Navigating Career Paths (non-academic)
Industry, Government & Non-Governmental Organizations

Career Centre
Aboriginal Career Centre
Career Exploration & Counselling
Co-operative Education & Internships
Student Employment Services

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www.uregina.ca/careercentre
Learning is a treasure that will follow its owner everywhere.

Chinese Proverb
Learn more about…

a) strategies, skills and resources for finding current employment opportunities (non-academic) and monitoring future ones;

b) customizing resumes to the specific requirements of each job posting by highlighting your relevant knowledge, skills and experience;

c) succinctly describing your relevant knowledge and skills, and providing related examples (e.g., title of a paper, project, presentation); and

d) common pitfalls of transitioning into non-academic work environments—and how to avoid them!

Enjoy exploring and making connections related to your interests!
To improve the golden moment of opportunity, and catch the good that is within our reach, is the great art of life.

Samuel Johnson
Expanding Career Options

What fields, industries, types of work are of interest to you?

- Research
- Administration
- Writing
- Public Service
- Consulting
- Human Service
- Advising
- Management
- Teaching
- Publishing
- Other?
Search strategy

Find “Hidden” Opportunities
(unadvertised)

Where might I be interested in working?

How can I make connections?
Search strategy

Government of Canada
Post Secondary Recruitment Campaign (PSR)
Opportunities in ALL Fields for ALL Students!

PSR Application Sept. 27 - Oct. 19, 2017

• Graduating in 2018? Apply now for next year!
• Already graduated? Recent grads are eligible
• Testing Dates & Times Don’t be late!
• Quality counts! Attend to all application details
e.g., give short examples (academic, volunteer, employment)
Search strategy

Build More Connections & Networks

Professional Associations – Student Memberships

Examples

• Canadian Museums Association
• Canadian Remote Sensing Society (CRSS/SCT)
• Economic Developers Association of Canada (EDAC/ACDE)
• Editor’s Association of Canada (ECA)
• Geological Association of Canada – Grad Student Opportunities
• International Association of Business Communicators (IABC)
• Saskatchewan Kinesiology & Exercise Science (SKESA)
• Saskatchewan Library Association (SLA)
• Saskatchewan Parks & Recreation Association (SPRA)
• Saskatchewan Professional Planners Institute (SPPI)
• Saskatchewan Writers’ Guild (SWG) – Publishing Insights
• Supply Chain Management Association – SK (SCMA SK)
• Forum for International Trade (FIIT)

Join associations! Meet people in your field! Get involved! Contribute!

(Boyd & Spurgeon, 2014; Hanna, 2005)
Search strategy

Example: Link to Link to Link

*Link to employers and directly contact them about opportunities!*

**Association of Consulting Engineering Companies (ACEC) SK**

[www.acec-sk.ca](http://www.acec-sk.ca)

- **Membership** → **Fields of Specialization** (select field to find employers)
- **Careers** (right) → Current Job Postings
- **Student Resources** (right) → **Engineering Legacies** (left)
  - Find a job in consulting engineering:
    - Resume & Cover Letter Tips from a CEO
    - Frequently Asked Questions
  - *And more!*

**Association of Consulting Engineering Companies Canada**

[http://www.acec.ca/index.html](http://www.acec.ca/index.html)

**About Us** (top)

- **Member Organizations** (all provincial & territorial consulting firms)
- **Business Resources** → Industry Links & Resources

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Search strategy

Keep Building Connections

www.uregina.ca/careercentre

Tell others about your interests, strengths and potential contribution!

- Professors
- Other students
- Former employers
- Co-workers
- Friends, family, acquaintances
- Members of interest groups
- Conferences
- Who else?

(Boyd & Spurgeon, 2014; Hanna, 2005)
Search strategy

Go “Career Cruising” for Career Tools
www.uregina.ca/careercentre

1. Select: “Career Cruising” (left, Quicklinks)
2. Log in: uregina.ca and password (right box)
3. Select:

- **Assessments**
- **Careers**

  Occupation Info
  - “Related Careers”
  - “Other Resources” (association links)
  - And more!

- **Education**
- **Employment**

  Job Searching Info
  - “Employment Guide”
  - And more!
Search strategy

Job Search Databases

www.uregina.ca/careercentre → Job Searching (right, Quicklinks)

1. **All Fields** (e.g., LinkedInJobs, SaskJobs.ca, WowJobs)
2. **Specialized Fields**
   - Arts, Culture, Heritage; Bilingualism; Business; Computer Science; Education; Government; Health & Medicine; International; Journalism; Science & Engineering; Sport, Recreation, & Health; and *more!*
3. **U of R Campus** (e.g., student/casual jobs, teaching)
4. **U of R PlacePro Job Board** (jobs on/off campus)
5. **U of R Special Events & Career Fairs**
6. **U of R Co-op & Internships** - U of R & Other Programs
7. **SK Agencies & Crown Corporations** (e.g., SaskTel)
8. **Equity & Diversity** – Representative Workforce
9. **Short-Term Employment**
10. **Job Searching – Support Services** (e.g., recruitment companies seek grads)

*Find job postings! Find relevant employers! Directly contact them!*
Search strategy

Search Databases by Keywords
Examples: “research,” “graduate,” “masters,” “consultant”

LinkedIn Jobs

• Curator – Islamic Art & Culture
• Content Strategist
• Research and Development Scientist and more!
• Scroll down for more search options!

saskjobs.ca → search jobs (brown tab)

• Managers of Operations (petroleum research, 3 positions)
• Director, Counselling, Health & Accessibility; Counselling Consultant (grad degree)
• Senior HR Specialist, Organizational Design
• Manager, Communications & Public Relations (masters asset)
• Clinical Microbiologist (PhD) and more!

Wowjobs.ca

• Speech, Drama, Public Speaking and Debate Teacher (master’s, theatre-related)
• Executive Director, Registered Psychiatric Nurses Assoc. SK (master’s preferred)
• Labour Relations Advisor, Air Line Pilots Assoc. (grad degree substitute for experience)
• And more!
Search strategy

Search Using a Variety of Keywords

Build lists of keywords related to your different interests!

- community, coordinator, development, group, program
- statistics, quantitative, qualitative, risk, data analysis
- accountant, accounting, audit, tax, financial, forensic
- teacher, trainer, facilitator, development, curriculum
- international, trade, currency, export, global, risk
- policy, analyst, research, consultant, development, non-profit
- recreation, health, disability, wellness, rehabilitation
- environmental, resources, assessment, water
- research analyst, assistant, associate, director
- “graduate degree” AND “your field”
Job Search by Keyword
Example: Kinesiology & Health Studies Field

- active living
- activity
- adjuster
- administration
- aging
- arts
- athletic
- biomechanical
- child or youth
- coach
- communications
- community
- coordinator
- development
- disability
- ergonomic
- event
- exercise
- facilitator
- fitness
- gerontology
- group or residential
- health promotion
- high performance
- independent living
- kinesiology
- communications
- culture
- injury
- leadership
- lifestyle
- musculoskeletal
- non-profit
- physical activity
- project or program
- volunteer
- rehabilitation
- recreation
- resort
- respite
- safety
- senior or elder
- special needs
- sports (soccer, softball…)
- team
- therapy
- trainer
- wellness or well-being
Search strategy ...

Job Search by Keyword
Example: Human Services Field

- activity
- advocate
- child or youth
- communications
- community
- coordinator
- crisis
- development
- disability or special needs
- diversity
- facilitator
- group or residential
- human
- immigrant
- inclusion
- international
- intervention
- non-profit
- policy
- probation
- project or program
- volunteer
- rehabilitation
- recreation
- respite
- senior or elder
- social work
- women
Job Search by Keyword
Example: Visual Arts Field

- aboriginal art
- animation
- art
- art teacher
- artist
- arts administration
- cartoon
- ceramics
- communications
- conservator
- creative
- culture
- curator
- design
- digital
- display
- drawing
- exhibit
- frame
- games
- gallery
- graphic
- intermedia
- magazine
- media
- multimedia
- painting
- photography
- print
- printmaking
- publishing
- museum
- scenic
- sculpture
- set
- stage
- storyboard
- visual
- 2D or 3D
Search strategy

Job Search by Keyword
Example: Visual Arts Field

• art
• artist
• art administration
• ceramic
• concept art
• creative
• exhibition
• fine art
• gallery
• graphic design

→ Visual Art/Fine Arts Instructors
→ Arts Centre Technical Specialist
→ Concept Artist
→ Ceramic Potter/Artist
→ Gallery Assistant/Interpreter
→ Graphic Illustrator/Visualization Artist
→ Fine Art Sales Consultant
→ Fine Art Preparator
→ Display/Program Coordinator
→ Events & Exhibitions Coordinator
Job Search by Keyword
Example: Marketing Field

- advertising
- brand
- communications
- consumer
- development
- event
- export
- fund
- internet marketing
- promotion
- outreach
- recruitment
- sales
- trade

→ Assistant Brand Manager
→ Events Coordinator, Director, Planner
→ Marketing Analyst, Assistant, Specialist
→ Marketing and Communications Assistant
→ Product Marketing Manager
→ Promotions Assistant
→ Proposal Writer
→ What industry or business is of interest?
  (e.g., arts, cable, gaming, mining, sports)
Search strategy

Go to U of R Career Fairs
www.uregina.ca/careercentre → Career Fairs (right, Quicklinks)

Review the online list of “Exhibitors” and visit their links!

- Careers Day *Fall*
- Volunteer Fair *Fall*
- Education Career Expo *Winter*
- Spring Career Fair *Winter*
- Social Work Career Fair *Winter*
- Kinesiology & Health Studies *Winter*
Search strategy

U of R Job Board – Registration

Job Registry – Students and Alumni

• For access to the Job Board, go online to complete the online registration form:
  - Registered in Co-op ➔ Select “no”
  - Watch for an email with your password

• Log in to PlacePro (database)
• Check job postings (part-time, summer, full-time)
• Check emails on career and educational events
Search strategy

Career Connections via Social Media

Interact online with employers of interest!

- Job Alerts
- Blogs
- Twitter
- LinkedIn
- Facebook

Alert! Protect your privacy in communications!
Curriculum Vitae (CV) or Resume?

What categories do you include in your CV?

- Personal Data
- Educational Background
- Thesis
- Scholarships/Awards/Grants
- Teaching Experience
- Research Experience
- Publications/Works in Press or Progress
- Presentations (papers, lectures)
- Professional/Academic/Administrative Experience
- Professional Memberships
- Other Skills and Qualifications
- References
- Portfolio or Teaching Dossier (optional)

(Schiebelbein, 2001)
Search strategy

Customize Resumes & Cover Letters

Get more invitations to interviews!

• Tailor each resume and letter to address the *specific* requirements.
• Apply critical analysis and judgment to select and highlight your *most relevant* knowledge, skills and experience.
• Highlight your interest in the company/organization and your potential to contribute.
• Succinctly describe your relevant strengths and background (e.g., skills, knowledge, experience)
• Note supporting *examples*—from academic, volunteer and/or work experience (e.g., paper, publication, presentation)
Customized Resume #1
Limited Employment Experience – Entry-Level Position

Revise each resume to best address the requirements!

Page 1 Prioritize
• Objective/Target Position (option)
• Keyword Summary
• Relevant Knowledge, Skills & Experience
• Education (top or bottom of page)

Page 2
• Work Experience or Related Experience
• Other Work Experience (option)
• Memberships, Interests & Activities
  - Memberships
  - Volunteer
  - Activities
• References (if required or standard for the field)
Customized Resume #2
Advanced Career – Record of Employment in the Field

Revise each resume to best address the requirements!
1 or 2 Pages? Order of sections? What headings?

**Page 1  Prioritize**

- Target Position or Objective?
- Profile or Summary of Qualifications?
- Relevant Knowledge, Skills & Accomplishments?
- Relevant, Work or Professional Experience?
- Education? (top or bottom, or on page 2)
- Professional Achievements or Accomplishments?

**Page 2**

- Relevant, Work or Professional Experience?
- Education?
- Additional or Other Work Experience?
- Memberships, Interests & Activities?
  - Memberships
  - Volunteer
  - Activities
- References (attach?)
- Portfolio?

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Customized Resume Examples

Customize each resume to address specific requirements!
1 or 2 Pages? What sections? Order? What headings?

Customized Resume #1

Limited Experience in the Field – Entry-Level

• Business & Administrative Fields
• Engineering, Technology & Related Fields

Customized Resume #2

Advanced Career – Record of Employment in the Field

• Engineering, Technology & Related Fields
• Advanced Career – 1-Page General Model

Critically review the resume examples! Make yours better!
Search strategy

Analyze Each Job Posting

1. Identify the specific job requirements (essential skills, assets)

2. Sort the requirements into categories—*note the keywords*!

3. Name the categories to use as headings→
   - Administration, Counselling & Interventions, Design, Entrepreneurship, Field Work, GIS & Mapping, Laboratory, Leadership & Teamwork, Policy Analysis, Projects, Research, Technical, Communication & Personal Qualities, Self-Management

4. **Page 1**: Prioritize the order of sections and information

5. **Page 1**: Option→ Use the headings to create a relevant structure:
   - “Relevant Knowledge, Skills & Experience”
   - **Option**→ If advanced in your field, highlight your work experience

5. Describe your related skills and experience (e.g., skills, projects)

6. Include examples—academic, volunteer and/or employment

(Pontow, 1999; Watters & O’Connor, 2001)
Keep a Source or Master File

• Keep a master file of your categories, skills statements and examples
• For each resume, select the categories and statements that are relevant to the specific requirements and criteria
• Prioritize the order of the categories and statements
• Support your statements with some examples, results and details from your experience (e.g., title of artwork, project, report or event)

(Pickerell, 2014; Pontow, 1999; Watters & O’Connor, 2001)
Resume Tips from Employers

• Page 1 is most important
• Note date of program completion
• Research the company and your tailor your resume
• Match resume to the exact job description (skills, knowledge)
• Highlight projects and your role
• Present your track record of work experience—even if not related, the record accounts for your time
• Include volunteer work (teamwork, leadership)
• Shorten to the most important info—too busy, HR loses interest

In addition
• Include at least 2 supervisory references (not just character)
• Include a portfolio (optional)
• Show your personality in interactions at the interview
Resume Style & Format

Length, easy to read, no typos
• 1 or 2 pages, white space, proof read

Highlight relevant work & projects
• Academic, employment, volunteer, independent

Describe specialized knowledge & skills (verbs)
• Assessed… Conducted… Developed… Managed…

Results-Oriented (details, stats, examples)
• Supervised work team of 5 – 10 technical staff

Past tense for past work
• Collaborated… Evaluated… Produced… Proposed… Supervised...

Professional e-mail address

(Pickerell, 2014; Pontow, 1999; Watters & O’Connor, 2001)
What Do You Offer employers?

How can you contribute? Know what you know!

Knowledge
child development, ethics, control theory, digital imaging, federalism, GIS, intercultural communication, marketing principles, program evaluation, research methods, thermodynamics, security analysis…

Skills & Abilities (cognitive, hands-on)
administered, analyzed, applied, assessed, designed, facilitated, investigated, managed, motivated, performed, presented, taught…

Attitudes
analytical, authoritative, collaborative, creative, diligent, efficient, empathic, innovative, organized, responsible, self-motivated…

What else?

(Brannick & Levine, 2002; Fine & Getkate, 1995; Pickerell, 2014)
Describe YoUR Specialized Learning

Review course descriptions in U of R Catalogs:

**Graduate**: [www.uregina.ca/gradstudies](http://www.uregina.ca/gradstudies)

**Undergraduate**: [www.uregina.ca/gencal](http://www.uregina.ca/gencal)

**Paper copy**: see the Bookstore or your Faculty
National Occupational Classification

Search the **NOC** (online) → **2016 Version**

- Enter a **keyword** for an occupation of interest:
  - e.g., teacher, economics, engineer, project, social work
- Review examples of **specialized skill statements**
- Note the **verbs** used to describe key skills:
  - e.g., administer, assist, conduct, monitor, operate, perform
- Write specialized skills statements about yourself
- Add some **details and examples** (e.g., project title)
Use Verbs in Skills Statements

Example: Engineering

- **Acquired and applied** knowledge of ___
- **Analyzed** rock and fluid interfacial properties of ___
- **Applied** a systems approach and modelling concepts to ___
- **Applied** theory and principles of ___
- **Conducted** studies of ___
- **Designed** public sewer improvements that increased ___
- **Evaluated** construction progress and ___
- **Identified** material and process parameters in ___
- **Monitored and forecasted** reservoir performance
- **Performed** spatial modeling of ___
- **Reduced** errors by 35%, resulting in ___
- **Synthesized** components to ___

(Pontow, 1999; Watters & O’Connor, 2001)
Note Relevant Academic Work

Describe your relevant learning with supporting examples!

• Collaborated with team members to develop a program for ___: “Title”
• Conducted comprehensive research on ___. Course project: “Title”
• Analyzed ___ and proposed recommendations to ___. Course paper: “Title”
• Researched and wrote several course papers on ___. Example: “Title”
• Prepared and delivered course presentations on ___: “Title” and “Title”
• Applied comprehensive knowledge and skills in ___ to propose a new system for ___. Academic paper: “Title”
• Analyzed and proposed social policy on poverty and incarceration. Academic paper: “Title”
• Researched and wrote several academic papers on determinants of health. Examples: “Title” and “Title”

*Present academic examples as merit criteria in resumes and interviews!*
Specialized Strengths & Requirements

Example: Economics

Knowledge
  animation, economic development, government interventions, international trade, quantitative techniques, tax policy

Skills & Abilities (cognitive, hands on)
  analyze, apply, calculate, collaborate, communicate, develop, evaluate, forecast, manage, organize, present, propose

Attitudes
  analytical, creative, detailed, diligent, efficient, insightful, positive, motivated, organized, resourceful, trustworthy

What else?

(Brannick & Levine, 2002; Fine & Getkate, 1995; Pickerell, 2014)
Merit Criteria ➔ Academic Examples

Example: Economics

Related to the requirements, I...

• Analyzed economic data on provincial health spending and proposed recommendations. Academic paper: *Title*

• Researched and wrote policy papers on the economic costs of climate change. Academic example: *Title*

• Developed and analyzed a survey on public perceptions of corporate taxation. Course project: *Title*

• Prepared and delivered two class presentations on _____

• *Courses include*: Econometrics and Data Analysis ...

(Pontow, 2005; Watters & O'Connor, 2001)
In cover letters, highlight ...

Your Interest & Potential Contribution

- What motivated you to apply? Why this work or position?
- Why this company or organization? What impresses you?
- What do you offer? What can you do what they need?

Letter Example: Business & Administrative Fields
Describe Related Experience & Examples

Use keywords from the job posting to describe your related experience:

• Related to the position, I analyzed system failures and proposed recommendations for ___(course project): “Project Title.”

• As Project Manager, I oversaw all operations of ___

• As an Industrial Engineer, I analyzed inventory levels and implemented recommendations to optimize production by ___.

• As a Board Member for the ____ Association, I demonstrated skills in leadership, team work, public speaking and community engagement. For example, I ____.

Note examples from academic, employment, academic and/or volunteer work!

(Pontow, 2005; Watters & O’Connor)
Academic Invest (online resource)
www.academicinvest.com

Review career information related to your field of study:

- **Select your field:** Arts, Business, Engineering Science
- **Select:** Major or Specialization
- Review related knowledge, skills and careers
Job Scams Alert!
www.uregina.ca/careercentre

→ Job Searching (Quicklinks) → Job and Employment Scams

• Visit the website for resources on protecting yourself
• Know what personal information not to disclose in applications, resumes, social media, interviews…
• Protect your confidential personal and financial information, such as …
  - Bank account numbers
  - Credit card numbers
  - Birth date

Review the website resources for more recommendations!
Protect Your Privacy

Safeguards and options to consider...

• Don’t give your street address
• Give a cell number (not home phone)
• Give a LinkedIn address
• Set up an e-mail account for job searching
• Use privacy settings in social media
• Use strong passwords
• Use your discretion in each situation
• Keep informed about scams!
Employment Equity & Self-Declaration
Is the employer building a representative workforce?

Equity Groups
- Aboriginal People
- Visible Minorities
- People with Disabilities
- Women in Non-Traditional Careers (less 47%)

Self-Declaration is Voluntary
Applicants decide whether to self-identify

Cover Letter Example
“In submitting my application, I would like to self-declare as an equity candidate (note your equity group).”
Saskatchewan Human Rights Commission
Guide to Application Forms & Interviews

It’s against the law to discriminate on the basis of:

- Ancestry (colour & race)
- Nationality, place of origin
- Religion, religious creed
- Physical or mental disability
- Sex (includes pregnancy & sexual harassment)
- Colour
- Race
- Marital status
- Family status (parent-child relationships)
- Receipt of public assistance
- Sexual orientation
- Age
- Place of origin
Useless PhD Transferable Skills in Industry

1. **Long, complex writing** (e.g., emails)
   - Use the least text and ask specific questions

2. **Going too deep into science**
   - Delete extra info, complexity in reports
   - No more “nice to have”

3. **Working under flexible deadlines**
   - Work within deadlines—time = $$$
   - Evaluate your progress

4. **Sprinting**
   - Run a marathon
   - Avoid burn out—carefully allocate energy and resources

5. **Overcommitting**
   - Be realistic—decline expectations that you can’t meet

(Pougovkina, 2017)
More Useless PhD Skills in Industry

5. **Spreading yourself thin**
   • Set limits on the number of tasks

6. **Over-focussing on details**
   • Be selective—avoid getting stuck in minutiae
   • Know when to focus on the “big picture: and what to skip
   • Do details only when necessary

7. **Too many priorities for the day:**
   • Set a dynamic list that’s reasonable

8. **Perfectionism** (cultivated in academia)
   • Accept “good enough” and focus on the overall result
   • Avoid wasting time and energy

(Pougovkina, 2017)
Lifelong Career Development

**Keys...**

**Awareness of Self & Situation** (self-assessment)
- What’s important to you – for now and the near future?
- What are your current interests, skills, values…?
- What’s your unique situation like? What factors impact you?

**Explorations & Connections with Related Opportunities**
- What are your options – academic, funding, business, employment…?

**Re-Evaluate Your Direction**
- How are things going?
- What do you know now that you didn’t before?
- Now what’s important to you?
- What’s your next step?

*Enjoy navigating your journey!*

(Amundsen, 2003; Boyd & Spurgeon, 2014)
Luck is the residue of design.

Branch Rickey, Player & Manager
Career Development Sessions

- Choosing or Re-Evaluating Your Career Direction
- Job Searching – All Fields
  Part-Time, Summer & Full-Time Work
- Customizing Resumes for more interviews!
- Interview Prep for more offers!
- Career Fair Prep

Expand your career development strategies and resources!

Schedule for Career Sessions (see website)

www.uregina.ca/careercentre
Visit the U of R Career Centre!

- Aboriginal Career Centre
- Career Exploration & Counselling
- Co-operative Education & Internships
- Student Employment Services

163 Riddell Centre / 306-585-5161
www.uregina.ca/careercentre
References


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