprogram.jsf
BMO Bank	www.bmo.com/home/about/banking/careers/students-and-grads
CIBC	www.cibc.com/en/about-cibc/careers/students-and-graduates.html

JOB POSTING SITES

Summer Jobs	www.summerjobs.com
Job Bank	www.jobbank.gc.ca
Talent Egg	http://talentegg.ca
Job Postings	www.jobpostings.ca
Indeed Summer Jobs	http://ca.indeed.com/Summer-Student-jobs
Wow Summer Jobs	www.wowjobs.ca/careers-summer-jobs-in-Toronto+ON



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*Updated Feb 2020

HOW APPRENTICESHIP WORKS

Apprenticeship is a work-based training program in a skilled trade that provides access to well-paying jobs that demand a high level of skill, judgement and creativity. Apprentices get paid while gaining work experience, and wages increase with level of skill. For most trades, you work for a year and then complete 8 to 10 weeks in class. It usually takes between 2 to 5 years to complete an apprenticeship. In fact, it's estimated that by 2025, 40 percent of all occupations will be in skilled trades



WHAT ARE ALL THE TYPES OF TRADES?

There are over 140 trades in Ontario in four sectors: construction, industrial, motive power and service. To get a complete list with descriptions on each trade go to: [Trades in Ontario](http://www.collegeoftrades.ca/trades-in-ontario) (www.collegeoftrades.ca/trades-in-ontario)

STEPS TO BECOMING AN APPRENTICE

1. **EXPLORE YOUR OPTIONS** - Do your research about the trade, work conditions, wages and the market conditions
2. **FIND A SPONSOR (EMPLOYER)** - find an employer to sign you on as an apprentice.
3. **SIGN TRAINING AGREEMENT** – You and your employer need to sign a Registered Training Agreement (RTA) with the Ministry of Training, Colleges and Universities (MTCU) for you to be an apprentice.
4. **BECOME A MEMBER** - After signing your RTA, you'll have 90 days to become a member of the Ontario College of Trades [Become a Member](http://www.collegeoftrades.ca/membership/become-a-member) www.collegeoftrades.ca/membership/become-a-member
5. **COMPLETE YOUR TRAINING** - Make sure to complete your required on-the-job and in-class hours set out in your Apprenticeship Training Standard provided by the Ontario College of Trades. Every 2000-3000 hours you must attend 8-10 week in class training (Level I, Level II, Level III). You MUST have a letter sent by the Ministry offering you training in order to register for in class
6. **APPLY FOR GRANTS & LOANS FOR APPRENTICES** - While you're an apprentice, you may be eligible for federal or provincial grants and loans. [Support for Apprentices](http://www.canada.ca/en/employment-social-development/services/apprentices.html) (www.canada.ca/en/employment-social-development/services/apprentices.html)
7. **GET YOUR C OF Q** - Once you accumulate 6000-9000 hours (depending on trade) and have completed Level I, II, III of in class training you are eligible to write the certification exam/C of Q (Certificate of Qualification aka Red Seal). If you pass your C of Q you will have your license (ticket) for your specific trade. The College has resources to help you prep. [College of Trades](http://www.collegeoftrades.ca) (www.collegeoftrades.ca)



PRE-APPRENTICESHIP PROGRAMS

Provide training for a specific trade to prepare for apprenticeship and make you more appealing to employers. They offer introductory theoretical and practical training. Hours spent in pre-apprenticeship training can be credited towards the overall apprenticeship training if the individual decides to sign on as an apprentice.

Pre Apprentice Programs (www.tcu.gov.on.ca/eng/apprentices/pre_apprent.html)



FULL-TIME CERTIFICATE PROGRAMS



Many colleges offer Certificate and Diploma programs related to skilled trades which can take between 1 to 3 years to complete. Most programs include practical hands-on training and may include a workplace component. A college graduate in a skilled trade area may be successful in marketing themselves to an employer willing to register their self as an apprentice.

UNION OR INDUSTRY APPROVED TRAINING

Some unions or trade associations run their own training centres and hold Contracts of Apprenticeship with the apprentice rather than the employer. Intake can be selective and may take place only at certain points in the calendar year. Links to unions and trade associations can be found at:

Trade Associations

(www.apprenticesearch.com/resources/trade-associations-links)

Unions and Associations

(www.apprenticesearch.com/resources/unions-and-associations-links)



HOW TO FIND A SPONSOR/EMPLOYER



- Search for apprentice on these sites: **Job Bank** (www.jobbank.gc.ca) **Apprenticeship Search** (www.apprenticesearch.com) **GTA Skilled Trades** (www.gtaskilledtrades.ca) **Wowjobs** (www.wowjobs.ca) **Indeed** (www.indeed.ca) **Kijiji** (www.kijiji.ca) **Google** www.google.ca
- Employment Ontario (EO) may assist with matching apprentices to sponsors
- Some unions and trade associations may have resources to match apprentices to sponsors
- Research local companies specialized in skilled trades or check out Scott's Directory (see library or a career advisor for assistance)

- Network with those in skilled trades to see if they know who is hiring

WANT TO LEARN MORE ABOUT WHAT YOU WILL LEARN

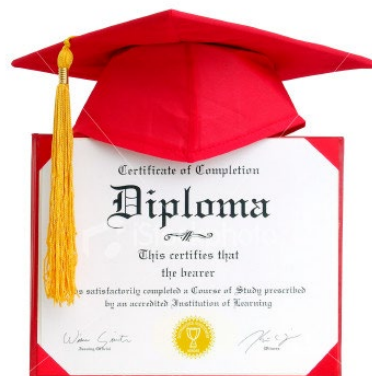
See the Training Standards for each Trade: **Training Standards** www.collegeoftrades.ca/training-standards

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*Updated Feb 2020

An Educational Credential Assessment (ECA) is used to verify that your international degree, diploma, certificate (or other proof of your credential) is valid and equal to a completed credential in Canada. Credential evaluation can give you an advantage in your job search. It will demonstrate how your education compares in Canada and shows your commitment to backing up your application with the facts.



CICIC (Canadian Information Centre for International Credentials)

www.cicic.ca

The Canadian Information Centre for International Credentials (CICIC) assists persons who want to know how to obtain an assessment of their educational, professional, and occupational credentials by referring them to the appropriate bodies and provides useful information and resources.

Your education must be assessed against Canadian standards by one of the organizations designated by CIC (below):

- **WES (World Education Services)** www.wes.org/ca
WES evaluations compare your credentials from any country in the world to Canada, whether it is a certificate, diploma or degree. WES evaluations are widely accepted and the most trusted and requested brand of report, so you have come to the right source.
- **ICAS (International Credential Assessment Service of Canada)** www.icascanada.ca/home.aspx
ICAS prepares Assessment Reports that describe the education completed outside Canada and provide the comparable level of education here. Assessments are prepared for all levels of education – secondary, postsecondary and technical.
- **CES (Comparative Education Service)**
<https://learn.utoronto.ca/comparative-education-service>
CES is Canada's only university-based academic credential assessment agency. CES assesses your academic credentials, authenticates your documents, and states the equivalency of your international academic credentials to academic programs in Canada.

Agency	Province/ Territory	Basic Evaluation	Detailed Evaluation	Processing Time
Comparative Education Service (CES)	Ontario	\$200	N/A	Call the service
International Credential Assessment Service of Canada (ICAS)	Ontario	\$90	\$120 - \$270	10 business days
World Education Services (WES)	Ontario	\$115	\$210	7 days

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"Most opportunities are never advertised, they are filled through networking – known as the "hidden job market."

Networking involves making connections for information exchange and support. Connections can provide job leads, advice and information about your industry. Start with your family and friends. Once you are comfortable, network with colleagues, employers, professors and professionals in your field.

Networking Tips

- Smile, make eye contact and dress the part
- Use a 30 second elevator pitch, listen and ask relevant questions (*Elevator Pitch Tipsheet*)
- Attend and volunteer at professional events



Communication at a Networking Event

Starting out the conversation

"I was looking forward to meeting you and learning more about your company."

"I see you work for ...; I've read a lot about your latest (product, research, process, etc.)."

Elevator pitch (*Elevator Pitch Tipsheet*)

Short and direct - highlight your education, related experience, skills, accomplishments and your goals

Keeping the conversation going

"Tell me more about..."

"What is your main area of business?"

"What advice do you have for graduates entering the field?"

"What do you look for in new hires?"

Moving on

"I appreciated the opportunity to talk to you. Do you have a business card so that I can keep in touch?"

Other Tips

- Join a professional association related to your industry to learn from industry professionals.
- Volunteer to test out a job, gain experience and acquire new contacts.
- Use your social Media (LinkedIn is recommended - see *Using LinkedIn Effectively Tipsheet*)

Networking Stars

No network is complete without many types of contacts such as:

1. **Strategists** help you plot a course toward your goals
2. **Targets** are linked to your career goals (ex. Employers)
3. **Allied Forces** are professionals who provide expertise to strengthen your network
4. **Role Models** are mentors who set good examples and offer advice and wisdom
5. **Supporters** are people who provide emotional support to you along the way



Information Interviews Guide (see *Information Interview Tipsheet*)

Research. Determine who to contact. Consider whether you want to speak to human resources, someone doing the work you are interested in or the decision maker.

Have a solid reason for the information interview. Be clear with contacts about your reasons for wanting to speak with them. Introduce yourself and be specific about what you want – information, timing (15 minutes) and location of convenience for contact.

During. Ensure you know the location and arrive on time. Dress appropriately and be prepared with 6-8 questions, listen and take notes. Bring résumé as you may want to ask the contact for some feedback. By being prepared you will demonstrate your interest, your organizational skills, and make a great first impression.

Questions to ask.

"What does a typical day in your job look like?" "What do you like most about this company?"

"Can you suggest some ways a graduate could obtain experience?" "How did you get started?"

"What are the ideal qualifications for someone doing this kind of work?"

"Are there other people in the field/company you would recommend I speak with?"

Last Steps. Send a thank you note. Record, analyze, and evaluate the information you learned.



Finding Contacts

Draw up a list of prospects

Do research in your field using Labour Market Websites (see tipsheet), company websites and LinkedIn.

Get your 30 second elevator pitch ready

Include who you are, education, experience, highlights of your skills, an achievement and the purpose of your call.

Tips

- Have your résumé in front of you in case the employer wants to know more about you. Ensure you have your calendar, a notepad and a pen.
- Track who you call and when.
- Follow up! Set a time frame with the employer as to when you check back in.
- Keep your tone conversational. You should not sound like you are reading from a script.



Additional Resource: georgebrown.tenthousandcoffees.com

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Network

your 30 second elevator pitch

What is an elevator pitch?

An elevator pitch is a 30 second speech that can describe your strengths, skills and accomplishments.

When should you use an elevator pitch?

You can use an elevator pitch while attending career/job fairs, networking events or when cold calling. Always be prepared ahead of time.

Your elevator pitch

The pitch highlights who you are and what you have accomplished in your career and/or your education.

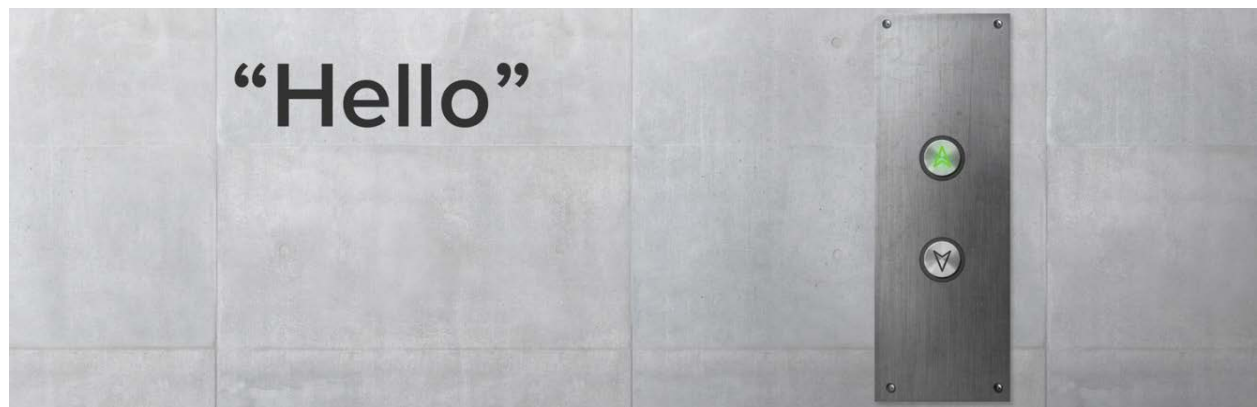


Write a 30-second script

- ☐ **Greeting:** Hello, my name is _____.
- ☐ **Education:** I am a (grad or student) studying _____ at George Brown College.
- ☐ **Work Highlights:** I have worked in (customer service) for _____ years.
- ☐ **Areas of Interest:** I am mainly interested in _____.
- ☐ **Strengths:** My strengths include _____ and _____.
- ☐ **Goals:** I am looking to gain further experience in _____.

Sample statements

- | | |
|---------------------------------------|--------------------------------------|
| ▪ I have good working knowledge of... | ▪ My goals are... |
| ▪ My strongest skills are... | ▪ I am passionate about... |
| ▪ I am skilled in... | ▪ I am interested in... |
| ▪ I have been trained in... | ▪ I enjoy... |
| ▪ I am familiar with... | ▪ I would like the opportunity to... |
| ▪ My experience includes... | ▪ I have a talent for... |



Create your 30 second elevator pitch

(Use concise language that sells your abilities and experience; emphasize your strengths and link them to the needs of the employer)

Practice makes perfect. Get comfortable saying your elevator pitch by practicing out loud with friends or family. Practice until you are comfortable saying it and it feels natural.

Experiment. Your pitch is not set in stone. You can change it and adapt it to the specific situation. Get your main point across and show enthusiasm and don't be repetitive or dull.

Get feedback. Ask people what they remember about what you said. What was compelling? What could they relate to?



Relax. Have fun and enjoy the networking experience. Remember it's all about people getting to know each other. Focus on the conversation (not the sales pitch) by building the relationship.

Example

I am a graduate from the 3-year Jewellery Arts Program at George Brown College where I have had over 300 bench work hours. For the past 2 years, I have been working part-time at Sears in the Jewellery Repair Department, and I have over 4 years of customer service and retail experience. My specialty is working with gemstones and I enjoy creating custom pieces. I am interested in getting into creating bridal pieces and working with pearls. Do you know who I can speak with in bridal wear regarding possible opportunities?



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Information interviews offer an accurate look at careers, organizations and industries. You can learn what a typical “day in the life” is like, make contacts and gain insight about whether it’s the right choice for you.

WHAT IS AN INFORMATION INTERVIEW?

It’s a brief meeting where you ask questions to someone in a position, field or company of interest. It is your job to arrange the interview and have questions to ask. Remember, it is not a job interview so do not ask for a job.



BENEFITS

- Explore careers and clarify your career goals
- Opportunity to ask for career advice
- Discover opportunities that are not advertised
- Expand your network and get referred to others
- Build confidence for your job interviews
- Access the most up-to-date career information

STEP-BY-STEP GUIDE

Research

Determine who to contact. Consider whether you want to speak to human resources, someone doing the work you are interested in or the decision maker.

Request

Be clear with any contacts about your reasons for wanting to speak with them. Briefly introduce yourself and be specific about what you want – information, timing (usually ask for 15-20 minutes of their time) and location of convenience for contact.

During the Information Interview

Dress appropriately and be prepared with 5-7 questions, listen and take notes. Bring your résumé as you may want to ask the contact for some feedback. By being prepared you will demonstrate your interest, your organizational skills, and make a great first impression.

Questions to Ask

- “What does a typical day in your job look like?”
- “What do you like most about this company?”
- “Can you suggest some ways a graduate could obtain experience?”
- “How did you get started?”
- “What are the ideal qualifications for someone doing this kind of work?”
- “How well did your college experience prepare you for this job?”
- “Which professional organizations, journals or websites do you recommend?”
- “Are there other people in the field/company you would recommend I speak with?”

Last Steps

Always send a thank you note. This is also an opportunity to send them a résumé for their files if they do not already have one. If you were introduced to this contact by someone else, be sure to keep that person abreast of how your meeting went. Add your new contact to LinkedIn to stay in touch.

Remember, you are seeking career-related information, not a job offer!

MORE QUESTIONS YOU CAN ASK

Career Field

- *Which areas are more in demand in this industry?*
- *What are the typical entry-level job titles and functions?*
- *What skills or personal characteristics do you feel contribute most to success in this industry?*
- *What entry-level jobs offer the best opportunities for learning?*

Their Job

- *What is a typical day/week in your job like?*
- *What do you like most/least about your position?*
- *How do you see this occupation changing?*
- *Which professional organizations, journals or websites do you recommend?*

The Employer

- *What products or services are in the development stage now?*
- *In what ways is a career with your company better than one with your competitors?*
- *What do you like most about this organization?*
- *How would you describe the culture at the company?*
- *What does the organization do to contribute to its employees' professional development?*

Preparation for the Career Field

- *How did you get started?*
- *What educational preparation do you recommend?*
- *Is prior experience necessary and, if so, what kind?*
- *If you were a college student again, what would you do differently to prepare for this job?*
- *Can you suggest some ways a graduate could obtain experience?*
- *How important are grades or GPA in obtaining work in this field?*

Potential Contacts

- *Are there other people in the field or company you would recommend I speak with?*

Questions You May Be Asked

- *Tell me about yourself*
- *How did you become interested in this career field?*
- *What do you know about this field or about this organization?*
- *What have you learned from your work experiences or coursework that can contribute to this field?*

Always talk to several people in your field to gain a balanced view, to increase your contact list, and to create relationships that can possibly become long term.



Additional Resource: georgebrown.tenthousandcoffees.com

St. James, 200 King Street (Room 155B), 416-415-5000 ext. 3818 sjcareercentre@georgebrown.ca
Casa Loma, 160 Kendal Avenue (Room C317), 416-415-5000 ext. 4100 clcareercentre@georgebrown.ca
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GBCareers - view job postings and events: gbcareers.georgebrown.ca

*Updated Jan 2020

CAREER FAIR QUICK TIPS

During the Career Fair, employers speak with many students. How can you be the student that they remember you as a potential employee? Make a positive first impression by preparing to make the most of this opportunity.

Know Which Employers Will Attend

- Decide which companies to target and learn about them by exploring their websites
- Target the companies who are interested in students/grads from your program
- Get insider information from company websites so you can speak with confidence at the Career Fair

First Impressions are Lasting Impressions

- Dress and Act Professionally! This is the most important message because employers expect it!
- Go alone; if you go to the fair with friends, walk the fair by yourself

Avoid the Freebie Trap

- Don't wander from booth to booth looking for free stuff
- Be considerate and talk to employers before taking giveaways
- Ask for business cards, pamphlets and brochures



Bring a Positive Attitude

- Smile, be courteous and friendly

CHECKLIST

- ☐ **Bring your résumé** (several copies); make sure it is error free; you can also bring personalized business/contact cards; get your résumé critiqued at Career Services
- ☐ **Use a Professional Folder or Portfolio** to carry your résumés (professional and organized)
- ☐ **Pen and Notepad** (employers may give you important information that you'll want to remember later); take notes of who you meet so you don't forget and you can follow up later
- ☐ **Know your 30-Second Elevator Speech** (practice makes perfect; practice at Career Services to gain confidence and advice)
- ☐ **Present a Professional Appearance** by dressing and grooming appropriately; leave your backpack, transit gear (e.g. Headphones) and outdoor clothing elsewhere; if you are unsure about appropriate dress ask someone at Career Services
- ☐ **Small Breath Mints** - No gum and no smoking before attending (if you are trying to get an internship or a job, don't scare them off with what you had for lunch)

Always Follow Up

- Follow-up on contacts that you make
- When you contact a company that you spoke to, be sure to reference the fair



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*Updated Feb 2020

Career fairs allow you to meet prospective employers, develop industry contacts and obtain information about employers, industries, jobs and career paths

Be Prepared

- Employers expect you to dress professional, ask thoughtful questions and have a targeted résumé
- Employers may not be hiring, so make a good impression so they remember you for the future
- You will have a short amount of time to sell yourself...make the most of it



Before the Career Fair

- Research companies and learn about products/services, mission, vision, current and future opportunities
- Prepare a targeted résumé and bring enough copies (get it critiqued at Career Services)
- Prepare a business/contact card that outlines your contact info, education, skills and qualifications
- Create a list of relevant questions to ask and be prepared to answer employer questions
- Practice your 30 second elevator pitch - summary of your education, experience, and your career goals (Elevator Pitch Tipsheet)

During the Career Fair

- Arrive early and dress professionally
- Introduce yourself, give a firm handshake, smile and maintain eye contact
- Ask meaningful questions and listen attentively
- Collect business cards, brochures and handouts

After the Career Fair

- Follow up to thank the employers for speaking with you. Emphasize your interest and how your skills and qualifications make you a great fit for their organization.
- Set up an Information Interview with an employer of interest

Start the Conversation

- *"After researching your company I was looking forward to meeting you and learning more."*
- *"I see you work for, I've read a lot about your latest (product/process/research)."*
- *"Hello, my name is and I am in the program, as a student I am really interested in learning more about your company."*

Keep the Conversation Going

- *"Tell me more about..."*
- *"What advice do you have for graduates entering the field?"*
- *"What do you look for in new hires?"*
- *"Are co-op, internship or summer positions available?"*
- *"What are the company's plans for future growth?"*
- *"What are the typical career paths for a graduate in this field?"*
- *"What personal qualities, skills or experience would help someone do well in this company?"*

It is NOT appropriate to ask about salary at the Career Fair

Be Prepared to Answer Employer Questions

- *Tell me about yourself.*
- *What specific position are you most interested in?*
- *What are your short-term and long term career goals, and how do you plan to achieve them?*
- *What do you consider to be your greatest strengths and weaknesses?*
- *How has your college experience prepared you for a career?*
- *In what ways do you think you can make a contribution to our organization?*
- *What do you know about our organization?*
- *Why did you choose your program of study, what interests you about the industry?*
- *What qualifications do you have that make you think you will be successful?*

How to Move On

Always thank the employer and ask to leave a résumé and get contact information.

- *"Thanks for the information on __. It was great meeting with you. I will definitely follow up with you later."*
- *"As a student who wants to know more about the __ industry, I really appreciated the opportunity to talk to you. Do you have a business card so that I can follow up with you later?"*
- *"I am very interested in keeping in touch. What is the best way I can keep in touch with you or someone in your company so I can apply when appropriate?"*

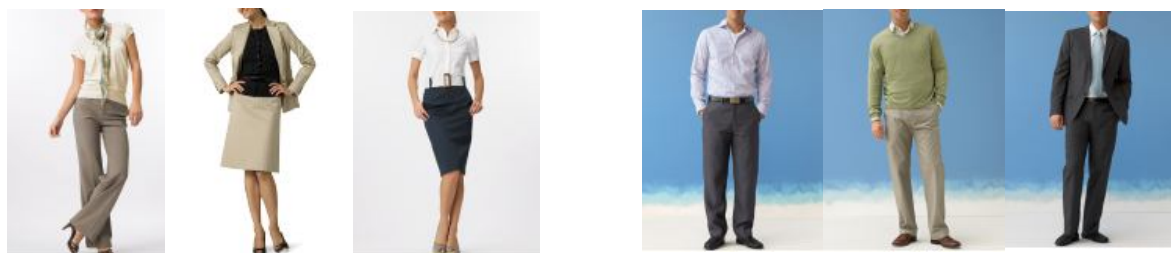
Dress for Success at the Career Fair

Dressing in a **professional** or **business casual** manner – no matter what job you are applying for

- Leave your backpacks and winter coats in your locker
- Cover up tattoos and visible body piercing (nose rings, eyebrow rings, etc.)
- Wear minimal jewellery
- Avoid loud or distracting patterns, wear colours that are not memorable (black, navy, grey, taupe, cream) and make sure clothes are clean and wrinkle free

Recommended

- Dress shirt with collar, dress pants or professional khakis with professional shoes or dress pants/skirt (NOT too short or too tight) with blouse (avoid showing cleavage)
- Wear minimal daytime makeup; use only clear or conservative colour nail polish
- Clean shaven or well-groomed facial hair



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WHAT IS LINKEDIN

As of 2019, LinkedIn is the **largest online professional network** with more than 610+ million members in over 200 countries. It is also no surprise that 90% of recruiters regularly use LinkedIn according to the Society of Human Resources Management.



BENEFITS OF LINKEDIN

- Network
- Job Search (Local and International)
- Personal Brand
- Career Research
- Showcase Talent (use as a Portfolio)
- Share and Receive Knowledge

YOUR PROFILE

- **Photo** - professional headshot in JPG, GIF or PNG photo
- **Headline** - state what you do or are interested in (avoid 'unemployed' or 'looking for work')
- **Summary** - market your skills, expertise, experience, interests and vision
- **Experience** - include volunteer, internships and jobs with descriptive bullets starting with action verbs
- **Education** - include education, honours, awards, activities, courses and projects
- **Recommendations** - get recommendations from coworkers, professors or supervisors
- **Skills & Expertise** - list your relevant skills and get endorsed by your connections
- **Websites** - add links to your organization's website, blog, and professional social media ex. Twitter
- **Public URL** - customize URL to your name and add LinkedIn to your résumé and contact cards



MAKE CONNECTIONS

- Use *'See Who You Already Know on LinkedIn'* to search your **Email Contacts**
- **Search**, find and invite colleagues, friends, classmates and business associates to join your network
- Use **Advanced Search** to find individuals by business, school or location
- **Invite** everyone you meet to connect with you on LinkedIn

JOIN GROUPS

Search under *'Groups'* for your field or interest (i.e. IT, Marketing, Accounting, Toronto, Colleges, etc.)

Join groups to:

- Connect with individuals, organizations, associations and share information
- Participate in discussions and share ideas and questions
- Find hidden jobs posted to group – often posted as a *'Discussion'* or on the *'Jobs'* tab
- Ask for advice and referrals
- Find out about local meetings to network in person
- Widen your network

FOLLOW COMPANIES


Companies have their own profiles on LinkedIn and you can get updates and jobs that they post. To follow a company:

- Move your cursor over **Interests** at the top of your homepage and select **Companies**
- Search for a company
- Click **Follow** in the upper right of that company's **Home** page

SEARCH JOBS

Click on the 'Jobs' tab at the top of the page to 'Search for Jobs' by keyword, see 'Jobs You May be Interested' and to 'Discover Jobs in Your Network'

ADD MULTIMEDIA (LINKS, VIDEO, DOCUMENTS, PRESENTATIONS)

On all your education and experience areas of your profile you can add proof of your work or related images, documents, video and presentations. Simply click on the square with the plus sign  beside edit in each area and add what you would like others to view.



PARTICIPATE

- Follow top **Influencers** to learn about life and work
- Use **Status Updates** to microblog – share links, work and ideas
- Continue to **Build Connections** – search and invite people
- Write a Recommendation** for a colleague and ask for recommendations from previous colleagues
- Contribute to Group Discussions** by replying to threads that interest you or start your own

RESEARCH

Industry Information - There are many industry-related groups on LinkedIn. Join groups in the industries in which you are most interested to learn about trends and interesting events.

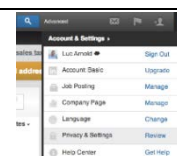
Career Paths – Learn about the path others in your field have taken by searching under Alumni of any school.

TIPS

- ✓ Only invite people to join your network whom you have met
- ✓ As with all networking never ask for a job; always ask for advice
- ✓ Look at profiles of those who are working in your area of interest to get content and set up ideas
- ✓ Look at the groups they've joined and whether you qualify to join those groups
- ✓ Add your LinkedIn account to your resumes, contact cards and email signature

PRIVACY

Unlike Facebook, you want your profile to be viewable so that potential employers can find you. You can control how people view your profile in the 'Privacy & Settings' tab by clicking on 'Manage'. Also under this section, you can change how others see you when you view your profile.



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CAREER DECISIONS

In order to make a good decision when exploring career options or career paths it is important to know your interests, skills/abilities, values, personality and the labour market. The Self-Assessment Tools below will help you discover yourself. Please see our Labour Market Tipsheet for information on the Labour Market.



FREE SELF-ASSESSMENT TOOLS

GENERAL

[GPS LifePlan](https://mygpslifeplan.org)

[Who Am I?](https://onwin.ca/en/careerplanning/who_am_i)

[Career Explorer](http://www.careerexplorer.com)

[Manitoba Career Development](http://www.manitobacareerdevelopment.ca)

<https://mygpslifeplan.org>

https://onwin.ca/en/careerplanning/who_am_i

www.careerexplorer.com

www.manitobacareerdevelopment.ca

INTERESTS

[Job Bank Work Preferences](http://www.jobbank.gc.ca/workpreference)

[GPS Life Plan Interests](https://mygpslifeplan.org/app/interest-assessment)

www.jobbank.gc.ca/workpreference

<https://mygpslifeplan.org/app/interest-assessment>

VALUES

[Work Values Test](http://www.123test.com/work-values-test)

[Values/Work Characteristics Inventory](http://www.careerperfect.com/services/free/insight-work-values-1)

[Job Bank Work Values](http://www.jobbank.gc.ca/workvalue)

[Work Importance Profiler](http://www.cacareerzone.org/wip)

www.123test.com/work-values-test

www.careerperfect.com/services/free/insight-work-values-1

www.jobbank.gc.ca/workvalue

www.cacareerzone.org/wip

PERSONALITY

[Human Metrics Personality Test](http://www.humanmetrics.com/personality)

[Keirsey Personality Test](https://profile.keirsey.com/#/b2c/assessment)

[Disc Personality Test](http://www.123test.com/disc-personality-test)

[Big 5 Personality Test](http://www.123test.com/personality-test)

[16 Personalities Test](http://www.16personalities.com/free-personality-test)

[3 Explore Your Personality Tests](http://www.jobbank.gc.ca/quizhome)

[Career Personality Quiz](http://www.workitdaily.com/free-career-quizzes-workitdaily)

www.humanmetrics.com/personality

<https://profile.keirsey.com/#/b2c/assessment>

www.123test.com/disc-personality-test

www.123test.com/personality-test

www.16personalities.com/free-personality-test

www.jobbank.gc.ca/quizhome

www.workitdaily.com/free-career-quizzes-workitdaily

SKILLS/ABILITIES

[Competency Test](http://www.123test.com/competency-test)

[Job Bank Abilities Test](http://www.jobbank.gc.ca/abilities)

[Labour Market Career Quiz](http://www.iaccess.gov.on.ca/labourmarket/careerQuiz/careerQuiz.xhtml)

[Assess and Build Your Skills](http://www.skills.edu.gov.on.ca/OSP2Web/TCU/SelfAssessmentTestHome.xhtml)

www.123test.com/competency-test

www.jobbank.gc.ca/abilities

www.iaccess.gov.on.ca/labourmarket/careerQuiz/careerQuiz.xhtml

www.skills.edu.gov.on.ca/OSP2Web/TCU/SelfAssessmentTestHome.xhtml

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Exploration

conducting labour market research

Researching Labour Market Information (LMI) is a useful skill that allows you to take control of your career path and make informed career decisions. You can learn about employment trends, working conditions, which industries are hiring or growing, education required to do the work and salary information.

How you can use this information

1. **Explore careers** – research trends and employability
2. **Find employment** – help you to determine which industries and organizations are growing
3. **Further education** – research the demand for graduates from a selected program

Job Bank

www.jobbank.gc.ca

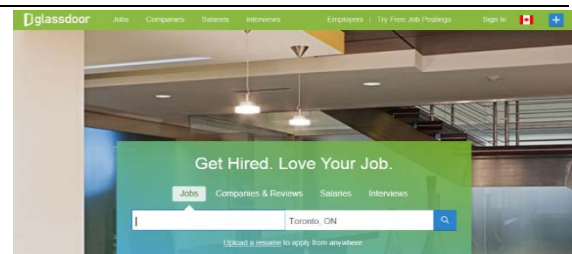
- Explore careers by occupation, education, wages, outlook, skills and abilities in your area
- Discover local job market trends and news in Ontario including the current unemployment rates and average weekly earnings
- Conduct job search
- Use their career tool



Glass Door

www.glassdoor.ca

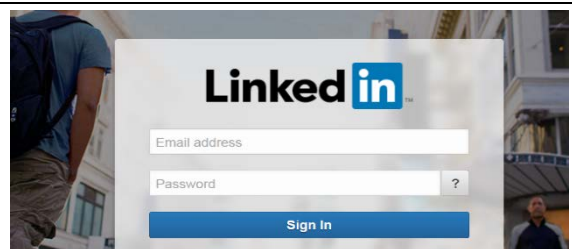
- Search for jobs
- Get reviews on companies from employees
- Acquire current salary information
- Obtain interview information from other job seekers



LinkedIn

www.linkedin.com

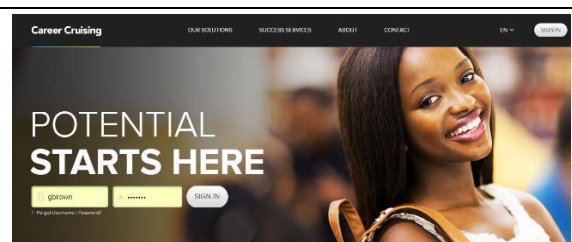
- Research employers
- Check where alumni are employed
- Follow organizations of interest
- Join industry groups where you can learn about industry trends
- Network with industry professionals



Career Cruising

www.careercruising.com
(see Career Cruising tipsheet)

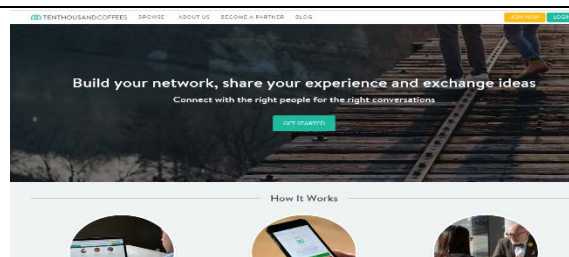
- Explore your interests
- Learn about careers
- Explore education options
- Find jobs



Ten Thousand Coffees

www.tenthousandcoffees.com

- Build your network
- Learn from industry experts
- Have conversations online or in person



National Occupational Classification (NOC)

www5.hrsdc.gc.ca/NOC

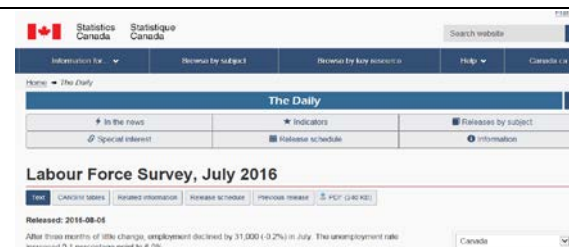
- Learn about over 500 occupational groups
- Explore by skill type
- Learn about main duties and requirements of jobs



Statistics Canada – Labour Force Survey

www.statcan.gc.ca/daily-quotidien/160805/dq160805a-eng.htm

- Learn about trends in Labour Force
- Get the current employment and unemployment rates



Ontario Government - Labour Market Information

www.tcu.gov.on.ca/eng/labourmarket

- Current trends
- Read the Ontario Job Futures publication
- View the Ontario Skills Passport to learn about skills
- Employment patterns
- Occupational information

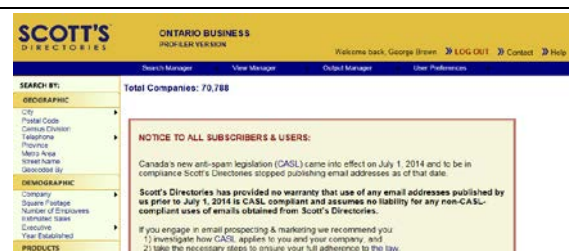


Scott's Directory

www.scottsinfo.com/scottsgoldnew/searchdesigner.aspx

(see Scott's Directory tipsheet)

- Learn about Ontario businesses
- Search by NOC Code, product or business type
- Get company information including size of company, number of employees, date established, website and other important information



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SELF-MARKETING TOOL

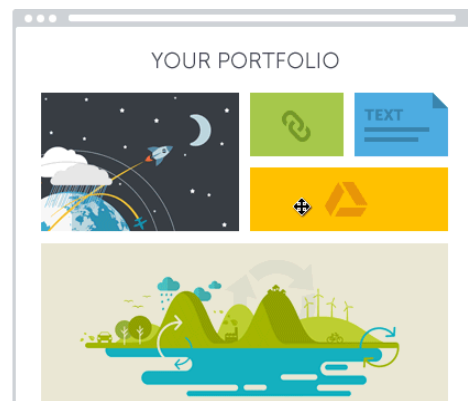
An organized and visual collection of evidence demonstrating and substantiating your skills, knowledge and accomplishments.

Showcase your talents

1. Build your confidence
2. Organize and record your achievements

Use a portfolio for:

- ✓ job application
- ✓ an interview
- ✓ academic progress or self-reflection
- ✓ scholarship or funding application
- ✓ admissions to further education
- ✓ performance review



A portfolio is a lifelong project and motivator for your own career development. A Digital Portfolio can be stored on a Website, USB or Mobile Device

WHAT TO INCLUDE:

Multimedia: photos, videos, presentations, links and documents.

Profile

- | | |
|------------------------------------------------|-----------------------------------------------------------------------|
| <input type="checkbox"/> Welcome | <input type="checkbox"/> Work Philosophy/Mission Statement (optional) |
| <input type="checkbox"/> Social Media Handles* | <input type="checkbox"/> Résumé |
| <input type="checkbox"/> Your Career Goals | |

Education and Training

- | | |
|--------------------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Certificates, Diplomas and Degrees | <input type="checkbox"/> Transcripts |
| <input type="checkbox"/> Memberships/Certifications/Licenses | |

- ☐ Group Projects and Reports
- ☐ Samples of Work
- ☐ Study Abroad/International Experience

- ☐ Recognition of Volunteer Service
- ☐ Letters of Recommendation

Skills and Work Samples

- ☐ List of Works in Progress
- ☐ Materials Promoting Your Work

Acknowledgements and Awards

- ☐ Honours and Awards
- ☐ Performance and Client Evaluations

**Add Social Media handles from:*

LinkedIn, YouTube, Facebook, Pinterest, Twitter, Tumblr, Instagram, G+, Blogger, and others



RELEVANT AND FRESH

Employers are always most interested in what you have done recently, so always include new work in your portfolio.

TARGET

Chose items depending on their specific relevance to the job for which you are applying.

ENGAGE INTERVIEWERS AND SUPERVISORS

Use portfolio in interview by referring to samples of your work to assist you to answer questions. This can take the pressure off you while the interviewer focuses on the portfolio. Your portfolio adds a visual element to your answers which can give the interviewer a better understanding of your work and potential.



INCLUDE ON RÉSUMÉ

A digital portfolio is a personalized way you can market your skills. You can refer to your digital portfolio on your résumé, enabling prospective employers to review your work and qualifications at their convenience before and after meeting with you.

WHY ONLINE

An online portfolio is always on - 24 hours a day – and can be accessed by anyone, anywhere. It is always showcasing who you are, what you enjoy and what you are capable of to anyone interested. working

MOBILE DEVICE OR USB

To ensure your portfolio does not rely on the internet, you can save it to your mobile device for easy viewing or on a USB key for easy sharing.

DIGITAL PORTFOLIO WEBSITES:

LinkedIn	www.linkedin.com
Weebly	www.weebly.com/ca
Wix	www.wix.com
Coroflot	www.coroflot.com
Behance	www.behance.net
Carbonmade	http://carbonmade.com
Cargo	http://cargocollective.com
WordPress	www.wordpress.com

Once you have your portfolio together, bring it to Career Services and we would be delighted to review it and give you some constructive feedback!



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