WHO TO TARGET DURING YOUR JOB SEARCH

SMALL ORGANIZATIONS

- 98% of organizations in Canada are classed as small/medium enterprises
- small/medium enterprisesSmaller 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

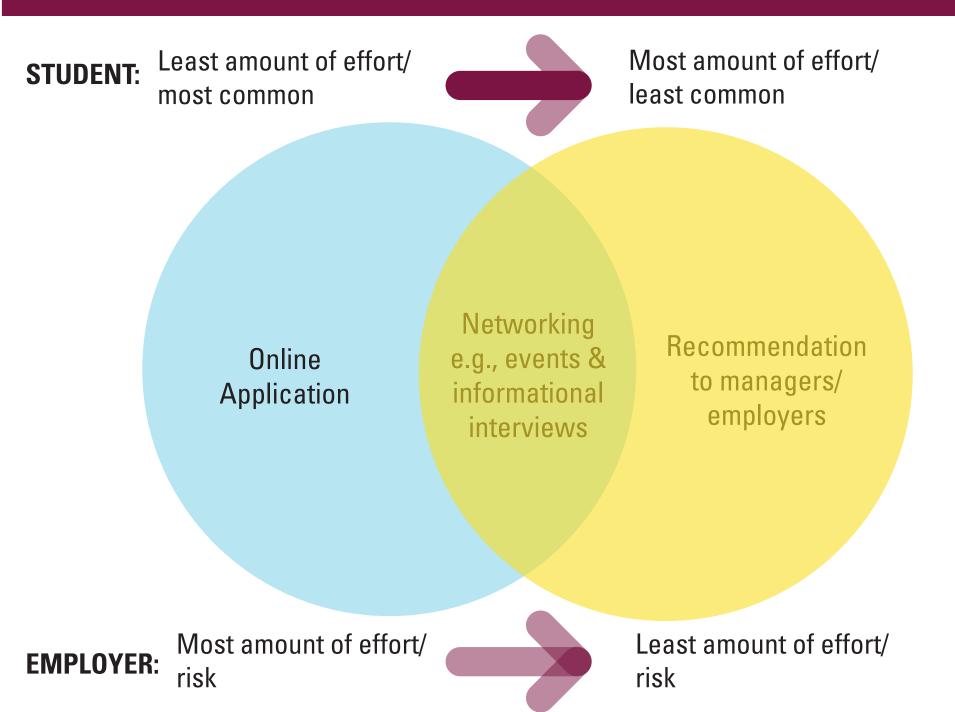
WHY REACH OUT TO THEM:

- 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



ENGINEERINGCo-op and Career Services

