



Career Planning Workbook

Step 5: Job Search

Introduction

The Department of Post-Secondary Education, Training and Labour (Saint John), Anglophone South School District and the Work Room Career Resource Centres have developed a program to assist people in preparing their career plan. PACE (Plan to Achieve Career Excellence) is divided into 5 sequential modules that combine to create an effective career plan. This workbook supports the fifth module-“Job Search” by providing additional information, resources and activities to help people to understand concepts of personal branding, marketing and how to conduct a thorough job search.

This workbook is designed as a follow-up to Module 4: Essential Skills in the PACE career planning system. This is a useful resources to anyone who requires advanced job search tools and to help them to progress in their overall career plan.

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A support website has been developed to provide additional resources. The web pages are colour-coded to correspond with the information contained in this workbook.

www.setyourownpace.org

The PACE workshop and resources are not intended to be used as a substitute for professional career counseling. Instead, this workbook allows both youth and adults to do their own research and in the event they have questions concerning career planning, there are resources readily available to assist them.

For parents who are interested in receiving career coaching training, a 60 minute Introductory Career Coaching Workshop is available through The Work Room Career Resource Centres and select community partners. Expansion modules (such as this one) are available for those who complete the introductory workshop. For more information on PACE and related career products, workshops and resource material please visit:

www.careersthatwork.ca

Job Search Checklist

Please use this summary sheet to establish goals and help guide you through this module. As you complete a section in the workbook, fill in blanks provided on this page. This will serve as a convenient summary for future steps in your career plan.

1. Do you have a professional-looking cover letter and résumé? ☐ Yes ☐ No
2. Do you have portfolio documentation? ☐ Yes ☐ No
3. Are you professional in your dress and appearance? ☐ Yes ☐ No

List 7 (+/- 2) companies that are actively engaged in your job search right now.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What skills, education and experience do you wish to highlight during your interviews?

_____	_____
_____	_____
_____	_____
_____	_____

Your best 30 second pitch:

The Job Search Flowchart

The flowchart depicted on this page illustrates the steps in a well-organized job search. This system supports up to a 4 month active job search (based on 100 employers). Research shows that this is average amount of time it takes a person to reestablish employment after leaving a job.

It is imperative that a person defines what type of job they want before they begin their job search. If the job seeker doesn't know what they want, how will they explain it to an employer or know how to market their skills effectively?

Job search preparation includes;

- Cover Letter
- Résumé
- References
- Portfolio
- Pitch
- Generate a list of 100 potential employers

The shaded zone represents an active job search of 7 (+/- 2) employers that a job seeker is actively communicating through cold calls, follow-ups and networking at any given time. If any employer indicates they are not hiring right now, cross the company off the list and move on. Focus on the hidden job market 80% of the time and advertised postings 20%.

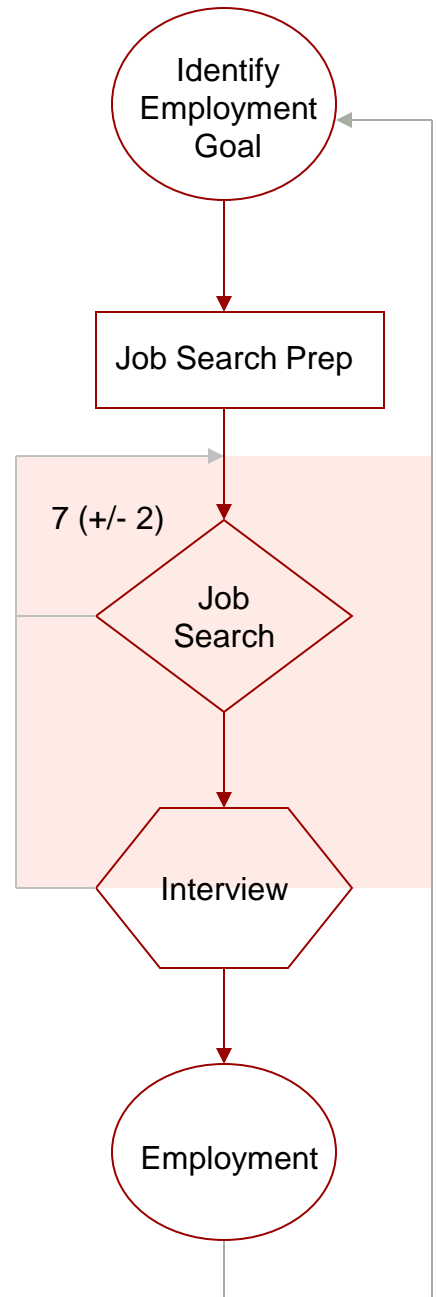
Prepare for the interview and follow-up with employer. Continue the active job search while waiting for a decision.

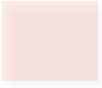
After there is an expressed interest to hire, the negotiation phase begins (salary, benefits, etc)

The final step in this process results in being hired. Congratulations!

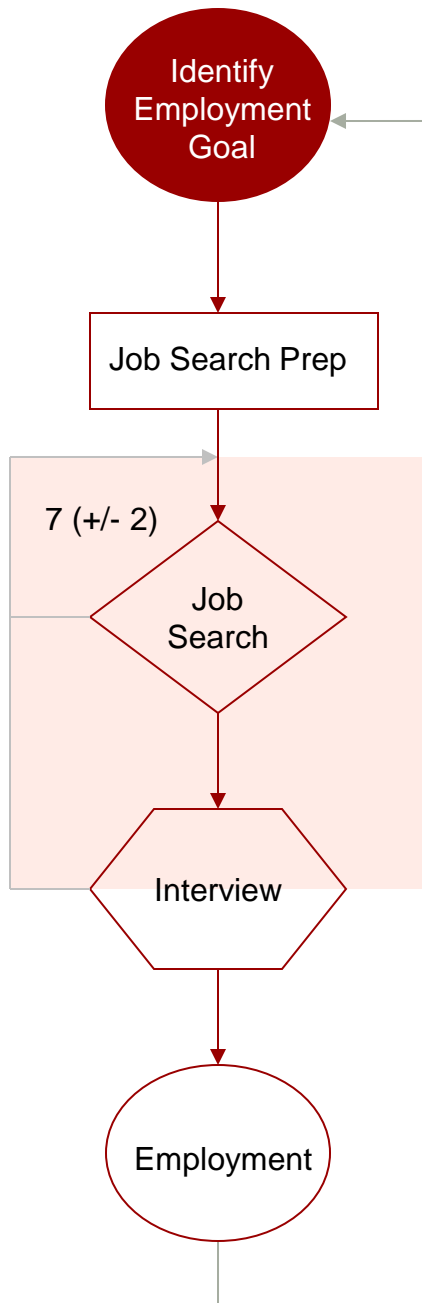
The cycle restarts once a person decides they want to seek a promotion within the company or decide they want a new job.

This module will examine each step in more detail.



 = active job search activity

Employment Goal



What do you want?

This is very similar to the first step in PACE where a person identifies interests to begin the career plan. This step of the job search should compliment current interests and any long term career goals.

Important considerations are how a particular company will support your lifestyle and how it fits with your professional goals. Consider things such as;

1. Salary
2. Health benefits
3. Pension
4. Location of work
5. Hours of work
6. Vacation time
7. Performance or bonus structure
8. Opportunities for career advancement
9. Opinions of current/former employees
10. Is the company growing or shrinking?

Some people approach their job search with “just wanting a job”. To begin a job search with such low expectations, will eventually net a job that is far below one’s expectations. This will create stress and job dissatisfaction over time and is detrimental to overall career success.

Start looking for employment with a clear employment goal and do not settle until you get what you want. Financial concerns may factor into some level of compromise, but no matter the job, there are skills a person can gain that will benefit them in their career. Taking a job you aren’t excited about is ok short term, just don’t settle

An effective starting point is to create a “wish list” using some of the criteria presented above. Next, do thorough research and find companies that may be able to satisfy as many items on your wish list as possible. Those will be the companies you contact first and serve as the focus point for most of your job search efforts.

Job Search Preparation

Before contacting any employers, you need to prepare for your job search.

As was stated on the previous page, many people approach their job search like a fishing expedition. They flood the market with resumes and wait for a “bite” from an employer. Most of the time they are not very discerning and take whatever job comes their way.

Sometimes financial need dictates that people will accept jobs to meet their financial obligations, which is fine provided it is a step in one’s overall career growth. As stated earlier, just don’t settle into a “dead-end” job.

To find the best job for you, the harsh reality is that it will require a lot of work. An effective job search strategy requires a lot of time, preparation, patience and commitment if you want the end result that you deserve.

The next few pages will cover the marketing tools required to communicate to employers why you would be an asset to their organization and why you are the best candidate for the job.

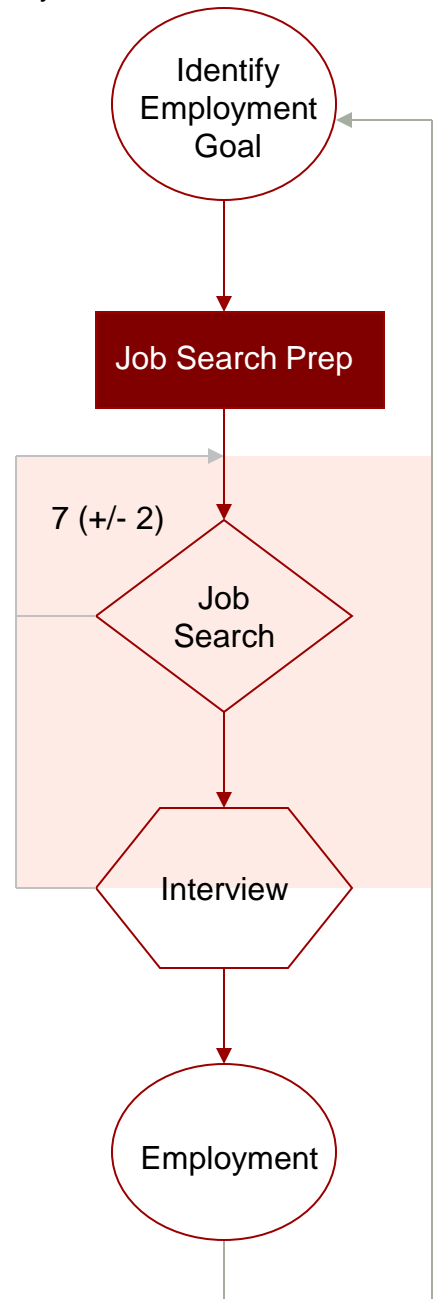
Job search preparation includes;

- Cover Letter/ Résumé
- References
- Portfolio
- Pitch
- Generate a list of 100 potential employers

If you have completed the fourth step in the PACE program (Essential Skills) the information generated in that module will be valuable in this stage of the career plan.

That information is your skills inventory. It will help in drafting a cover letter, customizing your resume to accentuate your best selling features AND assist you later in the interview process.

If you have not completed that PACE module, take some time and make a list of your skills, training and experience. It takes some time, but pays big dividends later. For more information, please visit www.setyourownpace.org.



Cover Letter

Your name
Address

Employer's name
Address

Date

Re: Job position and/or competition number

Dear _____

I am sending you this resume to apply for the position of...

As my attached resume indicates, I have many years of experience in this industry. For the past _ years, I held the position of _____ at ABC Company....

I graduated from _____ with a degree in _____ and I believe with my combination of experience and education I can positively contribute to the ongoing success of your organization.

I would welcome the opportunity to meet with you to discuss this opportunity in more detail. Please feel free to contact me at (555) 555-5555 or email@email.com

Sincerely,

(Print name)

Enclosures (2)

Your full mailing address.

Try, where possible to include the person's name and job title.

The subject line helps ensure your application is directed to the right people.

The body of the cover letter should contain;

1. An introduction stating the position to which you are applying.
2. A brief outline of the skills you have that make you the best candidate for the job
3. A request for interview or extend an offer for the employer to contact you

Write your signature in pen and have your name printed below if your signature is not legible.

Notifies the employer there are other documents attached.

A cover letter is an excellent way to introduce yourself to an employer. It allows you to personalize the application process and talk to the employer. The cover letter may also provide an opportunity to emphasize certain skills or provide a more detailed explanation of information contained on your résumé.

A few key points about creating an effective cover letter.

- Keep it concise. No more than one page and keep your information well organized and to the point. A minimum of three paragraphs and a maximum of five is a good rule of thumb.
- Be very clear on the type of job you are seeking if you are not responding to a specific job posting. **Don't tell an employer you are willing to take any job.** In situations where you are responding to a job posting, indicate where you saw the ad and include any competition numbers that may appear in the ad.

Cover Letter

1. No generic cover letters. Customize each letter to make it specific to the job you are seeking. It doesn't mean every cover letter has to be completely different, but make sure the information included matches the company to which you are applying.
2. You could demonstrate interest in a company by finding appropriate information in annual reports, articles and make reference to it in your letter. For example, make reference to the fact you want to work for the company because they have been rated the top place to work in Canada in XYZ magazine.
3. Do not try to summarize your entire résumé in the cover letter. Emphasize only those skills, education and experiences that most directly relate to the position to which you are applying. In instances where it is not readily apparent how your skill sets match the qualifications required for the job, make sure you are very clear in explaining the connection.
4. Don't forget to include key selling points. List your achievements and indicate how these can positively contribute to the success of the company
5. Don't oversell your abilities. Be honest. Confidently present your strong points but do not exaggerate your training, skills or experience.
6. Salary expectations and other benefits you are seeking (medical benefits, vacation, etc) do not belong in a cover letter.
7. There is no need to use special stationary as plain white paper looks the most professional. Many companies scan cover letters and résumés to store them in their electronic databases and dispose of the hard copies. Coloured or textured paper doesn't always scan, fax or photocopy well.
8. Use common fonts (Times New Roman, Arial, Courier) and sizes (10 to 12) in your cover letter. If it is too hard for an employer to read or can't be "read" using computer processing engines, your application will be discarded.
9. If you tell an employer in your cover letter you will do a follow-up to your application, make sure that you do.
10. Proof read your cover letter for grammatical and spelling errors.

Resources

The following websites can provide cover letter samples and links to many free resources on how to create a cover letter.

The Work Room: <http://www.careersthathwork.ca>

Quintessential Careers: <http://www.quintcareers.com/>

Your name
 Contact info

Qualifications

- Strongest/most job relevant skill you possess
- Second strongest job relevant skill you possess
- etc

Relevant Work Experience

Job Title	Company Name	Dates Employed
Outline relevant skills/experiences using action verbs and highlighting achievements.		
"Developed marketing campaigns for a client base of 200 companies. Won regional sales awards for 4 consecutive years."		

Education

Degree/Certification	Institution Name	Dates Attended
List relevant programs, courses and training that proves you have the credentials that match the job position.		

Professional Affiliations or Special Accomplishments

If applicable

Volunteer Experience

If applicable

References

Available upon request

Your name should stand out.

Short bullet list of the skills you want to highlight

Present your job history starting with your most recent job first.

Try to relate your previous work experience to the qualifications required for the job you seek. Work experience should not be limited to paid employment.

Present your educational background in reverse chronological order starting with your most recent training experience first.

You may want a separate section to highlight any professional organizations, committees or unions you belong to.

Usually you do not include the contact info for your references on your résumé, but if you choose to do so, add 3 professional references.

The résumé is designed to help a job seeker to obtain an interview. A successful résumé requires many hours of preparation, but it is worth the effort. Also, it is preferable to work on your résumé yourself, as you are better able to personalize it and it prepares you for future interviews. When you have completed your draft, you may ask someone more experienced to review/edit it.

Everyone needs a résumé that professionally represents who they are. It must be concise and not contain unnecessary information. Generally, two pages are ideal but if it takes an additional page to effectively market yourself then don't exclude important information for the sake of obtaining a two page document.

Preparing a skills inventory (list of all your skills) in advance is recommended to help you design a personalized résumé quickly and easily for every position for which you apply.

Résumé Checklist

General Information:

- ✓ Is your résumé up to date?
- ✓ Have you obtained people willing to act as references for you?
- ✓ Has your résumé been reviewed by an Employment Counsellor or someone else?

First Impression:

- ✓ Does your résumé look professional?
- ✓ Good use of space/text not too compressed?
- ✓ Information is easily located (ie: job titles are clear)?
- ✓ Errors in spelling, grammar, punctuation?
- ✓ No useless or unnecessary information?
- ✓ Style is simple and direct and preferably 2 pages in length?

Information to exclude from your résumé:

- X Age, sex, race, religion or ethnicity.
- X Marital status, family situation (number of children, their ages, your spouse's name)
- X Social Insurance Number
- X A photograph (unless it is an industry that requires it such as modeling).

Final thoughts:

- When you are designing your résumé, try to relate your past job duties and education to the job to which you are applying to illustrate you are already skilled and ready to perform immediately on the job.
- Résumés should be modified or adapted to each position to which you apply.
- There is no such thing as a “perfect” résumé. If you follow these guidelines and produce a résumé you are proud to hand out, you will get a good result.

Resources

The following websites can provide résumé samples and links to many free resources on how to create a résumé .

The Work Room: <http://www.careersthathwork.ca>

Quintessential Careers: <http://www.quintcareers.com/>

A common concern for job seekers is deciding if they should include a list of references on their résumé.

If a person did a little research on this topic they would find advocates that would support the inclusion of references in a résumé as well as those who strongly oppose the practice. Basically, it is a personal decision. If it makes sense in your overall marketing strategy, include them.

Here are a few pros and cons of including references with your résumé;

Pros

- Some employers request references as part of the application process. Some companies still have a preference for seeing references even if they don't formally request them.
- If you have very influential references or references that work in key positions within the company to which you are applying, it may help you get to the interview stage quicker.
- If you don't have a lot of work experience or skills to include on a résumé.

Cons

- You may be unaware that an employer may have a negative impression or past experience with a reference you provide which could unfairly bias their opinion of you.
- You may not want your current employer to know you are looking for other employment.
- You referees may want to have control where their contact information is released and may ask that you inform them ahead of time where you will be applying.
- A referee may change their mind in being a reference for you or may change their contact information without your knowledge.

A few important tips on having effective references;

Ask your referee if they would act as a reference for you. Don't assume they will automatically give you a good reference.

Keep your referee updated as to the places/job positions to which you are applying. It is a good idea to provide them with a copy of your résumé.

Your references should know you in a professional capacity and have direct knowledge of your work.

If you suspect that a referee may not be giving you a good reference why not perform a little test? Ask someone to contact them on your behalf to determine if they are giving you a good reference or not and provide you with feedback. Some job placement agencies and employment counsellors will assist you in this process.

Pitch Exercise

Write a 30 second introduction for yourself.

Example:

"Hi, my name is _____. I am contacting you because I am interested in working as a _____ within your organization. I believe I would be an excellent candidate for this position as I have a degree in _____ and the following skill sets; _____, _____ and _____. I have also experience in this line of work in my past job as _____ with _____ (company). I wonder if I could set up a meeting with you to discuss this opportunity further?"

This could be used for cold calls or meeting an employer for the first time. Include the purpose of your contact, job position you are seeking and a couple of skills you have that make you a good candidate for the job. Ask if you can leave a résumé or contact information.

Write a 60 second "pitch". This would be used in an interview setting or a subsequent meeting with an employer. This would include the same information as the 30 second pitch, but with a little more background information on some of your accomplishments and why you want to work for the (what can you do for them).

Benefits;

This helps prevent nervousness when meeting a potential employer for the first time and/or making cold calls. Conveys a confident, professional first impression.

Helps a job seeker narrow down the important skill sets they wish to highlight when talking to an employer.

The job search process is a marketing strategy. The job seeker is the "product" being marketed to employers. Like any product being marketed, it will only generate interest and be purchased if the public can identify with it and perceive that it can benefit them in some way. The pitch is the "ad" by which an employer can quickly evaluate if they are interested in the job seeker as a potential employee. A great pitch can really help encourage the employer to grant an interview.

However...

The pitch must be an accurate and sincere reflection of you. Don't not over hype your skills or exaggerate your confidence in your approach. Just be yourself.

The creation of a professional career portfolios is a very common practice in some industries.

Photography, modelling, architecture, interior design and education are only a small sample of industries that use portfolios as part of the hiring and career advancement process. The benefits of creating and maintaining a professional portfolio are that it provides evidence of credentials as well as showcases the employees skills to a prospective employer.

A portfolio is not a scrap book. It should not be an artistic expression of a person's personal and professional life. A simple binder containing relevant career-related material such as diplomas, certification, references and extra resumes will suffice.

Many job seekers report the benefits of having a portfolio with them when they go for interviews.

- The information is immediately available if an employer requests proof of their credentials.
- Boosts confidence since preparing the portfolio has also prepared them for interviewing.
- Adds a professional touch that demonstrates this job is part of the person's career development and they are really motivated to work for the employer.
- In many cases it encourages conversation as an employer may wish to review the portfolio as a supplement to the interview process. This allows the employer to get to know the candidate better.

There is no expectation that a job seeker show their portfolio to the employer during the interview process and in many cases they may not even wish to see it. This is simply a tool/strategy you have ready in case there is an opportunity to use it effectively.

This is a valuable tool if you are self employed or seeking contract/temporary work assignments. Potential clients and employers may request samples of your work and areas of expertise. You may even outshine other candidates by having the opportunity to showcase your work instead of merely describing it.

A portfolio can help you shape your overall career. Periodically reviewing its contents may help you see entrepreneurial opportunities, areas where you may want to build new skill sets and discover how your skills, education and experience may be combined in new ways and towards new career endeavors.

Targeted Employers

The final step in preparing for your job search is knowing where to search.

To obtain the best result from your efforts in the shortest possible amount of time is to target only those places you would like to work.

Start by compiling a list of 100 employers that you would like to work for. If you live in a rural or smaller geographical area, you may have to expand your potential job search parameters beyond your immediate community.

You may want to use the phone book, local business directories and the internet to start building your list.

The reason for starting with a list of 100 employers is that it will support a 3-4 month active job search. This is the average amount of time it takes a person to secure employment in today's job market. Be advised that other factors such as the economy, the job seekers skill set and the type of job being sought can all effect that time frame. If the job search exhausts the 100 employers on the list, find more and/or revisit some of those on your original list. It would be advisable to seek the advice of an employment counsellor as well.

Once you have compiled your list, select 7 companies you will start cold calling. You are able to add or subtract 2 companies from this list depending on your level of comfort in this process but do not exceed 9 or have fewer than 5.

These 7 (+/-2) companies that you have selected are your "active leads". Once you contact a potential employer, you need to determine if you are going to continue following up with this employer to try to get an interview. If you are willing to do that, the employer stays "active".

If the employer indicates they are not hiring, you would designate the employer as "inactive". Cross them off your list and select another.

If the employer does grant you an interview and you are waiting to hear back from them, they are also designated as "inactive" because there is nothing else you can do with this employer until you are hired or informed that your interview was not successful. Select another employer from your list and continue your job search activities.

At any given time in the process, the goal is to juggle 7 (+/-2) "active leads". This means that you are frequently contacting them to try and secure an interview.

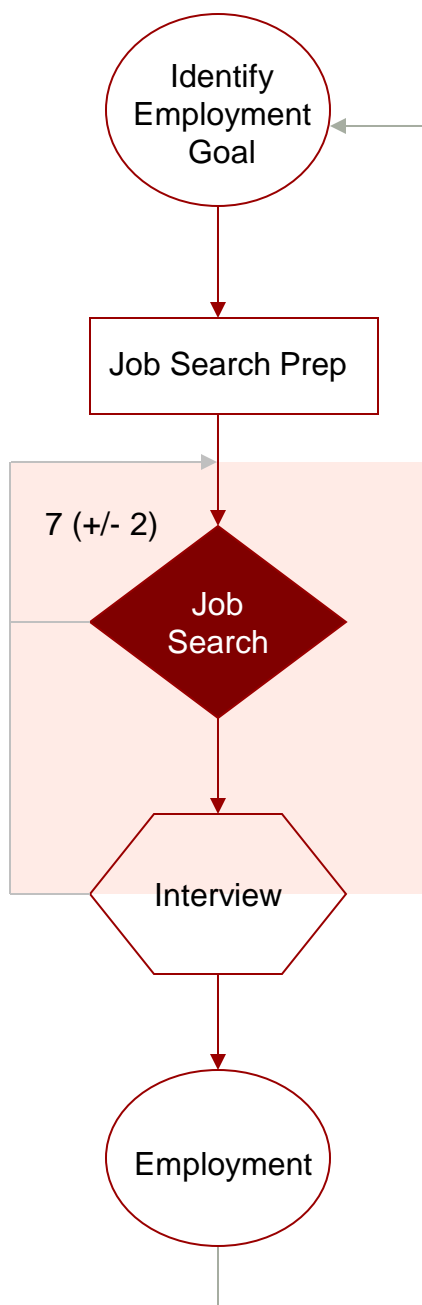
Keep this process up until you have accepted a job offer.

Hopefully, you will be successful by the time you reach the end of your list of 100 employers. If you are working in a very specialized field or the area in which you live is experiencing an economic downturn, this process may take longer than you had anticipated. If this happens, don't get discouraged and create a new list of 100 employers and repeat the above process.

You will be successful! Have faith and stick to the plan.

Effective Job Search Strategies

1. Revisit your employment goal, What type of job do you want? Focus on that.
2. Select 7 (+/-2) employers from your list of 100 companies to cold call (see next page). Start with your top picks.
3. Begin/continue a dialogue with employers by
 - Contacting the employer (cold call)
 - Visit their place of business and drop off a resume
 - Email or phone the employer
 - Follow-ups
 - Networking opportunities
 - Interview
4. Try to keep 7 (+/-2) employers actively engaged at any point in your job search. Those you are waiting for a reply don't count.
5. When you are starting to run out of employers to contact (from your initial list of 100) start adding new employers to your list. You may have to start looking outside your local area or expand the types of industries/career fields you are exploring.
6. It is important that you use this strategy in addition to other job search activities such as applying to job ads, exploring job banks, networking with employers, volunteering, etc.
7. Most of the available jobs are accessed through the "hidden job market" which is where this strategy is targeted. Engage your personal networks (family, friends) to help drum up job leads or introduce you to employers. Spend 80% of your job search activities focused on the hidden job market, trying to find the unadvertised jobs.



How to have a successful interview

1. Be prepared

Research the company

Visit the company website
Talk to current and/or former employees
Read trade publications
Request a tour or an information interview

2. Prepare and practice how you will answer interview questions on topics such as;

Dealing with conflict (unhappy customers)
Working as part of a team
Coping with short deadlines
Learning from negative outcomes/failure

3. Practice your pitch

It takes practice, but rehearse your pitch so that it is perfect and yet deliver it in a manner that it sounds natural and “un-rehearsed”.

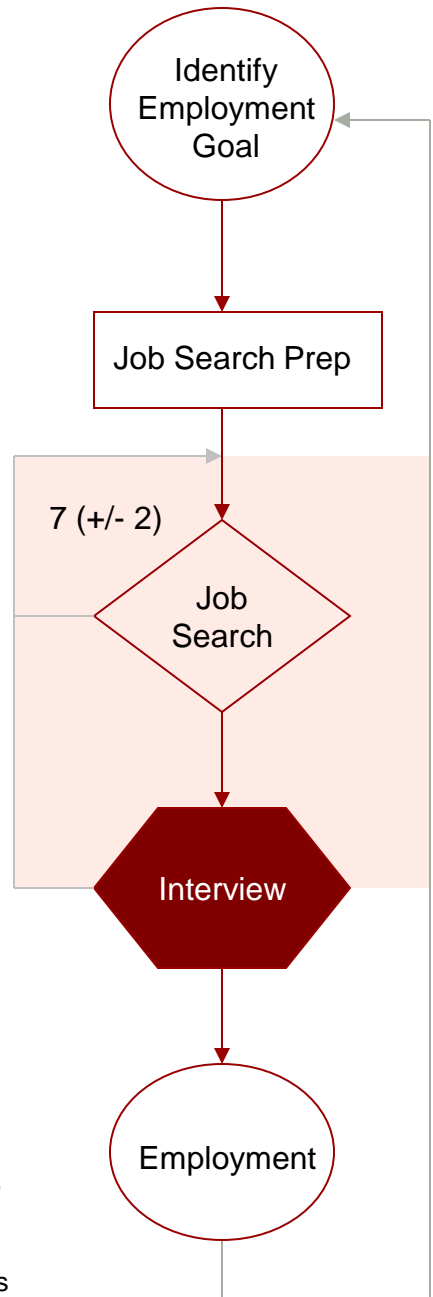
3. Dress for success

Try local thrift stores or borrow clothes for your interview if money is tight. You have to look like a professional to be taken seriously by an employer. Dress in business attire even if that's not what you would be wearing on the job site. Why? It offers distinct psychological benefits by boosting your confidence and showing the employer you are a professional. It gives you some leverage in the negotiation process (salary, benefits, vacation requests) as well.

Cover tattoos, remove excess jewelry and get conservative with your hairstyle and make up.

Many offices are scent-free so avoid perfumes and colognes.

Turn off or mute your cell phone too!



How to have a successful interview

4. Non verbal communication

Sometimes your actions speak louder than words. Make sure you maintain good eye contact with the employer. A firm handshake at the beginning and end of the interview leaves a very positive impression.

Most people are nervous in an interview setting but try not to fidget.

Be positive, upbeat and smile. Remember that you are well prepared for the interview and you'll do just fine. RELAX!

5. Don't be afraid to ask questions

You are participating in an interview, not an interrogation. You can ask questions during the process. If you need clarification because you didn't understand the question, ask the interviewer to repeat or explain the question.

It is encouraged that you ask the employer questions such as "Are there opportunities for advancement in your company?" or "What kind of professional development opportunities or training do you provide"? This makes you look eager to learn and grow with the company.

Asking questions about salary, benefits and vacation time should be reserved for the negotiation phase, which happens after the employer has offered you the job. If the employer raises these topics during the interview then you can decide how you wish to discuss these topics. Generally though, it is bad form for you to bring them up.

6. Follow-up

Ask the interviewer when they may be making a hiring decision. This way you have an idea of where this employer fits in your overall job search (active vs inactive) and gives you an indication when might be a good time to do a follow-up.

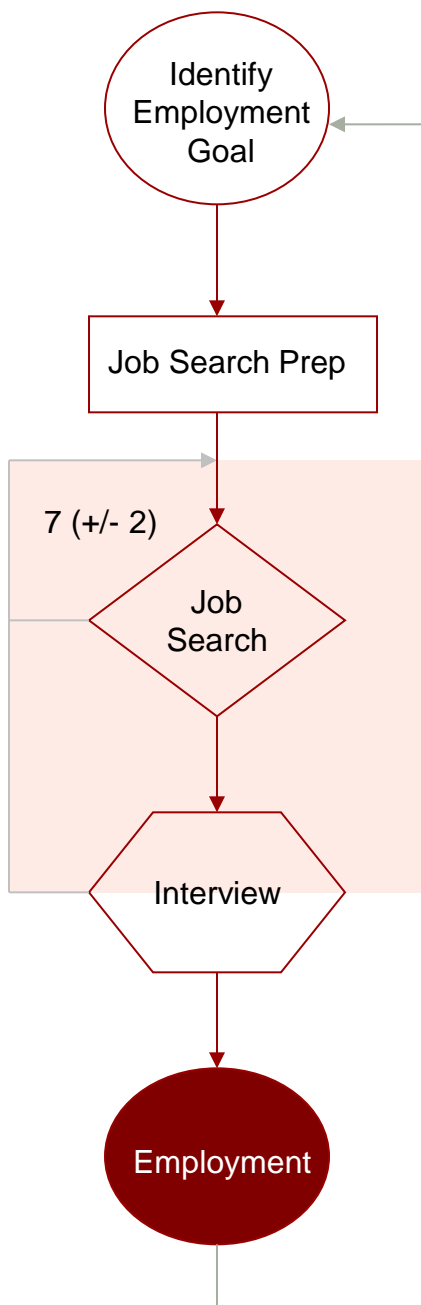
An alternate strategy is to ask the interviewer if they mind if you contact them to follow up and when may be a good time to do so. Remember that if you tell the employer you are going to do a follow-up make sure that you do. Many employers make note of this. If an employer states they would prefer that you don't do a follow-up, respect their wishes.

Some people have used strategies such as sending thank you cards or token gifts. This is unnecessary and is often interpreted negatively.

Resource:

For more information on types of questions that employers may ask visit;

<http://www.quintcareers.com/intvres.html>



You got the job. Now what?

Let's assume all your hard work has paid off (which it will!). Now you have to develop a whole new set of strategies to not only maintain your job, but advance your career.

1. How to be a great employee

There are entire books, seminars and self-help gurus out there to coach you along in this process if you feel you need help in this area.

Let's keep it simple; your employer is your primary customer.

Keep your customer happy and your work life should run very smoothly. Start taking your customer for granted or feel they owe you something then you are starting down a very dark and dangerous road.

2. Workplace Essential Skills

These are presented in module 4 of the PACE program. Continue to develop the 9 essential skills and your performance and paycheck will continue to grow.

<http://www.esdc.gc.ca/eng/jobs/les/index.shtml>

3. Getting a promotion

Keep track of positive contributions you have made to the company. Make sure your employer is aware of these contributions. Find ways in which the business can improve efficiency or boost profits and it will be hard for your employer to not reward your efforts. Keep honing your skills and learn new tasks at work. Be the first to volunteer for projects.

4. Ongoing career management

Don't become stagnant! Always look for ways to grow your career and learn new things. A long career depends on proper maintenance and management.

Think of your job search as a marketing campaign. All your preparation and networking is designed to market one product-YOU!

The job search process can be frustrating and is definitely a lot of hard work. Many say it is one of the most difficult jobs they have ever had.

To make this process more effective and less stressful, there are a few tips to keep in mind;

- 1. Get organized.** Follow this workbook step by step. Purchase a notebook to keep track of your job search, job leads and contacts you make. Keep all of your materials in one consistent place so you can find them quickly. Put all your résumés and cover letter files on a portable flash drive.
- 2. Be prepared.** Have your references checked, résumé complete, pitch well practiced, portfolio ready and your list of employers prepared before you even start connecting with employers.
- 3. Stick to the plan.** Target the employers you want to work for and maintain 7 (+/- 2) active job leads at all times.
- 4. Stay positive and optimistic.** You will get the job you want! Believe in yourself because it will happen.
- 5. Take breaks and do things to rejuvenate yourself.** Exercise, connect with friends, read motivational books, get lots of sleep and eat well. Doing these things contribute to maintaining a positive mood, having the energy to conduct your job search and improve your performance in your interviews.
- 6. Seek help.** There are professional career practitioners in your community to help you with the job search process. Contact the Work Room Career Resource Centres (www.careerthatwork.ca) and/or your local office of the Department of Post Secondary Education, Training and Labour.

Resources:

Service Canada Job Bank:

www.jobbank.gc.ca

Career Beacon:

www.careerbeacon.com

NB Jobs:

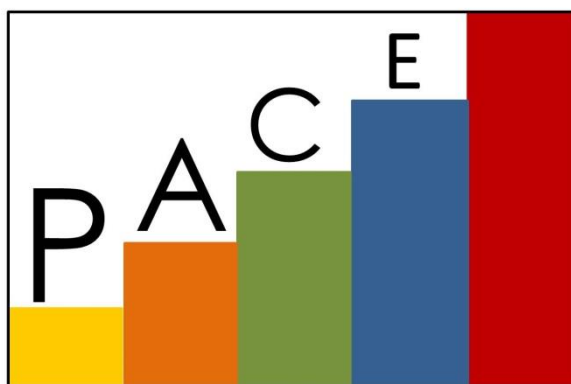
www.nbjobs.ca

Government of New Brunswick:

<http://www2.qnb.ca>

The Work Room Career Resource Centres:

www.careerthatwork.ca



setyourownpace.org

Developed through the partnership of the Department of Post Secondary Education, Training, and Labour (Saint John Regional Office), Anglophone South School District and The Work Room Career Resource Centres.

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*Funded by the Government of Canada and the Province of New Brunswick through the
Canada-New Brunswick Labour Market Agreements.*