
Job-Searching in the Digital Age

Understanding the Job Market

YWCA Building Sustainable Futures

Prepared by YWCA Halifax as a part of the curriculum of **LAUNCH Atlantic**, the pilot program documented for Phase Three of the YWCA Building Sustainable Futures project.

Our Goals

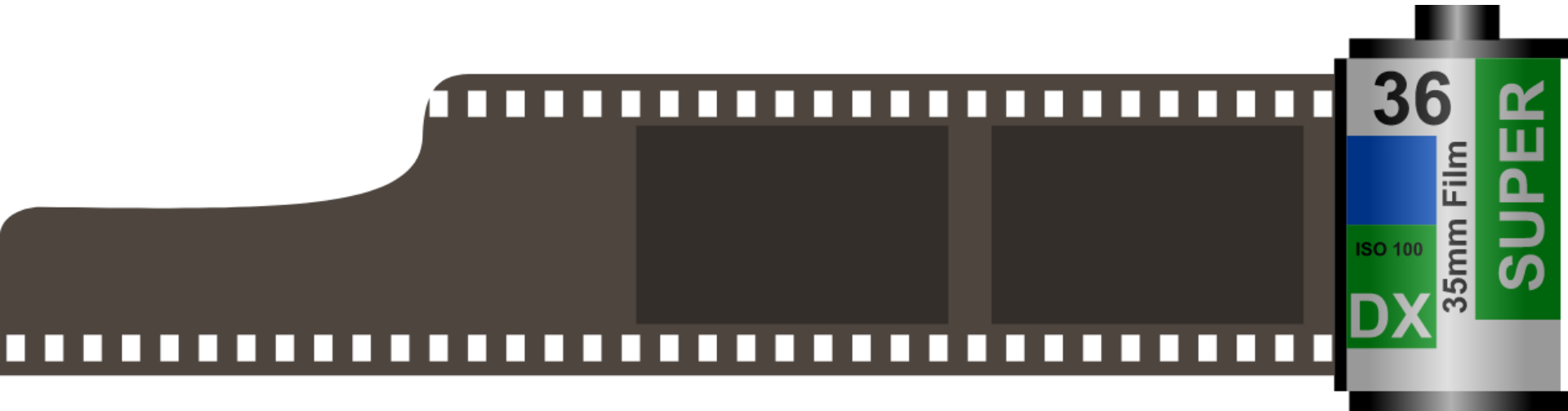
- Understand the current job market and job-searching strategies
- Labour Market Information Research
- Review Job Board Websites
- Job Scam Warning Signs



Times Have Changed...

Like many things, the process of job-searching has changed a lot in recent years.

Just as photos went from film to digital, much of job-searching is now digital.



The Face of Work

- What is something you find intimidating or frustrating about finding work?
- What was employment and job-searching like when you first looked for work, or when your parents looked for work?
- What is employment and job-searching like today?
- Why the changes?
- What do these changes mean for you?



Key Changes

- Resumes have gone digital
- The job market has become more competitive
- We have to be aware of our online presence
- Networking is necessary



I Would Fit Well in the
Following Jobs...

Labour Market Information

Labour Market Information is information about jobs and the people who do those jobs. This includes people who are available for work, training for work, hiring people, or otherwise involved in training or employment.

Like other markets, the “labour market” involves both **supply** and **demand**.

Demand-side LMI	Supply-side LMI
Businesses, organizations and employers need people to work for them in order to run their operations.	People who work for these employers, or who are training or available to work, supply their skills, talent and labour.

What Can I Use LMI For?

Labour Market Information can be used to help you make decisions.

- Help you focus or refocus your career
- Show you where the jobs are and where they are going to be
- Tell you what training you will need now and in the future
- Outline salary ranges for careers which you may be interested in
- Research online: [Explore Careers - Nova Scotia](#)

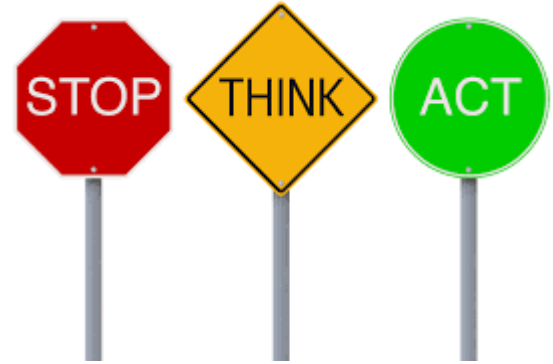
Job Search Websites

- Explore Careers Nova Scotia – This feature returns results from a multitude of popular job sites.
- Career Beacon – Career Beacon International Ltd. Bilingual - Job listings in the Atlantic Provinces.
- Indeed.ca – Search for jobs across Canada
- Province of Nova Scotia – Search provincial public sector job openings.
- National Job Bank – Government of Canada – HRSD Bilingual – Job Listings, information on labour market, job search skills. Search for jobs in general or jobs for students across Canada.
- Kijiji – Search jobs advertised on Kijiji.
- Monster.ca – Monster Worldwide Inc. Job Listings, information on job search skills, search for jobs across Canada.

Job Search Safety

The Government of Canada recommends that you do not provide personal or sensitive information in your resume or in interviews, such as:

- your Social Insurance Number
- your age, marital status or birth date
- your ID or driver's license number
- your health card number
- any banking or financial information, which includes credit card or bank account numbers and Personal Identification Numbers (PIN)
- money deposits



Job Scam Warning Signs

- If it's too good to be true... it probably is
- You didn't contact them; they contacted you
- The pay is amazing!
- You get the job right away
- Vague job requirements and job description
- Unprofessional emails
- Online interviews via Instant Messenger
- Emails don't include contact information or are sent from a personal email account
- Search results don't add up
- You're asked to provide confidential information
- They say they will send you money or valuables, or they want to use your personal bank account to transfer funds
- They want you to pay for something
- It doesn't feel right... your "gut" says it's a scam



Things to remember

You don't have to be perfect

It's OK to have a bad day

Small steps = progress

Asking for help is strength

You are loved and appreciated