

## Learning Pathway – Job Seeker

### Who

- Under-employed/Unemployed adults and older youth who are interested in entering or re-entering the workforce
- Adults and Older Youth who are currently employed but would like to transition to a new role/position/profession

### You'll learn

- Job search strategies
- How to create a cover letter and resume
- How to leverage social media in your job search
- How to effectively engage in networking opportunities
- How to prepare for job interview (in-person, on the phone, video)

### Job Search – General

[Finding a Job](#) LinkedIn Learning

Running time: 39 min, 52 sec

Ready to find your next job? Learn how to prepare yourself for today's job market and land a gig that you'll love. Jolie Miller shows how to create a great job-hunting plan that connects you with opportunities that mesh with your interests and goals. Jolie explains how to present yourself to employers in the best light with a well-designed LinkedIn profile, resume, and cover letter.

[Job Search Strategies](#) LinkedIn Learning

Running time: 37 min, 53 sec

In this course, author Valerie Sutton shares the latest techniques to find jobs efficiently and effectively. This course teaches you how to develop your profile and brand, seek

advertised and unadvertised positions, network successfully to broaden your circle, and work with recruiting professionals.

[Job seeker tips](#) LinkedIn Learning

Running time: 17 min, 16 sec

Have you wondered how to answer open-ended interview questions? Or are you struggling to market yourself to employers in an authentic way? Career strategist Jenny Foss is here to help. Learn to make your LinkedIn profile stand out, answer tricky interview questions, improve your résumé, and get the most value out of informational interviews.

[Twelve Steps to a Successful Job Search](#) - Gale Courses

Running time: 24 hours

In this course you will learn to identify the job that is best for your needs. You will then be given complete step-by-step instructions on how to get that job, regardless of your level of expertise or state of the economy. You will learn how to build rapport with any interviewer, both verbally and non-verbally, while mastering the six phases of a successful job interview.

[Become a Successful Job Hunter](#) LinkedIn Learning (Learning Path)

Running time: 12 hours

Maximize your job search efforts with expert advice from career coaches and business professionals. Whether you're a college graduate or student looking ahead, learn how to craft a career plan, write a resume, search for a job, and nail the interview.

[Unlock the Hidden Job Market: 6 Steps to a Successful Job Search When Times Are Tough](#) - O'Reilly for Public Libraries (ebook)

More than 70% of today's job opportunities come through the "hidden job market": they're never advertised, assigned to search firms or internal recruiters, or displayed at job fairs. What's more, as employers cut recruiting costs, the proportion of "hidden" job

opportunities is actually growing. And, since most jobseekers know practically nothing about it, those who do understand it have a powerful inside advantage. Now, two career experts reveal the hidden job market, and show how to use it to dramatically improve your chances of landing a job that fits your passions and skills perfectly.

## Cover Letters

[Cover Letter Tips](#) LinkedIn Learning

Running time: 14 min, 59 sec

In this course, career strategist and Certified Professional Resume Writer Jenny Foss answers some of the most common questions people ask about how to create a memorable, results-generating cover letter. Get tips on how to tie your strengths to what the employer is seeking, explain missing skills, address a career gap, ensure that decision-makers actually read your letter, and land the interview.

[Writing a Cover Letter](#) LinkedIn Learning

Running time: 21 min, 15 sec

Cover letters matter. When done right, they spell out clearly who you are, what you have to offer, and—most importantly—why your skills, experience, and interests make you the perfect person for the job you’re vying for. In this course, join career strategist and Certified Professional Resume Writer Jenny Foss as she dives into the topic of cover letters, detailing how to craft one that helps you land the interview and—ultimately—the job.

## Resume Writing

[Resume Writing Workshop](#) – Gale Courses

Running time: 24 hours

Create an effective resume or improve the one you already have. Transform your resume into a powerful tool that will get you interviews. Learn different resume formats and the advantages and disadvantages of each.

### [Writing a Resume](#) - LinkedIn Learning

Running time: 2 hours, 27 min

Finding a great job starts with writing a great resume, one that speaks to your personal and professional strengths. Learn how to write a resume that stands out and makes employers take notice.

### [Designing a Resume](#) - LinkedIn Learning

Running time: 1 hour, 6min

Resumes are critical to landing the right job and while the contents are important, how you design the resume itself can have a large impact. In this course, Steve Harris shows three different approaches to make your resume stand out.

### [Resume Makeover](#) LinkedIn Learning

Running time: 1 hour, 55 min

This course helps anyone make over a lackluster resume into something truly special. Career strategist and nationally recognized resume writer Jenny Foss takes you through the very same process she uses at JobJenny.com to develop resumes for her own clients. She teaches you how to condense years of experience into a compelling marketing document, address resume gaps and job hops, and choose the right format for the final document.

## **Networking**

### [Job Hunters' Networking Masterclass](#) LinkedIn Learning

Running time: 32 min, 12 sec.

Networking is all about building high-quality relationships with people who can impact your career. No matter what profession you are in, networking can be a critical factor in

your success. In this course, careers expert Aimee Bateman discusses her own networking experiences and shares advice on what to do—and what not to do—at actual networking events. Aimee helps you to understand your personal brand and provides tips to look and feel more confident in networking situations.

### [Managing Your Professional Network](#) LinkedIn Learning

Running time: 20 min, 43 sec

A strong network can help you land your next job, grow your career, and generate sales leads. That's why networking is such a crucial skill, especially for young professionals and those breaking into a new industry. Learn how to network and build a team that's always in your corner. In this course, Elise Gelwicks explains how to define a networking strategy based on your individual goals, identify networking opportunities, and navigate different networking environments. She also explains how to develop a strong elevator pitch for yourself, stay in touch with new contacts, and tap into your relationships with colleagues and mentors to transform your career. After taking this course, you will understand the value of networking and be prepared to build long-lasting professional relationships.

## **Leveraging Social Media in Your Job Search**

[Job Searching with Social Media For Dummies, 2nd Edition](#) O'Reilley for Public Libraries

For anyone looking for a first job, exploring a career change, or just setting up for future success, social media sites are proven platforms for facilitating connections, demonstrating passions and interests, and ultimately landing the job. *Job Searching with Social Media For Dummies* features in-depth coverage of topics such as: creating effective online profiles and resumes to sell your strengths; maintaining your online reputation and understanding electronic etiquette; using the power of personal branding and building your brand online; avoiding common pitfalls, such as jumping into filling out a social media profile without a strategy; getting to know Twitter, the only real-time job board with literally thousands of jobs posted daily; using social media sites to uncover opportunities in the "hidden job market" ahead of the competition; and much more

## [LinkedIn Profile Optimization For Dummies](#) O'Reilley for Public Libraries

Optimize your LinkedIn profile—and get results. Your LinkedIn profile is essentially a platform to shape how others see you, highlight your abilities, products, or services, and explain how your work impacts lives. Yet many people simply copy and paste their resume and expect job offers and networking opportunities to start rolling in—but that isn't how it works. *LinkedIn Profile Optimization For Dummies* shows you how to create a profile that enhances your personal brand, controls how others see you, and shapes a successful future for your career.

## [J.T. O'Donnell on Making Recruiters Come to You](#) LinkedIn Learning

Running time: 26 min, 5 sec.

Learn what recruiters look for, and how to help them find you. J.T. O'Donnell is a LinkedIn Influencer and an expert on job search and recruiting. She helps job seekers understand the modern job search and make the most of recruiters, specifically how to use recruiters in the LinkedIn marketplace, how to understand the role of the resume and cover letters in the job search process, and how to connect and follow up with a recruiter.

## **Developing Your Personal Brand**

### [Creating Your Personal Brand](#) LinkedIn Learning

Running time: 33 min, 24 sec

Your personal brand is your reputation and legacy. A strong personal brand can lead to job and career opportunities. A weak personal brand leaves you liable to be passed by. In this course, personal branding expert Lida Citroën helps you identify what your personal brand is now and align it with the brand you want for yourself in the future. In the process, she helps you target the individuals or groups who have the opportunities you seek, strategize the marketing for your brand, and identify who you need to know and where to find them. She also helps you figure out how to portray your personal brand on social media outlets such as LinkedIn, Facebook, and YouTube.

## [Personal Branding For Dummies](#) O'Reilley for Public Libraries

ebook

Personal Branding For Dummies, 2nd Edition, is your guide to creating and maintaining a personal trademark by equating self-impression with other people's perceptions. This updated edition includes new information on expanding your brand through social media, online job boards, and communities, using the tried and true methods that are the foundation of personal branding. Marketing your skills and personality, and showing the rest of the world who you are, gives you a competitive edge. Whether you're looking for your first job, considering changing careers, or just want to be more viable and successful in your current career, this guide provides the step-by-step information you need to develop your personal brand.

### **Job Interviews**

#### [Expert Tips for Answering Common Interview Questions](#) LinkedIn Learning

Running time: 1 hour, 12 min

There are certain questions that interviewers volley at nearly all interviewees—regardless of the position or industry—in an attempt to get a read on their personality and potential. Whether you're vying for a gig as an IT specialist or sales manager, you'll likely be asked about your strengths and weaknesses, your leadership style, and other basic professional attributes

#### [Interview Master Class](#) LinkedIn Learning

Running time: 58 min, 2 seconds

In this course, Aimee Bateman shares her interview expertise—developed from years as a top recruiter and career coach—to help you ace your next job interview. Throughout this course, Aimee takes you through each stage of the interview process, explaining what to do on the day of your interview, how to confidently respond to common questions, and how to ask your interviewer thoughtful questions in return. Plus, she

shares how to make sure the interviewer remembers you, as well as how to tackle other types of interviews, including phone and video interviews.

### [Video Interview Tips](#) LinkedIn Learning

Running time: 24 min, 25 sec.

Video interviews are an important part of today's recruiting process. Love them or hate them, they're not going away. This course teaches job seekers like you how to ace your next video interview. Learn why companies use video interviews and the difference between one-way and interactive video interviews.

## **Career Change**

### [Switching Your Career](#) – LinkedIn Learning

Running time: 1 hour, 10 min

You've finally identified your dream job—in another industry or profession. How do you get that job and stand out from candidates with more experience? The secret to successfully switching careers lies in identifying your transferrable skills and creating personal and professional personas that work in your new industry. Dr. Dawn Graham, author of *Switchers: How Smart Professionals Change Careers and Seize Success*, explains why the same old job-hunting rules don't apply when you're making a career change. You need to be able to convince employers you can make the leap to a new role or industry. To help, Dr. Dawn provides insider information from a hiring manager's point of view and illuminates the psychological principles that underlie the job search process. She also provides tips for rebranding yourself and nailing the interview by turning tough questions to your advantage. Get ready to make the switch with these smart, actionable tips.

### [Recovering from a Layoff](#) – LinkedIn Learning

Running time: 56 min, 41 sec



Learn how to recover quickly from a layoff and find employment again. Brie Reynolds begins with the first steps to take after a layoff, including making a structured recovery plan. Then she covers topics such as filling the gap in your resume, networking after a layoff, searching and applying for jobs, and interviewing for a job after you've been laid off.

## **Other Job Search Resources**

### **[Toronto Employment and Social Services](#)**

TESS provides free assistance in the following areas:

- Coaching
- Resumé and cover letter writing
- Interview skills
- Networking techniques
- Researching occupations
- Labour market information

### **[Career Cruising](#) - Toronto Public Library Electronic Resource**

Career Cruising is a career guidance resource with career profiles and links to relevant Canadian college and university programs. Also includes a Canadian Job Search section. Library card required.