

# POSITIVE TIPS FOR THE JOB MARKET

## THE HUNT BEGINS!

### JOB SEARCH RESOURCES IN THE BOW VALLEY

By Paul Zilligen, Positive People Placement Inc.

Searching for the right job can feel like finding a needle in a haystack, however, arming yourself with the right information and resources can make the task a smooth process. Job search resources can be divided into two main groups; advertised and hidden. Most people will focus their job search on the advertised job market. While the advertised job market certainly does deserve attention; the educated job seeker will recognize that this portion of the job market only accounts for 20-40% of available jobs. The accessibility of the advertised job market also means a greater volume of competition. With this information in mind, a savvy job seeker will not only learn about resources for advertised jobs but will also focus significant effort on accessing the hidden job market which accounts for the other 60-80% of available jobs.

Once you have decided how to focus your efforts, you need to know what job search resources are available here in the Bow Valley to help access both the advertised and the hidden job markets. The following lists will offer a strong starting point:

#### **Advertised Jobs (20-40% of Job Openings)**

- **Canmore Leader and Banff Crag and Canyon** – Every Tuesday and Wednesday respectively, checkout the careers section and the classifieds
- **The Job Resource Centre** –The job board is updated daily with new jobs
- **Local Employment Agencies** - Specializing in permanent and temporary placements
- **Help Wanted Signs** – Look for help wanted signs posted around town
- **Company Websites** – Many businesses post job openings on their websites
- **www.jobbank.gc.ca** - Search the Banff/Canmore area on the job bank
- **www.banfflife.com/work** - Banff/Lake Louise online job postings
- **www.jobscanadianrockies.com** - Banff/Canmore area online job postings
- **www.banffjobs.com** – Banff area online job postings

#### **Hidden Job Market (60-80% of Job Openings)**

- **Direct Contact (cold calls)** - Visit an employer you are interested in, speak to the manager to inquire and apply for jobs.
- **Networking** - Let people know that you are searching for a job; ask them if they have heard about any openings. Talk to: friends, colleagues, past employers, fellow volunteers, teammates, etc. Anyone who will keep you in mind and let you know when they hear about available jobs. Expand your network exponentially through professional employment agencies. We are often aware of job openings that will not be advertised.
- Join **volunteer** organizations; committees and such
- **Research** - Learn about trends in the labour market. Research individual businesses. Conduct information gathering interviews.

Once you discover job openings that you are interested in, research the companies and the positions further. The more you know about a particular job, the better you will be able to prepare your application. Be sure to watch for the Positive People Placement articles to come in following issues, topics will include Networking, Resumes, Cover Letters and more.

**For more information please contact  
Positive People Placement at  
(403) 996-1083**