

## November 2011 eNewsletter: Feature Article

### Assignment: Finding a Post-Grad Job

If you're in school right now, chances are you are swamped with school assignments, papers and the daunting prospect of final exams. However, one assignment that should take top priority for students – particularly those in their last year of post-secondary training – is the task of finding a post-graduation job.

Recently, Careers in Oil and Gas had the chance to attend a Gen Y Recruitment Insider event in Calgary hosted by [TalentEgg](#), Canada's online career resource site for students and recent grads. TalentEgg recently completed a survey of students and employers on the issue of campus recruitment and shared their findings with HR professionals and employers. We came away from the event with four important reminders to pass along that will help you land a job even before you walk across the stage wearing your hard-earned cap and gown!

#### 1. Employers begin the recruitment drive in September.

We know what you're thinking: "It's almost December. Does that mean I missed the boat on post-grad recruitment already?" While campus recruitment does begin in September, there is still on-going recruitment throughout the year for jobs that start post-graduation. According to TalentEgg's survey, only 19% of students start the search for post-graduation jobs in September though – so if you've already started your search, give yourself a pat on the back because you are in the minority of students who are ahead in the job search. However, if you haven't started your job search yet, here's a tip: Your job hunt should begin now. Make sure to visit your school's career centre regularly (whether online or in person) – because most likely, they've been hosting many events that will give you the opportunity to land the perfect job months from now. This is one area of "school" where you don't want to procrastinate – think of all the possibilities you could be missing out on!

#### 2. Attend career fairs – and don't go just for the free swag.

You may have noticed the flood of career fairs all clustered around the fall season. Typically, there's a bit of a lull over Christmas before employers are back at it again in the new year, hoping to make a connection with job seekers. According to TalentEgg, 66% of post-secondary students have attended career fairs. However, the number one reason cited as their reason for going was to get free stuff. We hope you don't need us to tell you that this is entirely the wrong approach when you attend a career fair. Attend career fairs hosted by your school and community and ensure you go with the right frame of mind. That means bringing copies of your updated resume, researching companies you're interested in ahead of time, dressing appropriately, and preparing good questions to ask recruiters.

#### 3. Best kept secret – attend employer information sessions.

Employer information sessions may be a valuable tool for some job seekers, but unfortunately, TalentEgg's survey shows that 34% of students don't even know what an information session is. Many employers actually host on-campus information sessions. It's a time for students who are interested in the employer to learn about the company and its opportunities as well as chat with company representatives and network. By taking the time to attend an employer information session, again with the right frame of mind, you show the company that you are truly interested in getting to know the employer – and would make a great future employee.

#### 4. Become a fan of your favourite companies on social media networks.

Considering how many people are on Facebook, LinkedIn and Twitter, the survey results are shocking. Almost 50% of students polled by TalentEgg didn't realize employers post career information on their social network profiles, while only 9% of students use social media to actively search for jobs. Companies these days are racing to establish their presence online social networks, so take advantage of yet another way to connect with employers and become a fan! You never know what will pop up on your wall that will land you the perfect post-grad job.

