



# **INTRO TO TECH IN NEW BRUNSWICK**

## **PART 2: A JOB READY WORKSHOP**

*presented by*

**TECH IMPACT**



# WORKSHOP OBJECTIVE

You will learn what it means to be job ready and how to position yourself to stand out from other candidates when trying to find employment in New Brunswick's tech workforce.





# TODAY'S AGENDA

- **Introductions and Objectives**
- **Job Ready Workbook**
- **Hiring: An employer perspective**
- **Job Ready: A Job Seeker perspective**
- **TechImpact's JobHUB**
- **Are you Tech Job Ready?**





# ABOUT TECHIMPACT

An action-based, private sector-led organization focused on accelerating digital transformation, digital skilling and innovation across Atlantic Canada.





# THE JOB READY WORKBOOK

- We have provided a participant guide and templates for this workshop to help you capture key ideas and thoughts to design your job search journey
- The workbook and templates have been sent to everyone registered for this workshop.

**TECH IN NB** INTRO TO TECH IN NEW BRUNSWICK  
A JOB-READY WORKBOOK

Participant Guide

Welcome to Intro to Tech in New Brunswick Part 2: A Job Ready Workshop designed to connect skilled ICT candidates with innovative New Brunswick companies who are looking to hire. This workshop will guide you through the foundational elements of preparing for your job search with confidence so that you can find meaningful employment opportunities.

(1) Identify 10-20 job postings or companies that you would like to work for

- Categorize as Open Positions or Proactive Opportunities that you want to pursue. Go after the ones that make you excited
- Rate yourself against each job posting (based on how many skill requirements you meet)
- Prioritize the list based on your ratings

Job Postings / companies	Open Position / or proactive Opportunity	Rating based on Skills requirement met 0 = no current job posting 1 = meets less than 50 percent of the requirements 2 = Meets 50-80% of the requirements 3 = Meets 80% or more of the requirements.	Job Search Priority High/Medium/Low

(2) Create your job search objective  
Why are you looking for a job?





# TECH WORKFORCE AND TECH SECTOR

- Your job search net can and should be wide. NB has organizations with IT departments of all sizes and we have 280+ tech companies.
- The tech ecosystem is located throughout NB. Immerse yourself in it to learn, to meet people, and see the possibilities. Watch the first Intro to Tech session [here](#) to learn more.
- Tech jobs are growing more quickly in the non-tech sector as more and more companies are using digital technology to transform the way they do work.





# TECH WORKFORCE AND TECH SECTOR

- Build a network of tech professionals who can help you navigate this ecosystem. Networking and relationship building is essential.
- Research the tech ecosystem to see how you can get engaged with TechImpact and many others such as Venn, Propel, NBIF, Envision Saint John, Ignite Fredericton/Planet Hatch, University/college events, user groups, InnovateNB events, and more.
- Do you have a Working NB Employment Counsellor? Employment Counsellors are located throughout NB to assist you with career planning, job searching, and skilling programs.





# **HIRING: AN EMPLOYER'S PERSPECTIVE**





# HIRING: AN EMPLOYER'S PERSPECTIVE

- Tech labour market is global.
- A lot of change has happened in the tech world in the past 3 years since COVID and employers are still adjusting - remote, in office, hybrid work, lack of talent, global competition.
- Tech employers are looking for a diverse workforce. DEI is a priority for the short and long term.
- Employers may hire more tech contract positions versus full time employees due to economic uncertainty.
- Recruiting processes have changed too! Quicker and more streamlined. Recruiters assist the IT hiring managers and are often the first step in the recruiting process.





# HIRING: AN EMPLOYER'S PERSPECTIVE

- They use tools like applicant tracking systems, key words, and technical testing during the interviewing process.
- Employers post some NOT ALL of their open positions.
- They are always looking for future candidates.
- Tech employers are hiring for YOUR potential inside of their companies.
- Besides skills culture, the fit is a large determining factor when making a successful hire. Many employers are looking for candidates who have diverse skills and/or people who can easily adapt to a changing environment.



# HIRING: AN EMPLOYER'S PERSPECTIVE

- You are not just being hired for a specific skillset but instead, you are being hired to help a company achieve a specific outcome.
  - **Skills** - Technical and Interpersonal
  - **Experience** - How many years and what technical projects and types of technologies have you worked on.
  - **Problem Solvers** - Independent thinkers and learners
- Employers want to get to know YOU and will ask for YOUR thoughts on compensation, hybrid working and YOUR career goals. You need to prepare.



# **JOB READY: A JOB SEEKER'S PERSPECTIVE**



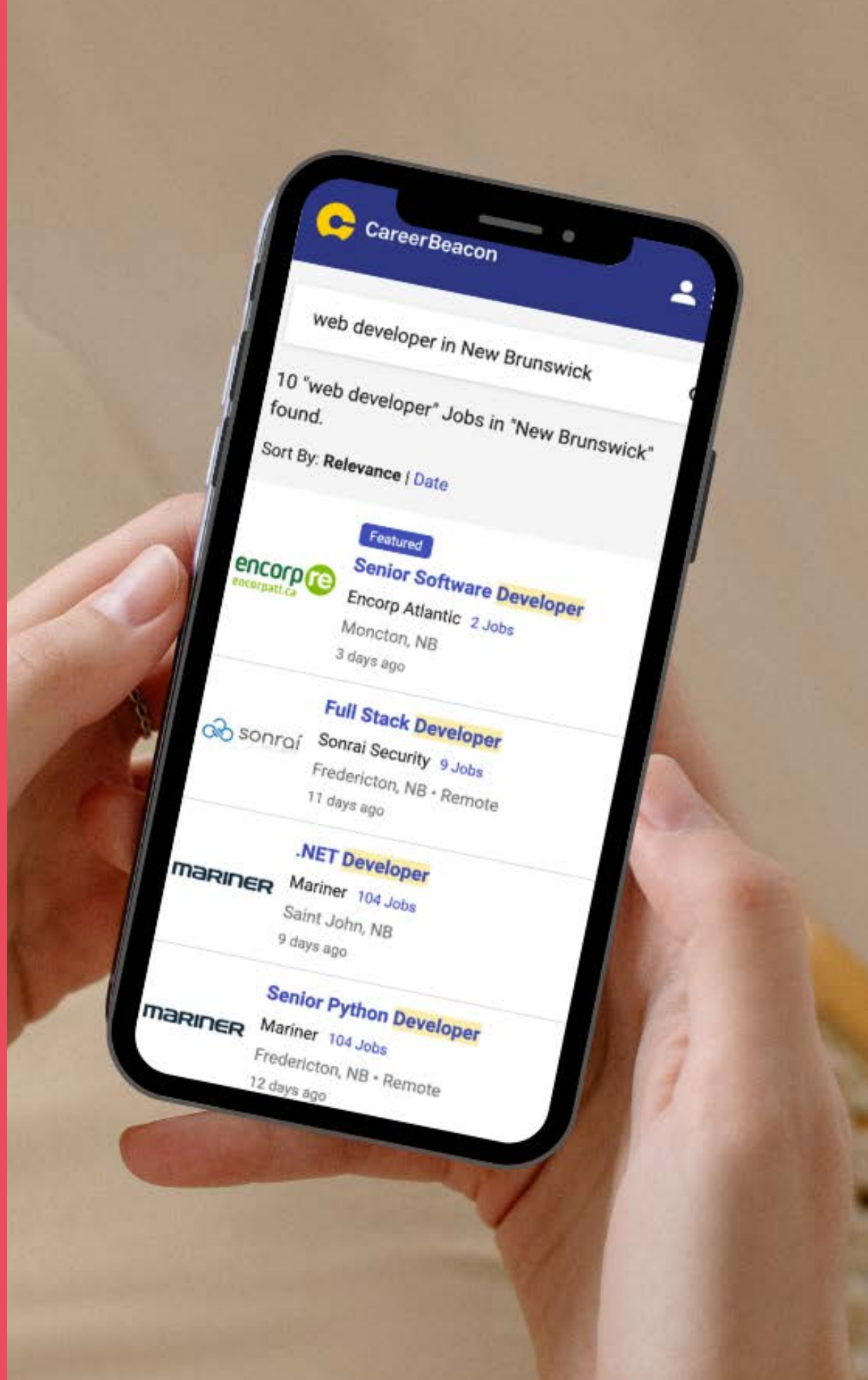
# THE PREP TO BE JOB READY

**THE  
JOB SEARCH  
APPROACH**

**THE  
JOB SEARCH  
MINDSET**

**THE  
MEASURABLE  
JOB  
OBJECTIVE**

**THE  
PERSONAL  
BRAND**



## UNCOVERING JOB OPPORTUNITIES: **PASSIVE SEARCH**

- Job boards (CareerBeacon, Indeed, NBjobs.ca), CollabHub solution providers and LinkedIn are great places to start.
- Don't base your search solely on job titles.
- If you meet 50-70% of the requirements consider applying, particularly if you have tech experience and training in other tools/languages that are similar.
- Research the companies and connect with people who work there now to learn more about their experiences.





InnovateNB networking event, March 2023



# UNCOVERING JOB OPPORTUNITIES: ACTIVE SEARCH

- Connect with potential employers proactively
- Connect with recruitment agencies
- Attend tech industry events and networking events
- Seek out your desired employers at community events
- Follow the tech organizations that you're interested in on LinkedIn and on other social media platforms. You will learn more about them quickly particularly if they are storytellers and showcase their people and projects





## INTRO TO TECH IN NEW BRUNSWICK A JOB-READY WORKBOOK

### Participant Guide

Welcome to Intro to Tech in New Brunswick Part 2: A Job Ready Workshop designed to connect skilled ICT candidates with innovative New Brunswick companies who are looking to hire. This workshop will guide you through the foundational elements of preparing for your job search with confidence so that you can find meaningful employment opportunities.

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### (2) Create your job search objective

Why are you looking for a job?



# WORKBOOK EXERCISE



- Identify 10-20 job postings or companies that you would like to work for
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# WHAT IS YOUR JOB SEARCH MINDSET?

Job search efforts without a positive mindset and approach can lead to:

- Frustration
- Unfocused efforts
- Misalignment of your job application, your resume, and cover letter, and how you are presenting yourself
- Lower 'next step' success rates
- Wasted opportunities
- Lack of success





## **ESTABLISH A CLEAR**

# **MEASURABLE JOB OBJECTIVE**

Without a clear job objective, you are leaving your job search to chance.

Why are you looking for a job?

- The more specific the better

What are the top 5 qualities you are seeking of your future employer?

- Values, causes, opportunities
- Priority of personal development, social responsibility

What does a successful job search look like?

- Timeline, effort, outcome, how/approach





## **ESTABLISH A CLEAR**

# **MEASURABLE JOB OBJECTIVE**

Typical Examples:

- I'm looking for a new job in the tech workforce.
- I'm about to graduate and need to find work.

Better Examples:

- I'm looking to grow in my career and searching for a position as a senior business analyst in the manufacturing industry.
- I'm new to Canada and searching for an opportunity as a full-stack developer where I can apply my five years of programming knowledge and build my career in the Canadian market.






# WORKBOOK EXERCISE

Create your Job Search Objective:

- Why are you looking for a job in tech?
- What are the top 5 qualities of your future employer?
- What does a successful job search look like?



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# YOUR PERSONAL BRAND

- Get employers excited to speak with you
- How can you stand out amount multiple applicants?
- Showcase your strengths and have a plan to address your weaknesses (we all have them)
- Talk about yourself through personal storytelling





# YOUR PERSONAL BRAND

Highlight your uniqueness rather than trying to hide it:

- Untraditional career paths? They are okay.
- Taking a couple of years to own a business. Exciting! What did you learn?
- Switching career directions? From a software developer to a business analyst. Outline what motivated your change.
- New to Canada with no Canadian tech experience but worked in tech prior to your arrival? Turn this into part of your story.





## **EXAMPLE: PERSONAL BRAND**

*I am a recent Computer Science graduate from UNB. While attending school I had the opportunity to work on a number of industry-related projects and developed a particular interest in data analysis.*

*While attending university I gained work experience as a server and volunteered with a number of community organizations including teaching children how to code.*

*I'm now excited to launch my career in data analytics with an innovative New Brunswick company.*



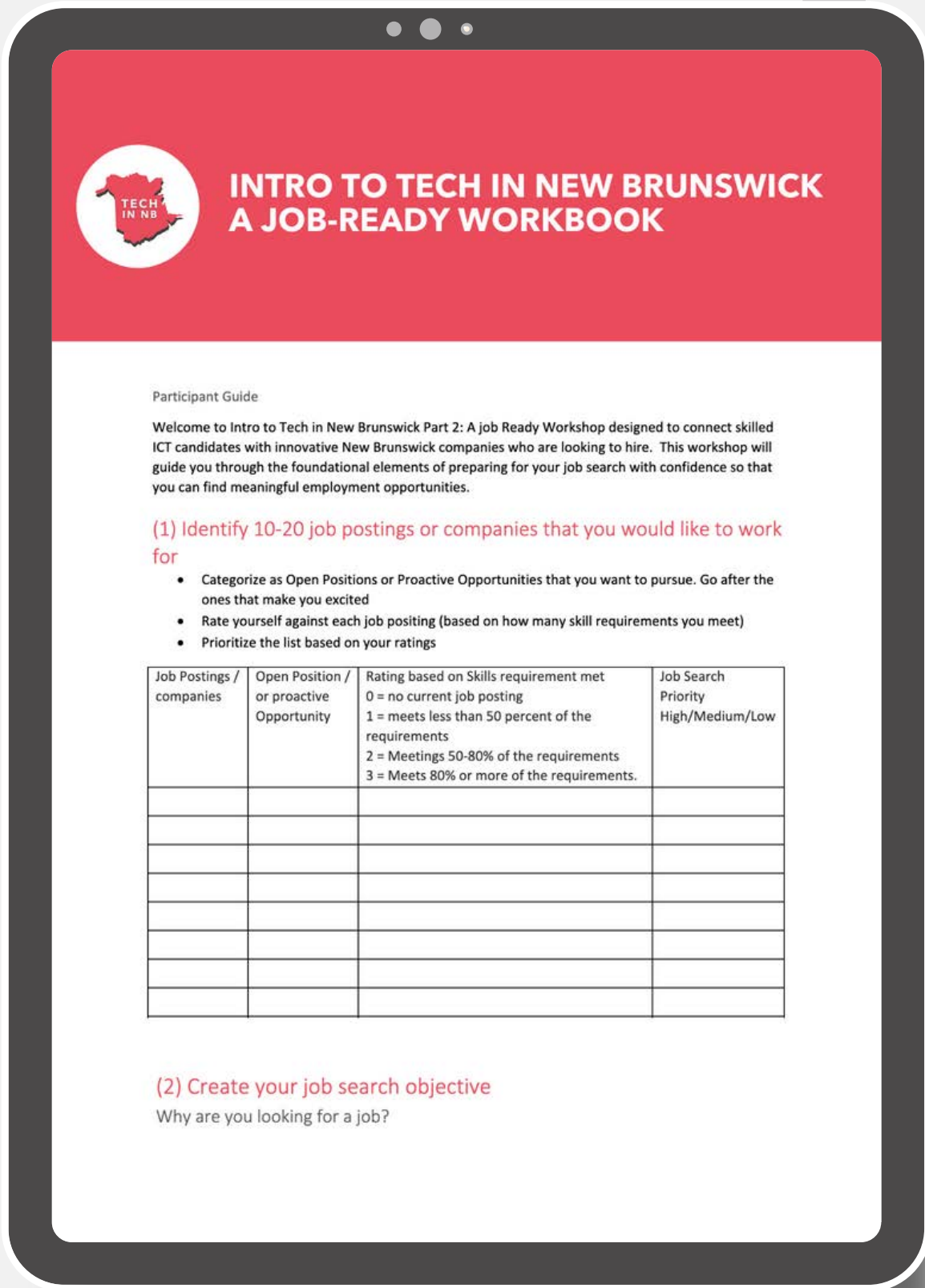
## **EXAMPLE: PERSONAL BRAND**

*My family and I relocated to New Brunswick in November 2022 as part of the provincial nomination program.*

*Prior to arriving in New Brunswick, I worked for a number of Nigerian financial institutions where I developed and maintained critical business applications.*

*I am a permanent NB resident, and I am ready to launch and grow my Canadian career as a full-stack developer with an innovative New Brunswick company.*





# WORKBOOK EXERCISE



Building your personal brand statement.

- What makes you unique as a candidate?
- What will make an employer excited to speak with you?
- What will help an employer understand that you are job ready?

When to use your personal brand statement:

- Incorporate into your cover letter, resume introduction, LinkedIn
- When introducing yourself at networking events, as an opening or closing statement





# FOUR KEY PIECES IN YOUR JOB READY TOOL KIT:

**THE  
COVER  
LETTER**

**THE  
RESUME**

**THE  
LINKEDIN  
NETWORK**

**THE  
INTERVIEW  
SKILLS**



## **BUILDING YOUR STORY: COVER LETTER**

- A well-written cover letter tells your story
- Helps an employer identify you as a potential candidate
- Creates a connection for the employer to want more
- It does NOT reiterate all of the job description details in the job posting.
- It demonstrates your creativity, depth, and excitement for the position and company





# COVER LETTER ELEMENTS

- Addressed to the hiring manager or recruiter when possible
- Clear Subject
- Paragraph One - Introduce You
- Paragraph Two - What Makes You Unique For the Role (your brand statement)
- Paragraph Three - What Value do You Bring to the employer (your highlight reel)
- Paragraph Four - Strong closing and next step

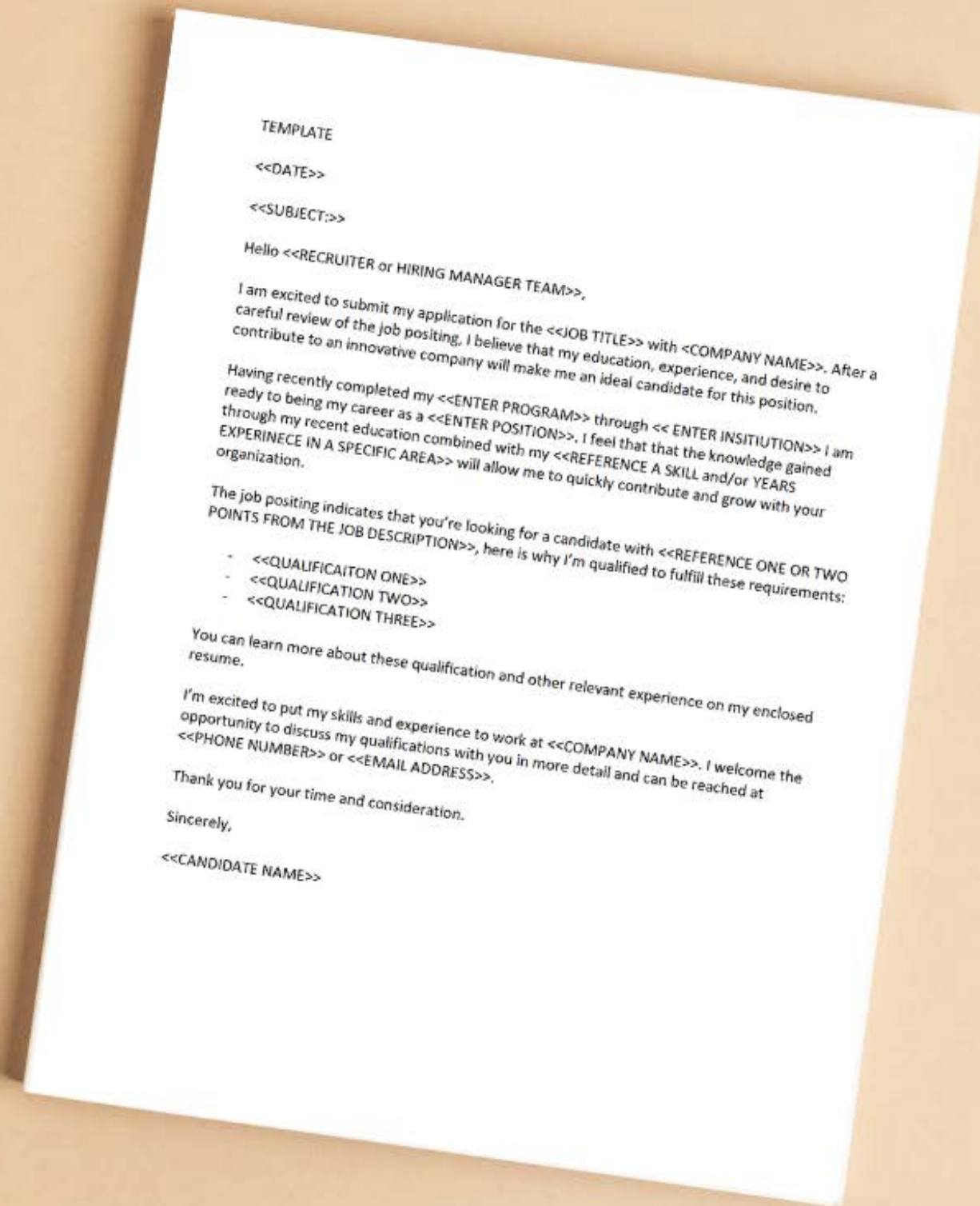




# COVER LETTER EXAMPLE

**NEXT STEP: COVER LETTER TEMPLATE**

Shared with candidates for download.





## SHOWCASING YOUR SKILLS AND EXPERIENCE: **RESUME**

- The resume showcases key skills and experiences for the roles that you are applying for.
- The resume supports your cover letter story with the details of your skills and experiences. It should be clear, concise, and easy to read.
- See the resume template that was sent to you, and review the last [Intro to Tech presentation](#) (slides 34-41)
- Two types of resumes: Functional and Chronological

# FUNCTIONAL

Ideal for candidates with limited or inconsistent experience

**Joe Jobscan**  
Seattle, WA | (206) 555-5555  
joe-jobscan@example.com | linkedin.com/in/joe-jobscan-123

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**Skills Summary**

A few sentences or bullet points listing off the most relevant hard skills and soft skills related to the position for which you're applying.

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**Professional Accomplishments**

Major Skill 1 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects or situations that utilized this skill
- Measureable results and accomplishments that back up your ability

Major Skill 2 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects, measureable results, and accomplishments

Major Skill 3 (Example: Management)

- More detail of the skill and how it relates to the job application
- Examples of projects, measureable results, and accomplishments

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**Work History**

Position 1, Company, Date Started - Date Ended  
Position 2, Company, Date Started - Date Ended  
Position 3, Company, Date Started - Date Ended

**Education**

Degree, School, Years

# CHRONOLOGICAL

Ideal for candidates with a strong work history with progressive responsibility

**Jessica Claire**  
San Francisco, CA 94105  
(555)432-1000 resumesample@example.com

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**PROFESSIONAL SUMMARY**

Highly motivated Sales Associate with extensive customer service and sales experience. Outgoing sales professional with track record of driving increased sales, improving buying experience and elevating company profile with target market.

**SKILLS**

- Guest services
- Inventory control procedures
- Merchandising expertise
- Loss prevention
- Cash register operations
- Product promotions

**WORK HISTORY**

**SENIOR SALES ASSOCIATE** | 03/2015 to Current  
**Bed Bath & Beyond, Inc. - San Francisco, CA**

- Applied security and loss prevention training toward recognizing risks and reducing store theft
- Trained and developed sales team associates in products, selling techniques and procedures
- Maintained organized, presentable merchandise to drive continuous sales
- Implemented up-selling strategies for recommending accessories and complementary purchases

**SALES ASSOCIATE** | 06/2013 to 03/2015  
**Target - San Francisco, CA**

- Maintained organized, presentable merchandise to drive continuous sales
- Organized racks and shelves to maintain store visual appeal, engage customers and promote merchandise
- Evaluated inventory and delivery needs, optimizing strategies to meet customer demands
- Analyzed and processed returns, assisting customers with finding alternative merchandise to meet needs

**EDUCATION**

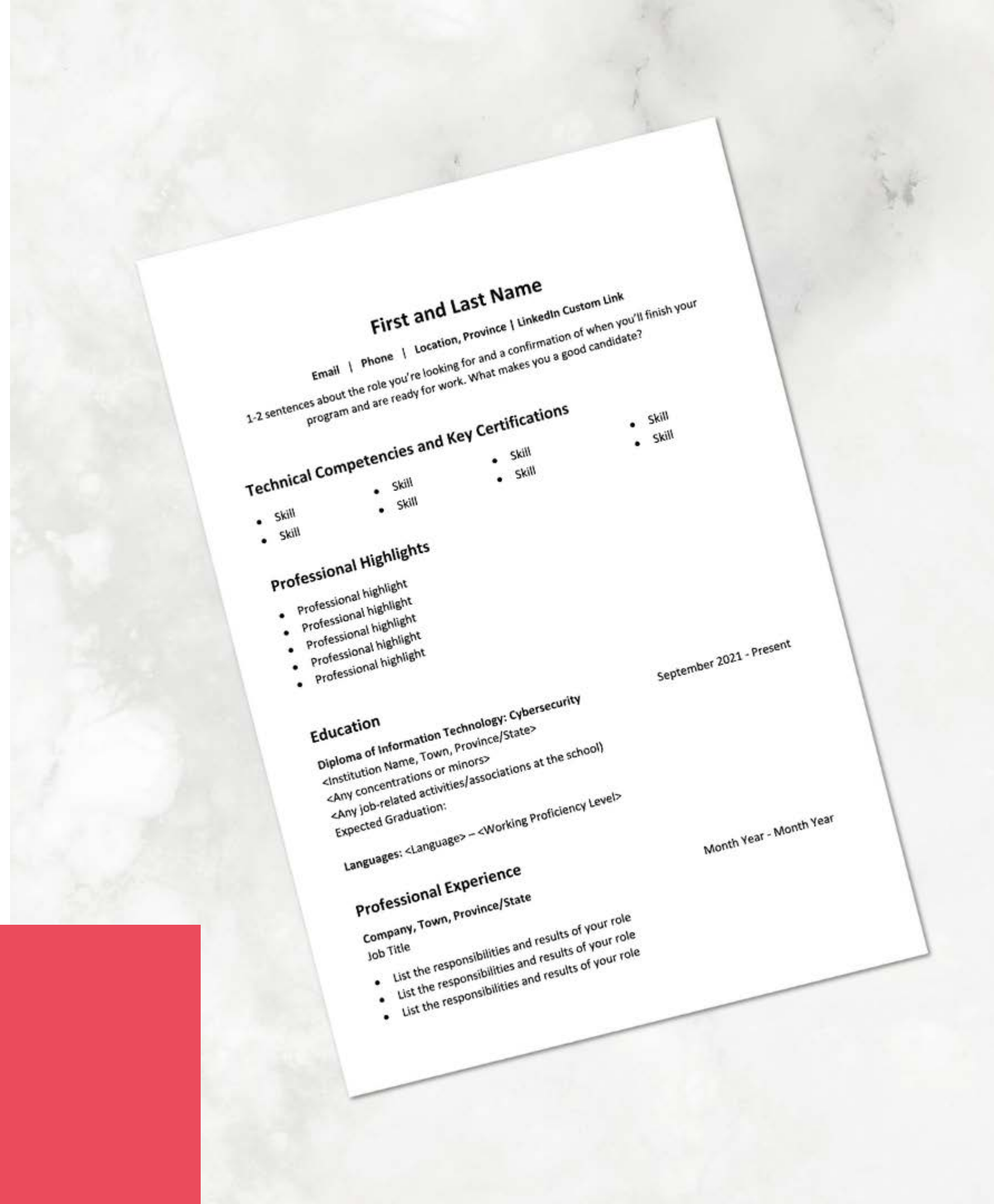
**San Francisco State University - San Francisco, CA** | Bachelor of Arts  
Business Administration, 2013





## RESUME

# EXAMPLE



## NEXT STEP: RESUME TEMPLATE

Shared with candidates for download.







## MARKETING YOU: LINKEDIN

LinkedIn has over 722 million users, 50 million companies, and nearly 48% of these users are active on the platform every month.

When recruiters and hiring managers receive your resume, they often if not always, go to LinkedIn to search for your profile.

Your LinkedIn profile should:

- Match your resume (experience, education, name, etc.)
- Include your personal brand statement
- Be open if you want recruiters to find you
- Be on your resume (profile link)



# MARKETING YOU: LINKEDIN

## Using LinkedIn:

- Optimize your profile
- Build your network by connecting with recruiters and hiring managers and add people you meet from networking events
- Follow employers profiles and engage with content from employers and other LinkedIn users
- Take LinkedIn connections offline with an in-person meeting, a coffee chat or plan to meet up at an industry or networking event.

**You have a clear objective, a cover letter, an updated resume and LinkedIn profile.**



## **NOW WHAT?**

- Connect with companies who are not actively recruiting but with whom you can provide value.
- Revisit your list of 10-20 job opportunities
- Submit your updated applications to open job opportunities

### **Best Practices When Applying:**

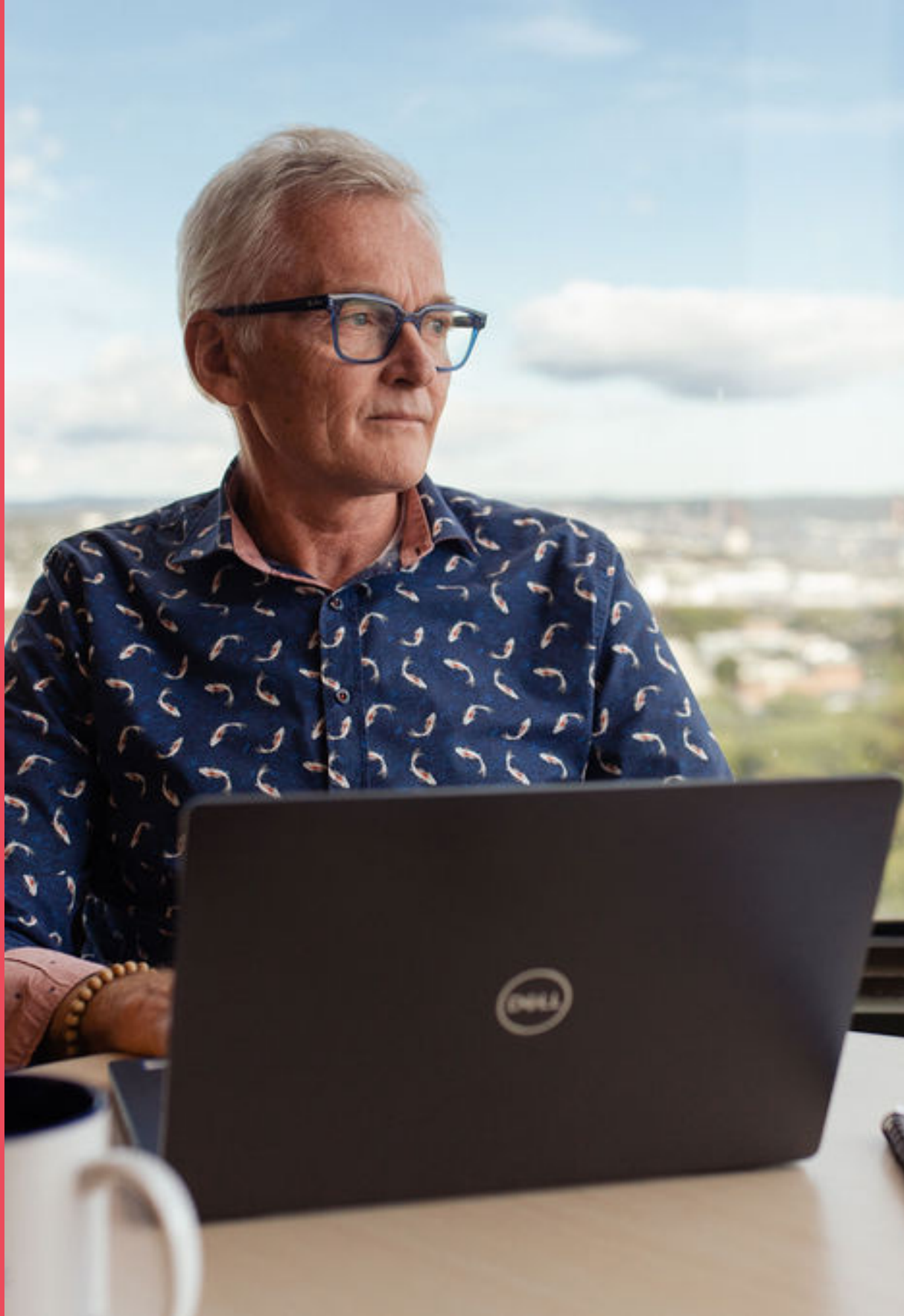
- Adjust your cover letter and resume to meet the requirements of each role
- Address applications to the hiring manager and/or recruiter
- Connect with the recruiter or hiring manager on LinkedIn to establish a connection (if you can find)

**PROACTIVELY  
CONNECT WITH  
TECH  
EMPLOYERS**

**CONNECT WITH  
THE LOCAL  
TECH  
WORKFORCE  
AND  
ECOSYSTEM**

**TECHIMPACT'S  
JOBHUB**





# PROACTIVELY CONNECT WITH TECH EMPLOYERS

- Start with your network. Who can provide you with a name, an email, a phone number, or an introduction?
- Go to the CollabHub solution provider directory and see who's hiring and to learn about more NB tech companies.
- Leverage standard connections on LinkedIn. Before you ask for a formal introduction ask how well the person knows your desired contact.
- Be bold and connect
  - Send a LinkedIn request
  - Once accepted introduce yourself and get curious
  - Your goal is to learn and ask questions before pitching yourself
- Professional persistence is recommended. It's okay to follow up but switch up your methods and messaging.



Photo courtesy of Civic Tech Fredericton



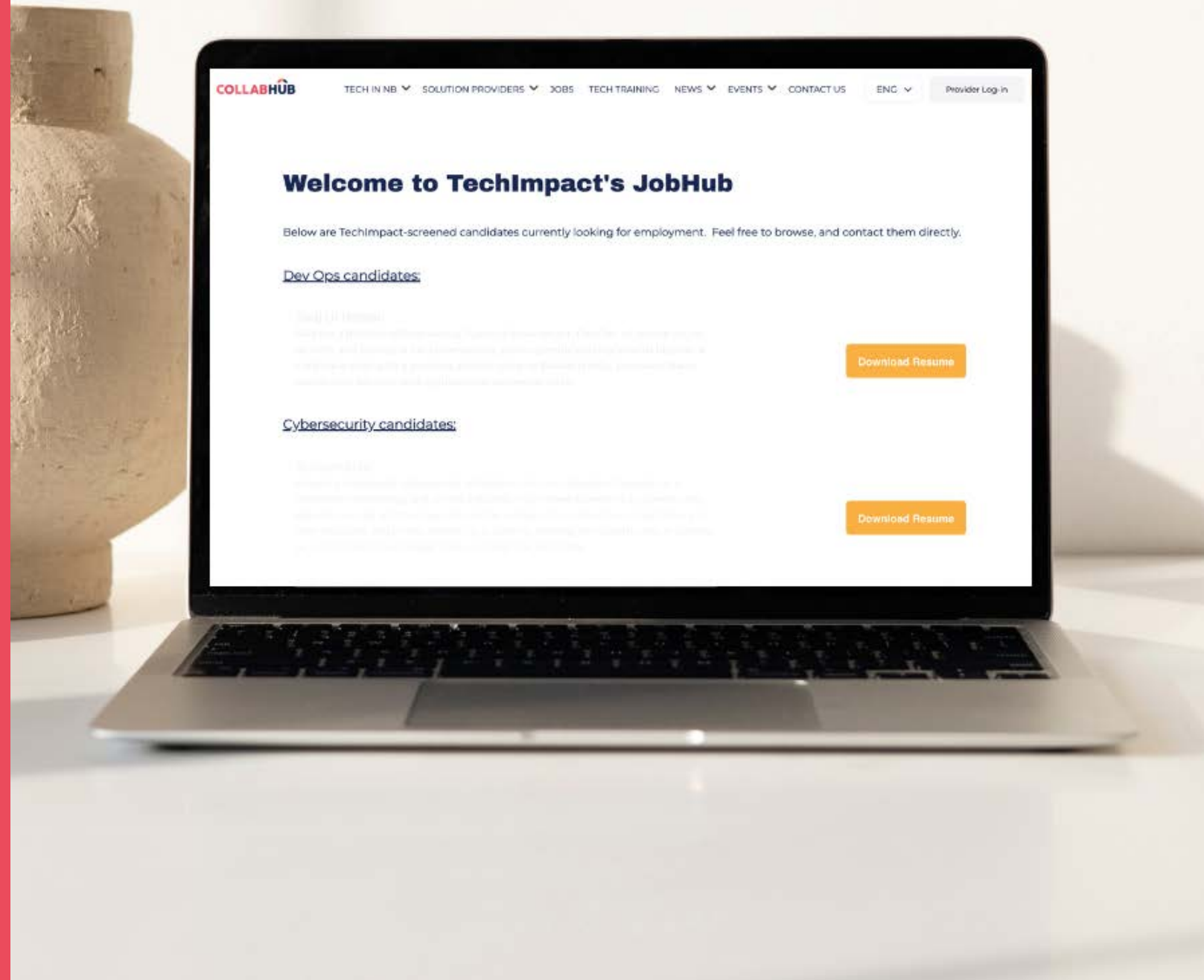
# CONNECT WITH THE LOCAL TECH WORKFORCE AND ECOSYSTEM

- Connect with Working NB if you don't already have an Employment Counsellor.
- Follow TechImpact and CollabHub social media and other resources to learn about the tech workforce and ecosystem.
- Attend networking events to meet employers, ecosystem partners, and other job seekers
- Get involved in the Civic Tech movement to showcase your tech skills





# TECHIMPACT'S JOBHUB



- A pilot program and page to showcase talent to employers with your personal, brief description and resume available to download.
- Once your resume is complete and meets the TechImpact recommended standard, it may be able to be uploaded for NB employers to view.
- This password protected webpage is hand delivered directly to HR decision makers.



# ARE YOU TECH JOB READY?





# ARE YOU TECH JOB READY?

Take what you've learned in this workshop and review your existing materials. Are you job ready?

- Create and share your job search objective
- Update or create a cover letter using the template
- Update or create your resume using the template
- Update or build your LinkedIn Profile
- Upload your resume using [this form](#).





# ARE YOU TECH JOB READY?

Be clear on what you are looking for - full time work, part time work while you're finishing your courses, 4 month co-op term, summer job, etc.

You may not have all the technical skills NOW that you require but demonstrate what you have NOW and what work you're willing to do to build your future technical skills.





# ARE YOU TECH JOB READY?

## IMPORTANT:

- Your cover letter and resume must be in PDF format and uploaded in two separate files.
- Make sure you follow the TechImpact templates.
- Before uploading make sure that everything is complete, accurate, and correct.  
(formatting, dates, spelling, grammar)





## NEXT STEP: INTERVIEWING

Congratulations you've got an interview! Now What?

- Most jobs have multiple rounds of interviews
  - Screening interview (recruiter or HR)
  - Hiring Manager Interview (the hiring manager)
  - Technical Interview or skill assessment (the hiring manager)
  - Final team fit interview (hiring manager and/or team members)
- The interview process is not only an opportunity for the company to get to know you but an opportunity for you to get to know them.



# INTERVIEWING BEST PRACTICES

No matter what stage of the interview process you are in, here are some best practices to help you succeed:

- Be prepared - research the company and the person interviewing you
- Have questions for the interviewer
- Understand how to position yourself for the interview. (IE: If you completed a Bootcamp how will you position yourself for a role without tech work experience, or if you don't have 5 years of working tech experience but only 2 years? )
- If in a virtual interview, be sure that your surroundings are distraction-free
- Show up at least 5 minutes before the interview
- Be yourself





# THINGS TO EXPECT DURING INTERVIEWS

## GET TO KNOW YOU QUESTIONS

- Can you walk me through your professional history in 90 seconds?
- Where do you see your tech career in the next 5 years?
- Why did you apply for our company and this position?

## SITUATIONAL QUESTIONS

- Can you tell me about a time when?
- A client approaches you with an urgent issue but you are fully booked. What would you do?

## KNOWLEDGE TESTING SCENARIOS

- Walk me through your workflow for quality assurance.
- When working as part of a team how do you collaborate?

## PROBLEMS SOLVING QUESTIONS

- Simplify the most complex topic that you know so that a general person could understand the concept.
- You are working late and run into a critical security issue with an application. What would you do?



**InnovateNB**




## **SUBSCRIBE TO 'THE IMPACT' NEWSLETTER**

[Sign up here](#) to get TechImpact's monthly newsletter delivered directly to your inbox.

## **GET TO KNOW COLLABHUB**

New Brunswick's one-stop shop for all things tech.

[CollabHubAtlantic.ca](http://CollabHubAtlantic.ca)

 [CollabHub Atlantic](#)

 [CollabHubAtlantic](#)

## **VISIT THE INNOVATENB WEBSITE**

Learn more about the innovation ecosystem in New Brunswick. Watch for events coming in 2023.

[Visit the website](#)

## **AND FOLLOW US ON SOCIAL MEDIA**

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# THANKS FOR COMING

Contact Sophie Leonard, TechImpact's Digital Skills  
Program Manager at [Sophie.Leonard@techimpact.it](mailto:Sophie.Leonard@techimpact.it)

*presented by*

