

# How to Job Search during Covid-19: Erica Ciappa

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***Volunteerism As A Stepping Stone to  
Employment and Personal Growth***

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# Job Search:

## Facts:

- It often takes 100-200+ applications to receive one job offer. In a further breakdown, you have an 8.3% chance of getting a job interview from a single job application. That means it takes 10-20 applications to get one interview and 10-15 interviews to get one job offer.
- For an average online job posting, **1,000** individuals will see the job post, **200** will begin the application process, **100** will complete the application, **75** of those 100 resumes will be screened out by either the ATS or a recruiter, **25** resumes will be seen by the hiring manager, **4 to 6** will be invited for an interview, **1 to 3** of them will be invited back for final interview, **1** will be offered that job and **80 percent** of those receiving an offer will accept it.



# Networking:

## The Facts:

Networking is the quickest way to a new job. It is the exchange of information and ideas among people with a common profession or special interest.

Networking means staying in touch with people you know and meeting new people.

Before jobs are posted online they're filled either internally or through a referral from a trusted source.

Networking is not trying to meet as many people as possible. It's about meeting a few well-connected people who can vouch for your ability and who are willing to refer you to a few other well-connected people.

# Networking continued:

## Websites:

**You are five (5) times more likely to be hired if you have been referred by an employee than if you apply without knowing anyone.**

- Keep a copy of each job listing you've applied for. Along with the listing, keep a copy of the resume you used to apply along with relevant contact information.

## **Networking Websites:**

- <https://thehiphaus.com/>
- <https://www.eventbrite.ca/d/canada--toronto/events/>
- <https://www.eventbrite.ca/d/canada--york/networking/>
- [www.meetup.com](http://www.meetup.com)

# Volunteer and make connections

- You can significantly expand your network and connections to community leaders and employers, by volunteering at different organizations and causes
- Non-profit organizations and groups provide a significant amount of opportunities, which can aid in building your resume, learning and highlighting your skills and gaining experience. When an opportunity is not available, you can create your own!
- Volunteering demonstrates a sense of commitment to your community, initiative, dedication and strong work ethic.



# ***Success Story: Becoming Volunteers for Life***

My name is Riva, and I'm entering the fourth year of my undergraduate degree. My earliest experiences with volunteering date back to my high school years where I was eagerly trying to find an activity that I enjoyed whilst completing the mandatory high school community service requirement. I was always seeking out new ways to get involved so it was a no-brainer for me to join Change the World Markham (CTWMarkham) when I was presented with the opportunity. What I appreciate most about this organization is that they always encourage their volunteers to find a community outlet that best suits them; volunteerism is most rewarding and enjoyable when you find something you love doing! Looking back, the most important lesson I learned was that not only does volunteering allow you to give back to your community, which is remarkable and fulfilling in itself, but it fosters personal development that simply cannot be achieved elsewhere.

I have always been passionate about health and wellness, so I was ecstatic to work on developing a volunteer-driven program with Marleigh Retirement Home! Under the guidance of **CTWMarkham** I spearheaded the development of 'Brain Games,' a program hosting board games with elderly individuals living with Alzheimer's & Related Dementias to offer companionship and encourage active brain use. Seeing the smiles on the seniors' faces as they would excitedly participate or share their stories was the true symbol for how impactful volunteerism can be. From then on, I developed a passion for all-things volunteering which I actively sought out to continue in University as well. Over the past 3 years, I have continued to volunteer and have diversified my contributions. Currently, I'm a volunteer mentor to elementary-level students in my University community as well as a research volunteer in a computational medicine laboratory. Volunteerism remains a huge component of my life and I know it will remain as such for years to come.

To anyone who may be apprehensive about getting started in fear that they won't find an activity they enjoy, I urge you to try new things and seek out organizations that allow you to create your own volunteering initiatives. There are countless organizations out there that are always looking for new volunteers, and you may be surprised to find interests you had not previously considered. My biggest advice would be to dissociate volunteering from the high school requirement and find ways to make it fun because as soon as you find your niche those 40 hours will seem insufficient!



# Volunteering Stats

- The number of volunteers in Canada is growing at a faster rate than Canada's population
- Approximately 13.3 million people in Canada volunteered their time to make a positive and meaningful contribution to their community
- Almost three-quarters of Canadians engage in informal volunteering. Almost 22.7 million people or almost three-quarters of Canadians aged 15 and older (74%) devoted approximately 3.4 billion hours to informal volunteering in 2018, equivalent to roughly 1.8 million full-time year-round jobs.
- Across Ontario Volunteer Centres, during the pandemic: 800,000 volunteer seekers were served, 3640 organizations were served, 680+ grassroots groups, 2.5 million web visits



# Job Search:

## Research:

- To get a job now, you must focus on the specific employers you want to work for.
- You have to research those organizations carefully, by reading their company websites
- The more you know about an organization, the more likely you are to be successful in your efforts to get a job with them.
- If your network isn't broad enough, start with who you know: your parents, friends, family members, teachers, co-workers or anyone else you've been in touch with.



# Volunteer in different sectors

- Volunteering is comprised of several different sectors, which include but are not limited to
  - Educational sectors
  - Environmental sectors
  - Community Development sectors
  - Agricultural sectors
  - Youth and development sectors
  - Health sectors
  - Sports and recreation



# Join local Youth councils

Across varying regions in the greater York Region area, several non-profit organizations and groups exist, which can provide a greater sense of the experiences that you are looking for. A great way for you to further your personal goals is by joining different Youth council groups in Markham to gain more experience and hands on skills! These Youth Councils are leading community initiatives and making a real difference in the betterment of our society.

For additional information, go to

[https://www.facebook.com/CTWMarkham/?ref=pages\\_you\\_manage](https://www.facebook.com/CTWMarkham/?ref=pages_you_manage)




# Applicant Tracking Systems:

## Definition and Guidelines:

Applicant tracking systems are used by corporations to assist with hiring processes. Job seekers who submit their resume through an online form are interacting with an ATS.

- Applicant tracking systems cannot read what is in headers and footers or charts/boxes.
- When uploading a resume always use a MS Word format rather than PDF. A PDF will be uploaded as an image, and any keywords within will not be read by the ATS

**75% of applicants are disqualified** by ATS software before a hiring manager reads their resume.



The image shows a tablet displaying a resume for Angela Wilkinson, Administrative Assistant. The resume is formatted with a red header, orange accents, and a large red target symbol overlaid on the text, indicating that the ATS software is unable to read the content. The resume includes sections for Resume Objective, Experience, Skills, Education, and Awards.

# Applicant Tracking Systems:

## Continued:

- Tailor your resume to the job description every single time you apply.
- Without keywords in your resume, the ATS won't find your skills or experience. Resume keywords are the skills and qualifications used in the original job description that need to be included in your resume. They must be exactly the same as the original words in the job posting — to an ATS, there's a difference between "Microsoft Word," "MS Word" and "Word."
- Use both the long-form and acronym version of keywords (e.g. "Master of Business Administration (MBA)").



# Know your Skills:

## How to identify your skills:

Identify your own skillset and focus on jobs that require these skills. If you need help identifying your key strengths, career assessments can be extremely beneficial.

To access assessments/tests go to:

<https://www.zipjob.com/blog/top-career-tests-and-quiz/>

### These tests include::

- Myers-Briggs Type Indicator
- Keirsey Temperament Sorter
- John Holland's SDS Test
- MyPlan.com
- MyNextMove
- Career Fitter
- Rasmussen College
- MAPP Test
- Sokanu Career Test
- Predictive Index Behavioral Assessment



# Build your skills through volunteering

- Not only do you gain a significant amount of skills and knowledge when volunteering, you also enhance and discover new skillsets of your own, which can enhance your resume!
- Many organizations now have youth advisory committees, youth ambassadors and seek youth engagement
- Volunteering can provide a new set of skills such as
  - Leadership, Teamwork
  - Time-management, Communication
  - Marketing, Fundraising, Program Development
  - Teamwork
  - Problem solving and adaptability



# You need a targeted resume:

What to do:

1. Make sure your resume is customized.
2. Examine the job posting. Relevant keywords usually include terms related to the position and necessary qualifications.
3. Create a template resume and modify it for each new job application ensuring that each resume submission is targeted to each individual company.

## Targeted Resumes

- A targeted resume is tailored to the job posting you are applying for
- Each resume you send out should **specifically** address the skills & attributes the employer is looking for
- A targeted resume tells the employer not only that you can do the job, but gives back up to prove it



*Is your resume hitting the target?*

# How to Job Search continued:

- Jobvite's 2019 Job Seeker Nation Survey reports that 35% of job seekers found job postings on social media, 50% of respondents heard about jobs from friends, and 37% say they learn about jobs from professional networks.

## **Job Fairs:**

To prepare for job fairs, research which employers are going to be there ahead of time and have your elevator pitch ready. Dress like you're going for an interview and bring several copies of your resumes and references.

<https://www.jobscanadafair.com/>

<https://www.eventbrite.ca/d/canada--richmond-hill/job-fairs/>



# How to find volunteer opportunities

Volunteering opportunities can be found:

Traditionally through organizations such as:

- Volunteer Markham (including CTW Markham)
- 105 Gibson Street
- Habitat for Humanity
- Big Brothers Big Sisters York
- Nanny Angel

Through Grassroots/Community Groups (often found on Social Media or through clubs and community programs), including creating your own opportunities.

Now, volunteering has now grown to include new, exciting virtual opportunities (that can be done globally) so the search can expand past your own communities.

# Jobs In Demand:

## Examples:

- Jobs in manufacturing and construction, warehouses and machinists are taking off as factories and building sites begin to reopen across the country.
- Demand for front-line workers in both the health-care, health and safety, and large retail sectors, such as Walmart, Loblaws, Metro.
- Online business has fueled the need for more customer service support. The e-commerce surge tied to the pandemic has pushed online sales to a record-high of nearly 10% of the total retail market, according to Statistics Canada.
- The IT service sector is up. Since more businesses moved online there is a need for tech upgrades, and the software developers able to implement them.
- Others: Cashiers, Cleaners, and P.S.W. positions are in demand

# Volunteering during the pandemic

- Despite the Covid-19 situation volunteering is still at an all time high as members of the community still want to make a meaningful contribution to their community, during these challenging times
- Volunteering is still taking place, both in-person and online
  - volunteering in-person is safe when following current provincial health and safety guidelines and ensuring the organization/group is committed to the safety of their volunteers (be responsible and ensure the safety of yourself and others).



# Current Volunteer Opportunities

*At [VolunteerMarkham.ca](http://VolunteerMarkham.ca) click  
on “I Want to Volunteer” and  
search “Most Recent”  
Opportunities*

- The Giving Tree’s Hand in Hand project! (Red Dress and 215 Initiative)
- CTW Markham Youth Team (various virtual initiatives driven by youth for youth through the Volunteer Centre)
- 105 Gibson Centre
- Nanny Angel
- Cyber-Seniors Tech and Phone Support
- Friendly Callers
- Translation Volunteers



# How to Job Search continued:

## What to do continued:

### **Toastmasters:**

[www.toastmasters86.org](http://www.toastmasters86.org)

- Helps individuals with their public speaking abilities, improves confidence and encourages people to seek out new networking opportunities.

### **Volunteer Work:**

- Ontario Volunteer Centre Network: [www.ovcn.ca](http://www.ovcn.ca)
- Volunteer Markham: [www.volunteermarkham.ca](http://www.volunteermarkham.ca)

These networks also have contacts with industry and professional leaders who might be able to connect you with job opportunities.

### **Walk ins:**

- Walking into a business to ask about employment is also very effective.
- Dress up to make a good impression
- Bring copies of your resume and cover letter
- Do your research, and ask to speak to the hiring manager by their specific name

# Social Media:

**Social media** is a powerful way to connect with a job.

- Job postings are available through LinkedIn, Facebook and Twitter. Many employers have Facebook pages for both marketing and, often, also for recruiting. Employers are increasingly posting jobs on Facebook. On Twitter, follow your target employers' Twitter accounts for news and look for a Twitter account for jobs, too.
- Unfortunately, a social media profile without concern for your online reputation, can ruin opportunities for you, too. But, ignoring social media, is not optional for most professions and locations.
- A third (34%) of employers who scan social media profiles said they have found content that has caused them not to hire the candidate. About half of those employers said they didn't offer a job candidate the position because of provocative or inappropriate photos and information posted on his or her profile; while 45% said they chose not to hire someone because of evidence of drinking and/or drug use on his or her social profiles. Other reasons they decided not to offer the job: the candidate's profile displayed poor communication skills, he or she bad mouthed previous employers, made discriminatory comments related to race, gender, or religion, or lied about qualifications. Job postings are available through LinkedIn, Facebook and Twitter. Many employers have Facebook pages for both marketing for recruiting.



## Final Thoughts:

In the future, when asked about the impact the pandemic had on you, what will your answer be?

If you are looking for Community Service Hours that are mandated to graduate, how will you highlight your experience?

When it is challenging to find an opportunity, how will you “Change the World”?



I always thought  
someone should  
do something  
about that.

Then I realized

**I was  
someone**



~Lily Tomlin~