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# Job Placement Support Guide

Helping participants develop job search strategies is a crucial step to navigating the job market effectively.



Contact Palette Skills for more  
information on our job programs.

[www.paletteskills.org](http://www.paletteskills.org)

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*Version française disponible.*

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# What is job placement support?

## Job placement support

Job placement support refers to the various activities in an upskilling program that enables a participant to successfully navigate the job search process and transition into a new career.



# Why is it part of our Upskilling Model?

Upskilling is about learning new skills to transition into a new job. While acquiring the technical and business skills necessary for the positions is essential, so is knowing how to navigate the job search process to get that job. Navigating the job search process requires knowing where to look for opportunities, how to structure an application and prepare for interviews, and how best to network specific to the industry. Incorporating activities where participants acquire these skills is critical to delivering an upskilling program that ends in job placement.

*To find a job, know where to look, how to apply, and how to prepare for interviews. Tailor networking to your industry.*





## The principles of job placement support

The outcome of any upskilling program is for a participant to transition into a new career.

For that to happen, job placement support activities need to:

#1 Be integrated throughout the program.

#2 Be specific to the industry and job.

#3 Enable the participant to become a confident job seeker.



# Integration

Effective Upskilling Programs integrate job placement support activities throughout various program phases. These activities can start before the official launch of a program (e.g. resume updating and refinement), during the program (e.g. networking events), after the program (e.g. mock interviews), and or can span the full duration of the program (e.g. career coaching). Integration is important because it emphasizes the importance of job search strategies and skills within the participants' specific industry and prepares participants to apply for a job, connect with an employer, or interview for a role at any stage, throughout the program.

I learned to build a process that works best for you and your goals. Stick to that process and keep grinding until you hit your goals!



Kamal Lutfi,  
SalesCamp Alumni





# Industry-specific

## *Industries mobility by starting with an honest conversation*

Industries will have different hiring processes, including where they post job opportunities, how employers connect and search for new hires, what they look for in a job application, and how they interview and assess whether to make a job offer. Early employer engagement will tell you what these hiring processes are and what employers care about. Use the findings from employer discovery to design various job placement support activities, such as:



### **Building a resume, cover letter, and online profiles:**

Support participants in developing industry-specific job applications by telling them what employers are looking for in an application. Do they want a one-page resume? Do they expect to see a cover letter? How important is LinkedIn to find the job they want? Participants should be able to answer these questions by the end of the upskilling program.

# Interview



## Interview preparation:

Support participants in preparing for interviews by sharing employer expectations in an interview and the number of typical rounds for the sector and employer. Teach participants how to answer questions highlighting their transferable skills, and give them opportunities to practice interviewing.







*LinkedIn is where most tech companies post job opportunities*

# Finding



## Finding job opportunities:

There are many job aggregators, from Indeed to LinkedIn, but not all employers will post their open positions on those websites. For example, while LinkedIn is where most tech companies post job opportunities, the prairie agriculture sector might leverage agriculture-specific job aggregators or stick to posting opportunities on their company website. Additionally, only some jobs get posted publicly. The opportunities that are not made publicly available, but are learned about through referrals and networking are found through the **'hidden job market.'** To tap into all opportunities, participants must learn where and how to search for jobs. Giving participants opportunities within the program to find job openings of interest that align with their skill sets - both through formal methods and through the hidden job market - is critical to incorporate into an upskilling program. For example, hosting networking events where participants connect directly with employers helps them build their professional network, which they can later leverage to learn about opportunities, or scheduling activities where participants develop targeted lists of employers they are interested in working for or lists of jobs they are interested in applying for.



## *Navigating the hidden job market 75% of all job openings*



**Pop-out box:** Navigating the hidden job market: The hidden job market refers to the many jobs never posted publicly - which makes up approximately 75% of all job openings<sup>1</sup>. Employers fill open opportunities without posting a job advertisement by relying on headhunters, referrals, and networking. Supporting participants to navigate the hidden job market is essential to job placement support. Ways to do this include:

- Encourage participants to share with their network that they are searching for a new opportunity and are in an upskilling program related to their desired job.
- Set expectations that participants reach out to employers and schedule coffee chats or informational interviews. This outreach should be targeted and purposeful.
- Build networking opportunities directly into your upskilling program. These opportunities can be a standalone networking event or other activities where participants form direct connections with employers, such as a panel discussion, attending a big industry event, or hands-on learning activities with employers.

<sup>1</sup> <https://www.cademix.org/the-hidden-job-market/?pdf=2685>

# Job searching with confidence

Searching for a new job and switching careers is overwhelming and filled with highs and lows. Job placement support activities aim to equip participants with the confidence to preserve independently. Activities that build confidence include:



## Career coaching:

Coaching sessions offer tailored support and mentorship to participants in a one-on-one or small group setting. Coaches help participants identify and align their skills, goals and aspirations with suitable job opportunities. While the specifics of each session vary by participant and their needs, coaches typically offer expertise in career planning, the sector and job clusters the upskilling program is preparing participants for, along with individualized skills assessment, personalized resume review and interview preparation.



*Coaching can help individuals define and achieve their career goals with greater success.*

## *Mock interviews let participants practice*



# Goal



### **Goal setting:**

Encouraging participants to set goals that give measurable outcomes to track throughout the job search offers an avenue to build and maintain confidence. Goals that are not specifically tied to receiving a job offer but could be tied to forming connections, sending an application, or even getting a rejection, shift the mindset of a job seeker, while keeping them accountable, motivated, and progressing towards their goals.



### **Soft skills development and articulation:**

Soft skills, such as communication, teamwork, problem-solving, and adaptability, are highly valued by employers. Equipping participants with these skills and teaching them how to articulate the skills they have through workshops or specific modules will build participants' confidence in speaking to employers and articulating their skill sets.





# Key Hires



## **Soft skills development and articulation:**

Designing structured interactions between participants and employers provide participants with a direct introduction to employers and give them practice networking.



## **Experiential, hands-on learning:**

Program activities that simulate the day-to-day tasks and projects of the participants' target job build confidence that participants can use their transferable skills to progress into a new career.



## **Ongoing support and Accountability:**

Continuous support and accountability are essential components of the job placement journey. Participants are held accountable for implementing their learning and enhancing their skills through regular check-ins and progress monitoring. This ongoing support offers reassurance, motivation, and guidance, bolstering their confidence in pursuing their career goals.

# Outcomes of successful job placement support

Upon completing an upskilling program, participants should have the skills, knowledge, and confidence to land their next role and navigate future job and career changes. Achieving this goal requires industry-specific, well-integrated job placement support activities that instill confidence in job seekers. Following their program, participants should:



## **Career Planning and Goal Setting:**

Facilitating career planning sessions, helping participants identify specific, measurable, time-bound goals and providing resources for skill improvement.

- Know how to independently search for relevant job opportunities through formal and informal channels.
- Know how to tailor their application to specific industries and opportunities.
- Be confident speaking to employers.
- Be confident in sending purposeful requests to connect for informal interview opportunities.
- Be confident articulating their skills to employers in formal and informal interviews





# Call to action

Palette Skills continues to build its learning sandbox guides and tools that support training providers in designing and delivering demand-driven upskilling programs.

Receive updates on new resources, and share your suggestions for future resources by filling out the following form.

**GET INVOLVED TODAY**

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