



Bridging the Gap: Job Opportunities in Energy Services


Job Seeker Information Series

Recorded Session #3:

Preparing for Hiring Fairs and Meeting
Employers

Canada 

Alberta 

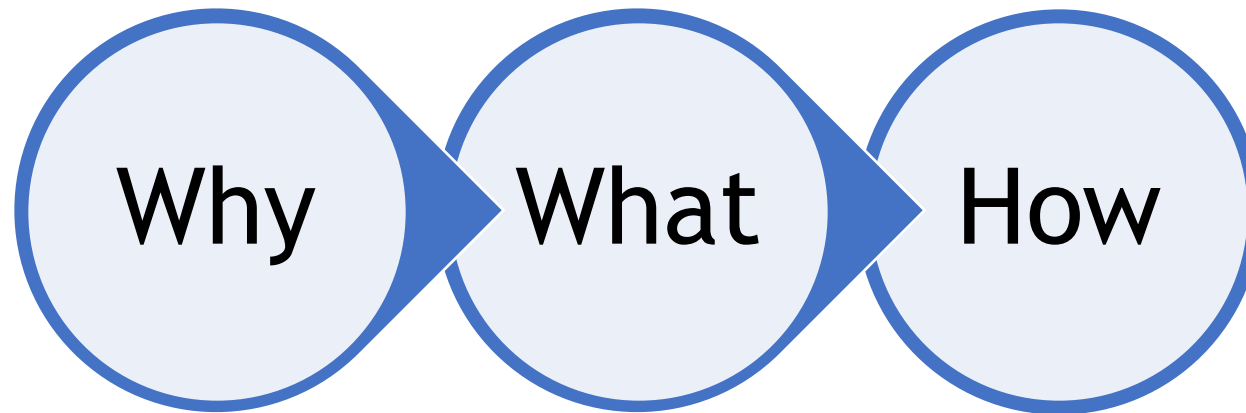
Careers in
 **Energy**

Content

1. Doing market research and developing your brand
2. Preparing your resume and application
3. Presenting yourself to employers
4. What to expect from the hiring process
5. Resources to support your career research



Do Market Research and Develop Your Brand



Market Research Can Differentiate You

Learn about the energy services sector, employment opportunities and qualifications

- Learn and use the sector's terminology
- Visit company and sector websites to learn about operational activities, locations, hiring requirements
- Attend webinars and career fairs
- Follow associations and companies, sign up for newsletters

Differentiate yourself to:

- Increase your chances of getting hired
- Help you find a career that aligns with your preferences
- Influence growth opportunities within a company

Energy Services Associations:

- [Canadian Association of Energy Contractors](#)
- [Canadian Association of Geophysical Contractors](#)
- [Enserva](#)



Personal Brand | Communicate Your Value

Personal brand involves:

- Your experience, knowledge, skills and abilities
- Your values and preferences
- What you say and how you interact with others
- Tailored application documents - resume and cover letter
- Online presence - LinkedIn and Facebook



Assess Your Fit with the Sector/Company

Values and preferences fit

- What factors impact career fit, satisfaction and success for you
- Consider working with a career practitioner or using an assessment tool

Strengths, skills, experience fit

- Work arrangements, work environment and workplace culture
- Employment value proposition: total compensation, role level career development opportunities, organizational value, location of work

Are you a fit for Energy Services?

- Variety
- Physical activity
- Outdoor work
- Work away from home for periods of time
- Independence
- Collaboration
- Fast-paced team environment
- Career development/ advancement
- Safety



Assess Your Fit with the Sector/Company

Tailor your application documents and online brand

- Analyze job descriptions and frame your accomplishments in line with requirements
- Develop or revise your LinkedIn profile
- Ensure your social media content is professional and matches your application documents

Ask good questions - examples:

- What do you see as my strengths for employment in your company?
- What more can I do to qualify for a role in your company?
- How can I stay in touch during the hiring process?





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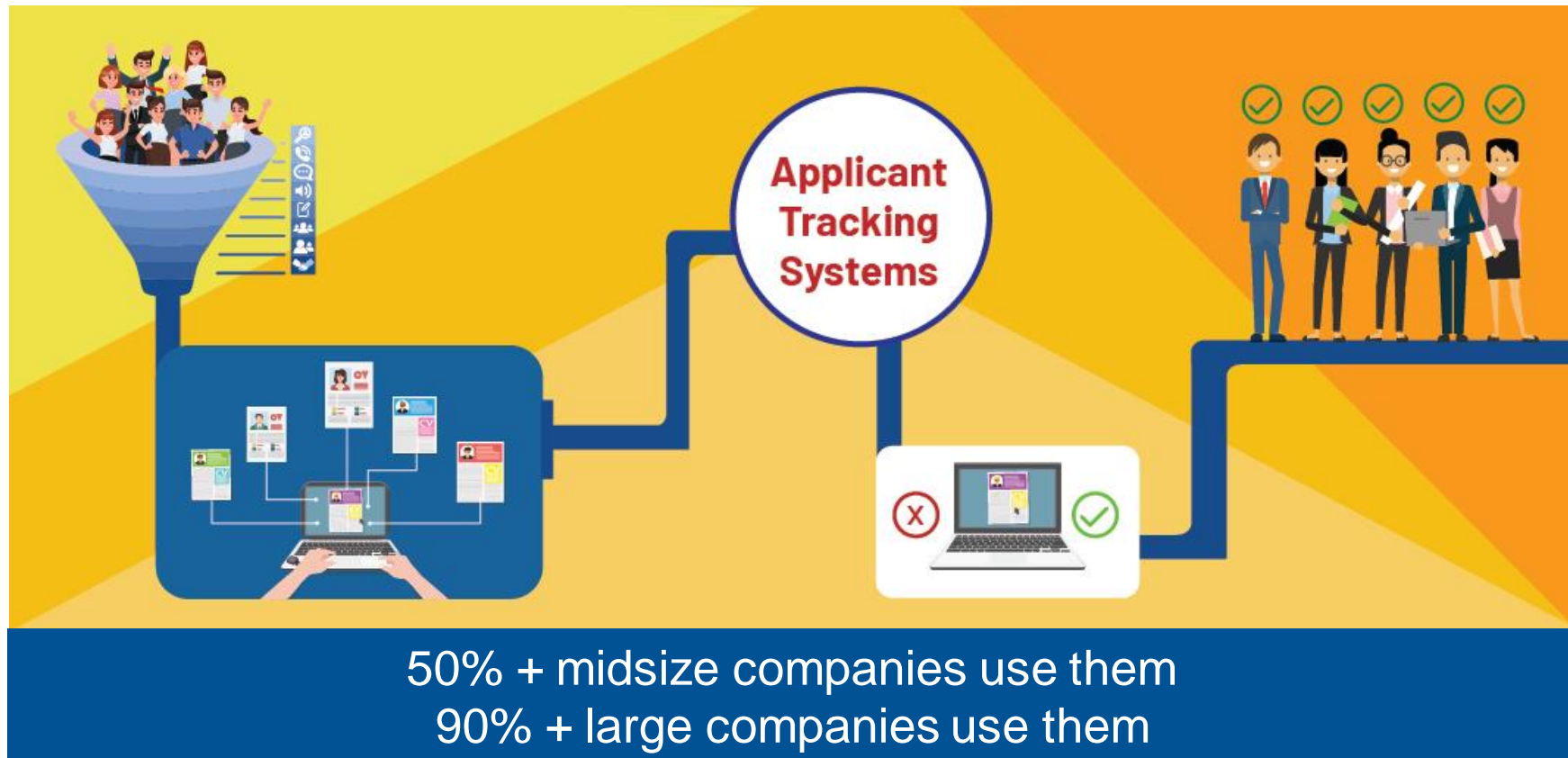
Preparing your Resume and Application

Tailor Application Documents and Interview Stories



Tailor Your Application Documents

Applicant Tracking Systems (ATSs):



STAR Technique to Highlight Accomplishments

Employers are interested in your soft skills as well as your technical skills

STAR technique makes your soft skills tangible:

- “Prove it” method that demonstrates how you have responded in specific situations
- Writing accomplishment statements in your resume
- Using accomplishment statements and examples in interviews

S	Situation - Describe the situation and the problem you faced
T	Task - Explain what you needed to do, why, and challenges you faced
A	Action - Describe the actions you took
R	Result - Explain what happened as a result of your efforts

Adapted from: alis.alberta.ca/look-for-work/interviews-and-offers/use-the-stars-method-to-shine-in-an-interview/

STAR Technique Tips

- **Job postings** identify technical and soft skills needed
- Use the STAR technique (resume & interview) to provide **examples of skills** you have demonstrated
- Include **skills and certifications** you have that are required by energy services (see Recorded Session #1)
- Prepare for interviews by writing **accomplishment statements** illustrating examples when you used those skills
- Choose examples with **positive outcomes**
- Start accomplishment statements with **action verbs**: planned, improved, collaborated, lead, analyzed
- Incorporate your **knowledge of the sector** including common industry terminology

S	Situation
T	Task
A	Action
R	Result

EXAMPLE:

“Improved safety in the warehouse by recognizing an equipment operation risk and gained the agreement of my colleagues to implement a new and safer procedure”





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Presenting Yourself to Employers

- Demonstrate your knowledge of energy services culture and skill requirements (see Recorded Session #1)
- Present your fit using your personal brand
- Ask good questions



Use STAR Technique to Present your Fit with Energy Services Culture

Safety culture

- Understanding safety policies and practices both written and verbal
- Skills and confidence to speak up

Respectful work environment

- Interpersonal skills needed to manage interactions with peers, customers and managers, especially with a diverse workforce
- Living and working together for extended periods requires open communication

Continuous improvement

- Ability to ask questions and listen and respond to feedback



What to Expect from the Hiring Process

Typical “Next Steps” Following Hiring Events

- Applications and timelines:
 - May need to submit an application through the company website even if you have provided your resume
 - Expect to hear from companies interested in you within 1 to 2 weeks; If you don't hear, it's likely you are not seen as a fit with job requirements and work environment
- Pre-employment requirements:
 - Obtaining a drivers' abstract is an important follow-up step to be ready for employment; Costs are your responsibility
 - Company orientations and pre-employment training may be required at your expense
 - Costs for drug and alcohol and fitness testing are typically paid by the company
- Once hired:
 - Credit card in your name may be needed to pay for living-out costs before these are reimbursed
- Don't be afraid to ask employers:
 - What are the steps in your typical hiring process?
 - What do the first few days on the job look like for new hires?



Who's Hiring?

In addition to attending hiring events and your usual job search on Indeed, LinkedIn, etc., check out these job boards found on energy services industry association websites:

- [Careers in Energy Job Board](#)
- [Canadian Association of Energy Contractors Job Board](#)
- [Enserva Job Board](#)



Resources

Check out these webinars:

- [Making the Most of Connections with Potential Employers](#)
- [Connecting with Employers - Your Personal Brand](#)
- [Overcoming Energy Sector Bias and Ageism: Communicating with Employers](#)

Agencies that can help:

- [Training and Employment Services Directory | Alberta.ca](#)

[ALIS - Tools and Resources:](#)

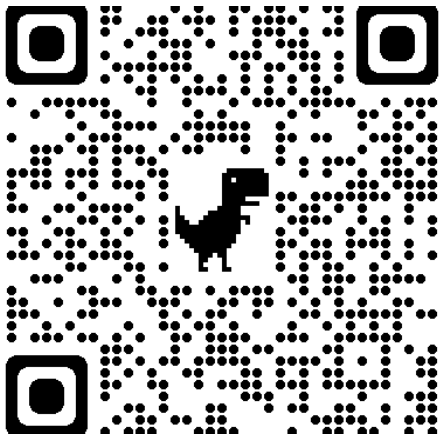
- Alberta Learning Information System (ALIS) offers information on looking for work, planning your career and tools and resources



Next Steps

Take the **Job Seeker survey** now!

- Aggregate data is shared with employers to make better matches between talent pool and employer needs for hiring events



Learn more at [CareersinEnergy.ca](https://careersinenergy.ca)

- Read about the Bridging the Gap program and hiring events in our **News section**
- Sign up to receive notifications of upcoming hiring events



Recordings | Job Seekers Information Series

1. About Energy Services and Jobs, Qualifications and Work Environment

- About Energy Services
- Energy Services Opportunities
 - Jobs, qualifications and work environment
 - Transferability from other sectors
- Interpersonal and Communication Skill Requirements
- Resources to Support Your Career Research

2. Making the Most of Your Energy Services Career

- Career path into the energy services sector
- Benefit(s) associated with working in the energy services
- Making unique work environment work for you: rotational assignments, living in camp, etc.

3. Preparing for Hiring Fairs

- Doing market research and developing your brand
- Preparing your resume and application
- Presenting yourself to employers
- What to expect from the hiring process
- Resources to support your career research






Thank you!

The Province of Alberta is working in partnership with the Government of Canada to provide employment support programs and services.

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 Energy

CareersinEnergy.ca

