



# Job Search *strategy*

Strategic Job Search, Interview Handling, and  
Soft Skills

# Presentation *Outline*

- 01 Workshop Goals
- 02 Strategic Job Search
- 03 Understanding and Identifying Soft Skills
- 04 Interview Preparation



An illustration of a person in a teal shirt and black hijab pointing at a large screen. The screen shows a line graph with an orange area under the curve. Above the screen are two small square icons, one with a blue speckled pattern and one with a yellow speckled pattern. There are also some orange starburst icons. The background has some light blue and orange circular shapes.

# Workshop Goals

By the end of today, you will:

- ✓ Learn how to search for jobs strategically
- ✓ Prepare for interviews with confidence
- ✓ Recognize and grow your soft skills

If your career journey were a season, which would it be?”

 Spring – Just starting out

 Summer – Gaining momentum

 Fall – Harvesting experience

 Winter – Reflecting and planning

# Strategic Job Search

# WHAT IS A STRATEGIC JOB SEARCH?



A strategic job search means being intentional and focused — knowing what you want, where to look, and how to present yourself.

## *Understanding Strategic Job Search*

### Setting Clear Career Goals

Identify strengths, interests, and career goals to target fulfilling job roles effectively. This is by finding industries and roles that align with your career aspirations.

### Utilizing Job Search Tools

Use online job boards, company websites, networks,, and recruitment agencies to find relevant job opportunities aligned with you goals efficiently.

### Building a Professional Network

Attend career fairs to uncover hidden job market, connect on LinkedIn, and seek informational interviews to gain insights and mentorship. Be organized and persistent in your efforts to connect and network.

### Resume & Cover Letter Crafting

Create professional, tailored resumes and cover letters to make strong impressions on employers. Use your master resume as a reference to maintain consistency and accuracy.

# Crafting Effective Application Materials



## Tailoring Resumes

Customize resumes for each job, emphasizing relevant skills, experiences, and achievements for impact.

## Crafting Cover Letters

Write concise, personalized cover letters showing genuine interest and complementing the resume.

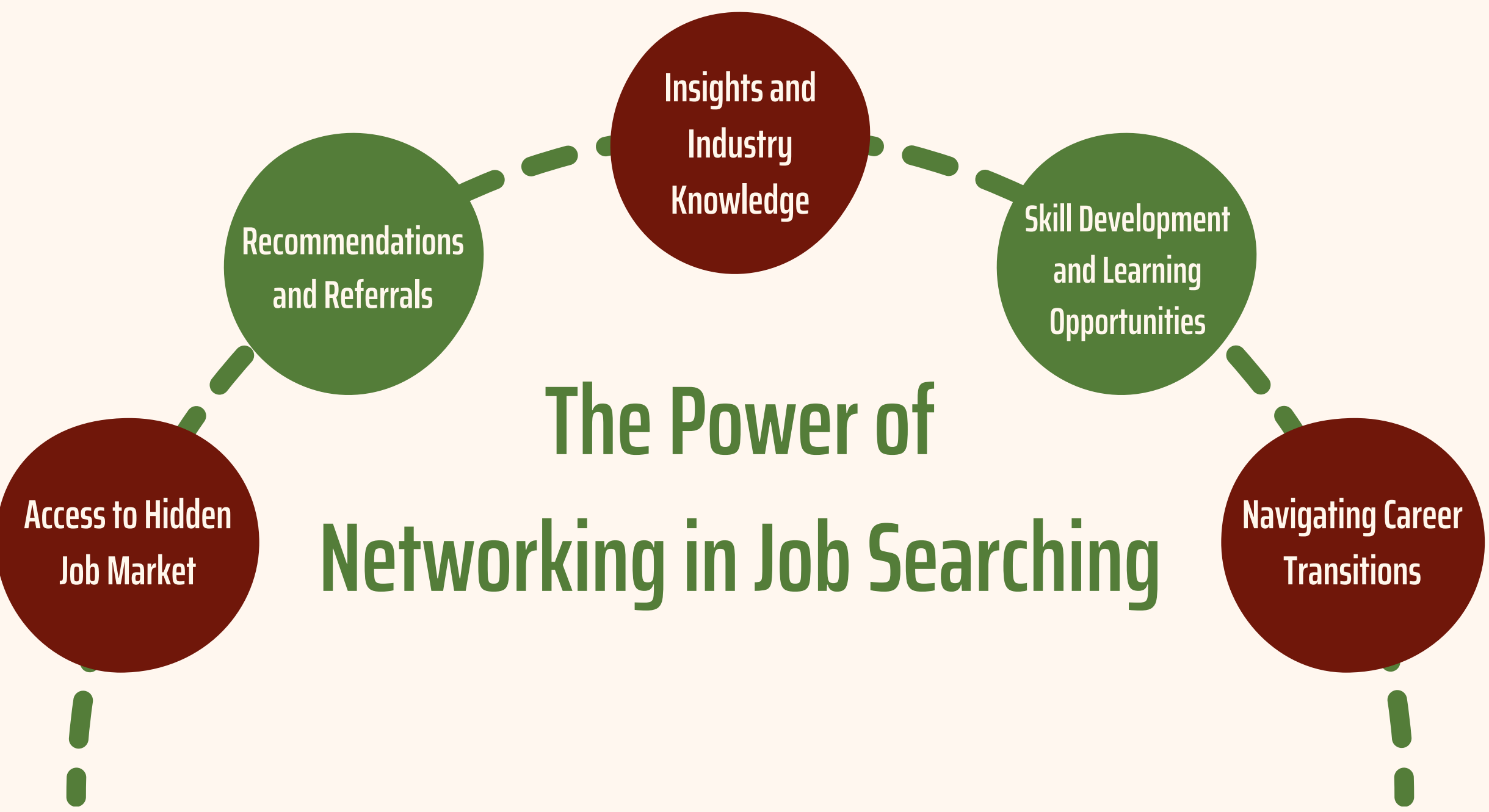
## Effective Formatting and Content

Use clear formatting, action verbs, and quantify accomplishments to make documents impactful and readable.

## Seeking Feedback

Consult mentors or career counselors to review and refine resumes and cover letters for improvement.

# Networking Strategies





# Hidden Job Market



Over 60% of jobs are never posted online!

🔍 Find them through:

- Networking with mentors, teachers, and friends
- Volunteering
- Career fairs or LinkedIn connections

🗣️ Tell people what kind of work you're looking for — your network is powerful!

# Job Search Resources & Technique



## Online Job Portals



Websites like Job Bank, Indeed, and WorkBC offer extensive listings of employment opportunities across Canada.



## Non-Profit and Professional Networking



Charity Village caters to non-profit jobs, while LinkedIn supports professional networking and job searching.



## Local and Community Resources



School career centres, community boards, and social media are valuable for discovering local job openings.



## Effective use of keywords & filters, & setting up job alerts



Use keywords and filters effectively, and set up job alerts to stay updated on new opportunities.



## POPULAR JOB SEARCH WEBSITES

Job Bank Canada

Youth Employment Services (YES)

WorkBC Youth

Charity Village



# Understanding and Identifying Soft Skills

# Understanding and Identifying Soft Skills



## Definition of Soft Skills

Soft skills are personal qualities essential for workplace success and strong interpersonal interactions.



## Key Valued Soft Skills

Employers value communication, teamwork, problem-solving, adaptability, time management, leadership, and positivity.



## Benefits of Soft Skills Awareness

Recognizing and articulating soft skills helps you effectively present strengths to employers.

Employers hire for attitude and adaptability.

Even if you're new to a job, soft skills show you can learn, lead, and grow.

# Understanding and Identifying Soft Skills



## Effective Communication

Active listening and clear articulation improve interactions with colleagues and supervisors in the workplace.



## Teamwork and Collaboration

Working collaboratively helps individuals contribute meaningfully and achieve common goals within group efforts.



## Problem Solving and Adaptability

Navigating challenges with innovative solutions and embracing change fosters career growth and resilience.



## Time Management & Emotional Intelligence

Prioritizing tasks and managing emotions enhances productivity, relationships, and workplace harmony.

# Interview Preparation

# Before the interview

## Research and Role Understanding

Thorough company and role research is essential for tailored, confident interview responses.

## Common Interview Questions

Practice typical questions like strengths, personal background, and problem-solving experiences.



# During the interview

## Professional Appearance and Punctuality

Dressing appropriately and arriving on time are vital for making a positive impression.

## Active Listening and Engagement

Maintaining good contact, listening actively, and asking insightful questions shows enthusiasm and preparedness.

## STAR Method Usage

Use the STAR method to structure clear and impactful answers to behavioral questions.





# The STAR Method

The STAR Method helps you organize your answers when asked:  
“Tell me about a time when...”  
It keeps your responses clear, focused, and professional — perfect for questions about teamwork, challenges, or problem-solving.

★ S – Situation	🎯 T – Task	⚙️ A – Action	🏆 R – Result
Describe the background or context.	Explain what you were responsible for.	Describe the steps or actions you took.	Share what happened — your outcome or achievement.

Question: “Tell me about a time you worked as part of a team.”  
**S:** Last semester, our class had to plan a fundraising event for charity.  
**T:** I was in charge of managing the volunteers and setting up the tables.  
**A:** I created a schedule, assigned roles, and made sure everyone knew their tasks.  
**R:** The event ran smoothly, and we raised over \$1,000 for the local food bank.



# Some Common Interview Questions

TELL ME ABOUT YOURSELF

WHAT ARE YOUR STRENGTHS?

WHY DO YOU WANT TO WORK HERE?

DESCRIBE A CHALLENGE AND HOW YOU SOLVED IT

WHERE DO YOU SEE YOURSELF IN 5 YEARS?

💬 USE THE STAR METHOD: SITUATION, TASK, ACTION, RESULT.

# Interview Questions



# After the interview

## Follow-Up

Sending thank-you emails show enthusiasm and leave lasting impressions.



# THANK *You*



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