

# WHO TO TARGET DURING YOUR JOB SEARCH

## SMALL ORGANIZATIONS

- 98% of organizations in Canada are classed as small/medium enterprises
- Smaller companies have greater focus on employees sharing their mission and values
- Greater opportunity to take on multiple roles and extra responsibility
- Employees have more exposure to the business aspects of running a small company
- Employees can have greater influence on decisions and implement new innovations

## LARGE ORGANIZATIONS

- Brand recognition is impressive on resume
- Greater internal and international movement opportunities
- Bigger budgets for professional development and other perks
- Opportunity to build a large community and network easily
- Compensation and benefits packages can be more competitive

## WHO ARE THE KEY DECISION MAKERS

### HUMAN RESOURCES/RECRUITERS

#### ABOUT THEM:

- Typically no technical background
- In-depth knowledge of recruitment procedures

#### WHY REACH OUT TO THEM:

- Awareness of all jobs available
- Connected with hiring managers from multiple departments
- Significant influence in hiring decisions

#### IMPRESS THEM BY:

- Submitting a resume containing keywords that match job descriptions
- Following up on job applications
- Having strong motivations for joining the company
- Demonstrating organizational fit

### HIRING DEPARTMENT/MANAGERS

#### ABOUT THEM:

- Typically technically trained employees with industry experience
- In-depth knowledge of company products and engineering practices

#### WHY REACH OUT TO THEM:

- Responsible for department hiring
- Typically key decision maker in medium/large organizations
- Potential connections to other hiring managers

#### IMPRESS THEM BY:

- Having good technical knowledge
- Understanding their department's products and goals
- Demonstrating how you can contribute

### CEO/DIRECTOR

#### ABOUT THEM:

- Strong focus on company mission, vision and values to ensure company success
- Determine strategic goals and directions while maintaining a strong market position

#### WHY REACH OUT TO THEM:

- Typically the decision maker in small organizations such as start-ups
- Have significant influence and connections within their niche and overall industry

#### IMPRESS THEM BY:

- Having an in-depth understanding of the industry, the key challenges their company faces in the market and how you can solve some of their problems

## HOW KEY DECISION MAKERS PREFER TO HIRE

