



TAKING CHARGE OF YOUR CAREER IN PUBLIC HEALTH

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Recruitment Consultant



Where To Begin?

- Knowing the Job Market
- Knowing Yourself
- Marketing Yourself



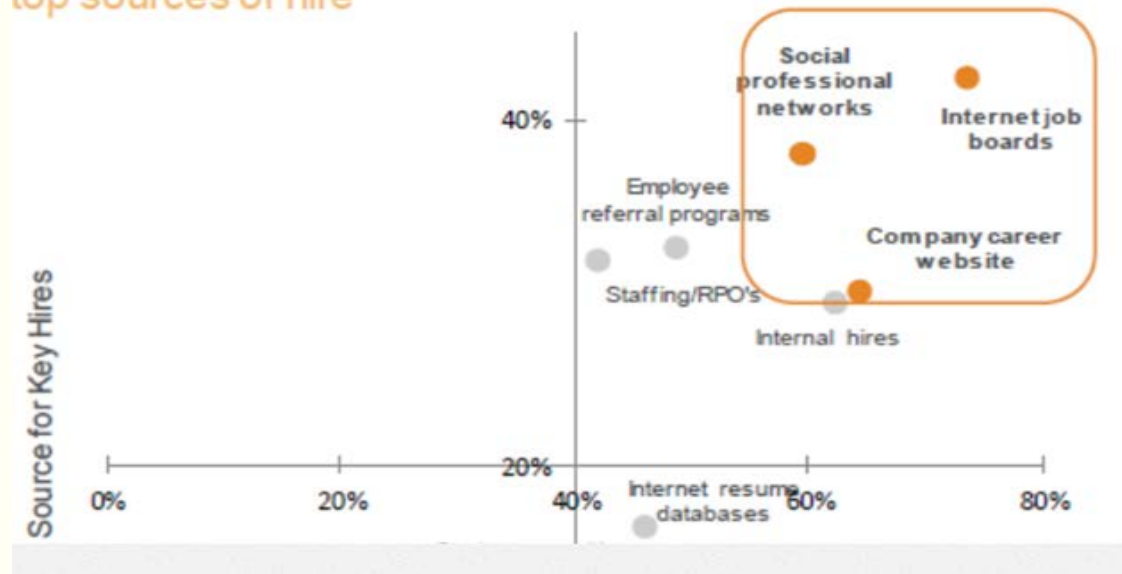
Knowing the Job Market – Finding the Job

- Apply online, email your resume.
- Social professional networks
- School career fairs
- Company career website
- Conferences
- Resume data banks
- Aggregate Job Boards
 - Indeed.ca, others.
- Friends and Mentors.

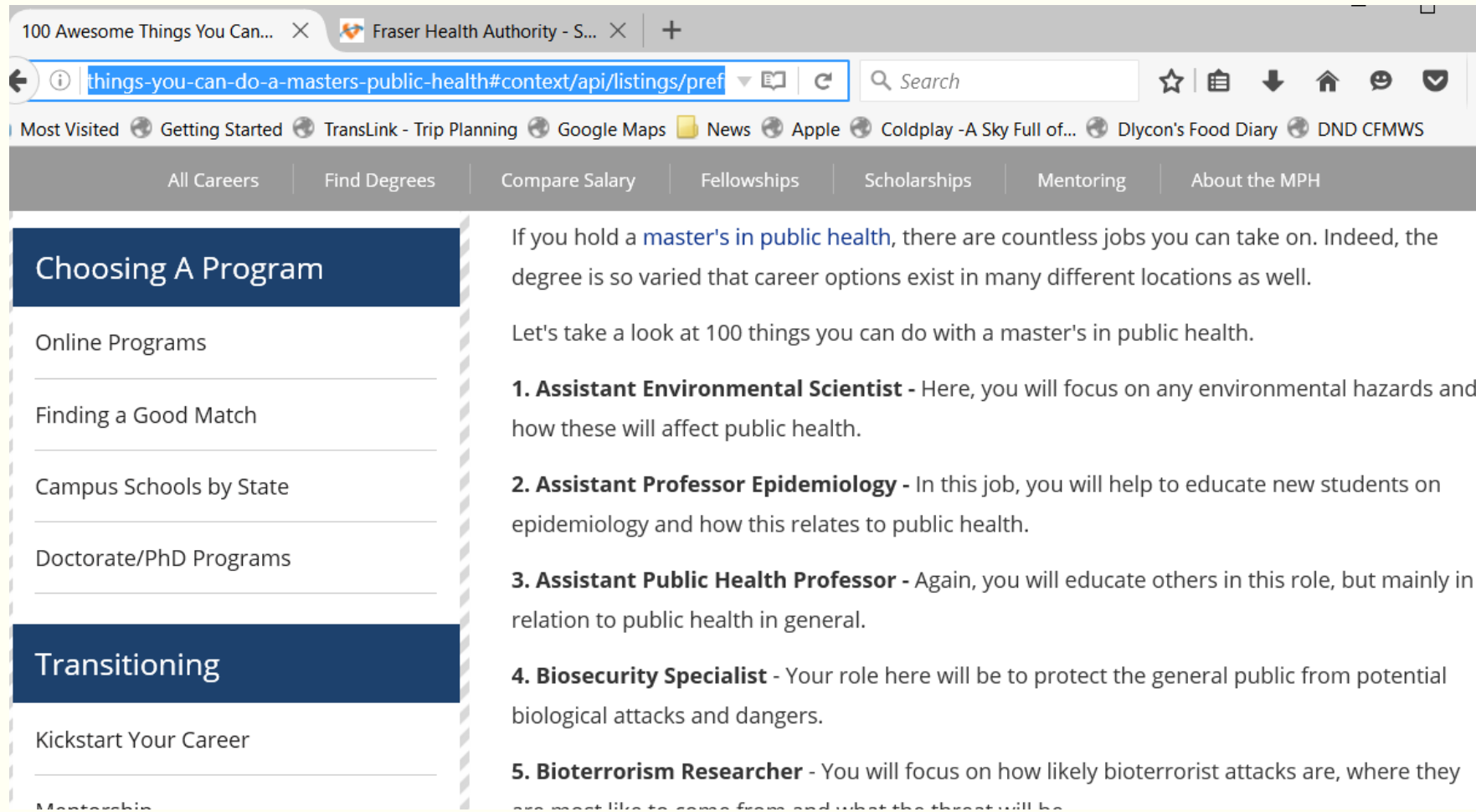
- **MAKE SURE YOU CAN BE FOUND.**

Where are Employers told to find people?

Get the most bang for your buck by investing in these top sources of hire



Knowing the Job Market



The screenshot shows a web browser with two tabs: "100 Awesome Things You Can..." and "Fraser Health Authority - S...". The address bar contains the URL "things-you-can-do-a-masters-public-health#context/api/listings/pref". The browser's toolbar includes a search bar, a star icon, a download icon, a home icon, a refresh icon, and a shield icon. Below the toolbar is a "Most Visited" section with links to "Getting Started", "TransLink - Trip Planning", "Google Maps", "News", "Apple", "Coldplay - A Sky Full of...", "Dlycon's Food Diary", and "DND CFMWS".

The main content area has a navigation bar with the following items: "All Careers", "Find Degrees", "Compare Salary", "Fellowships", "Scholarships", "Mentoring", and "About the MPH".

The left sidebar contains two main sections:

- Choosing A Program**
 - Online Programs
 - Finding a Good Match
 - Campus Schools by State
 - Doctorate/PhD Programs
- Transitioning**
 - Kickstart Your Career
 - Mentorship

The main content area features the following text:

If you hold a [master's in public health](#), there are countless jobs you can take on. Indeed, the degree is so varied that career options exist in many different locations as well.

Let's take a look at 100 things you can do with a master's in public health.

- 1. Assistant Environmental Scientist** - Here, you will focus on any environmental hazards and how these will affect public health.
- 2. Assistant Professor Epidemiology** - In this job, you will help to educate new students on epidemiology and how this relates to public health.
- 3. Assistant Public Health Professor** - Again, you will educate others in this role, but mainly in relation to public health in general.
- 4. Biosecurity Specialist** - Your role here will be to protect the general public from potential biological attacks and dangers.
- 5. Bioterrorism Researcher** - You will focus on how likely bioterrorist attacks are, where they are most likely to come from and what the threat will be.
















Knowing the Job Market

←  https://careers.fraserhealth.ca,

Opportunities are grouped by Occupations. Please click on the Occupational groups below to view our current opportunities. If this is your first time applying for a position, please [create a profile](#).

You can return at any time to view new postings and submit your profile for new positions. We encourage you to visit the site often to check out new opportunities.

Posting	1052620
Title	Coordinator, STOP HIV - Population & Public Health
Type	Full Time
Location	Fraser Health

Fraser Health Authority - P... X +
←   https://careers.fraserhealth.ca/  Search      
 Most Visited  Getting Started  TransLink - Trip Planning  Google Maps  News  Apple

9. Monitors progress and takes corrective action to ensure that implementation strategies and services continue to operate efficiently and effectively; ensures reporting requirements are met.
10. Participates in evaluative research initiatives, initiative planning, and evaluation activities, taking an interdisciplinary and consultative approach, when requested.
11. Collaborates with contracted service providers to develop practice guidelines, procedures and standards to promote consistent, best practice service and to ensure effective use of resources.

QUALIFICATIONS

Bachelor's Degree in Business, Health Care Management, or a health related discipline. Five (5) years recent related experience working in public health/HIV prevention services involving healthcare service delivery, planning or project management. Valid Class V BC Drivers License and access to a personal vehicle for business related experience

Knowing the Job Market – Know the Job



https://www.youtube.com/watch?v=fipSEmdj3i0&list=PLE_MSMq5bSYLnxwcRSGs65mTCMgHgBhpi&index=3

Knowing the Job Market

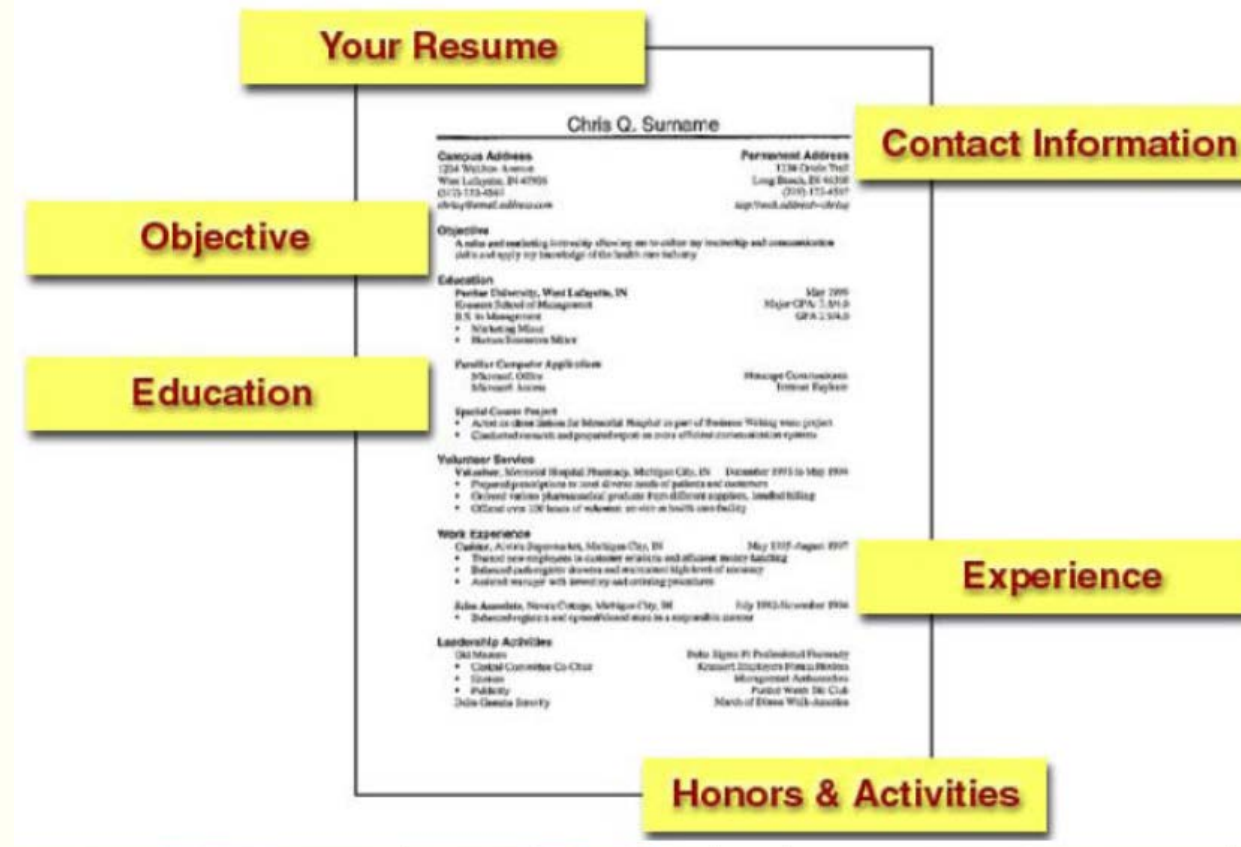
- Information Interviews
- Job Shadowing
- Co-Ops and Internships
- Career Fairs and Conferences
- Associations
- Networking
 - Professional Associations
 - Online Networks
 - Friends, Mentors, etc.

Knowing Yourself

- Where do your passions lie? What are your career goals?
- What is your value proposition?
 - Definition; “a promise of value to be delivered and acknowledged.”
- What is your personal brand?
 - Definition: “is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group, or organization.”
 - It may demonstrate something that your next Employer is looking for.
 - Vision + target audience + assets + outreach
 - Be authentic.



Marketing Yourself – The Traditional Way



Marketing Yourself - The Traditional Way

■ Your Resume

- Should be concise, succinct, factual, ideally no more than two to three pages.
 - Objective
 - Education – completed education, year of completion
 - Experience – with short description of what you did in that role, including scope (quantify), the exact title of the position, and the month/year of employment, chronological.

Don't overinflate your experience. I.e. Titles, length of time employed in a role, etc.

No pictures or personal details other than name /contact information.

Creativity? Depends on what you are applying for.

■ Your Cover Letter

- Highlight information not noted in your resume that is specific to the job details.
- How much do you know about the organization? Who does the position report to?
- Don't write a book but be sure it is well-written, formatted and error-free.
- Can assess
 - Written communication skills
 - Level of interest in the role
 - Understanding of the job
 - Suitability in terms of fit / motivation

Moving Beyond Traditional Marketing – BE PROACTIVE!

- Information Interviews
- Job Shadowing
- Co-Ops and Internships
- Career Fairs and Conferences
- Networking
 - Professional Associations
 - Online Networks
 - Friends and Mentors etc.

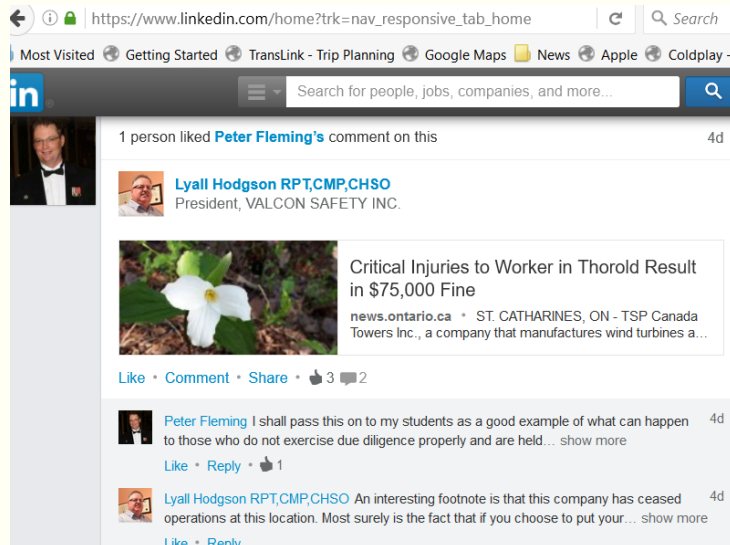
Marketing Yourself – Your Online Presence

The image shows a screenshot of a LinkedIn profile page for Annette Chan. The browser tabs at the top include 'Fraser Health Authority - P...' and 'Edit Profile | LinkedIn'. The address bar shows the URL 'https://www.linkedin.com/in/annettelycon?trk=nav_responsive_tz'. The LinkedIn navigation bar includes 'Home', 'Profile', 'My Network', 'Learning', 'Jobs', 'Interests', 'Business Services', and 'Try Premium for free'. A search bar is visible with the text 'Search for people, jobs, companies, and more...'. Below the navigation bar is an advertisement: 'Become a \$100M Company - Learn from Executives who've been there. Connect with Advisors on ExecRank | Read More > | Ad'. The profile header features a background image of trees and a blue sky. The profile information is as follows:

- Annette Chan**
- Recruitment Consultant, Fraser Health
- Vancouver, Canada Area | Human Resources
- Current: Fraser Health
- Previous: Fraser Health Authority, Royal Canadian Armed Forces, Vancouver Coastal Health
- Education: British Columbia Institute of Technology / BCIT

At the bottom of the profile information, there is a 'View profile as' button and a '500+ connections' indicator. To the right of the profile information is a 'Profile Strength' section showing an 'All-Star' rating with a blue circular progress indicator. Below this is another advertisement: 'Always be ready to hire with unlimited job postings. Ad'.

Marketing Yourself – Your Online Presence



Recruitment Consultant, Management Group

Fraser Health

November 2010 – Present (6 years)

Manage recruitment for corporate areas of Fraser Health and consolidated areas across PHSA, VCH, PHC.

[Add Location](#)

2 recommendations



Megan Stowe

Chief Clinical Information Officer at Fraser Health

I have known Annette for over four years. During that time I have been consistently impressed with her professionalism,... [View ↓](#)



Kam Sandher, CPHR

Recruitment Consultant at Fraser Health

Annette is a seasoned HR professional with extensive experience in healthcare. Always willing to share her vast knowledge,... [View ↓](#)



Marketing Yourself – Your Online Presence

The screenshot shows a Twitter search for the hashtag #populationhealth. The interface includes a navigation bar at the top with icons for Home, Moments, Notifications, Messages, and a search bar containing #populationhealth. Below the navigation bar, the search results are displayed under the heading #populationhealth. The results are categorized into 'Who to follow', 'Trends', and a main list of tweets. The 'Who to follow' section lists CCTVNEWS, Jane Philpott, and Catherine McKenna. The 'Trends' section lists #WorldTeachersDay, #dot2016, #united4cymh, #WednesdayWisdom, and #IfTrumpAndHillaryHookedUp. The main list of tweets shows 19 new results, including tweets from Kathryn (Kate) Mraz, Amelia Stephens, Dale Sanders, and a promoted tweet from Accenture Analytics. The promoted tweet features a video thumbnail and the text: 'How Big Data Velocity Informs Population Health, ... The speed at which providers can access big data analytics insights can significantly impact population health management and patient safety initiatives. healthitanalytics.com'.

Home Moments Notifications Messages #populationhealth

#populationhealth

Top Live Accounts Photos Videos More options

Who to follow · Refresh · View all

- CCTVNEWS @cctvnews
Followed by Rocky Point IceC...
Follow Promoted
- Jane Philpott @janephilpott
Follow
- Catherine McKenna @ca...
Follow

Find friends

Trends · Change

- #WorldTeachersDay
@JobBank_GC, @BCGovNews and 8 more are Tweeting about this
- Connor McDavid
Connor McDavid named Oilers captain
- #dot2016
- #united4cymh
@TerryLakeMLA is Tweeting about this
- #WednesdayWisdom
82.7K Tweets
- #IfTrumpAndHillaryHookedUp
10.3K Tweets

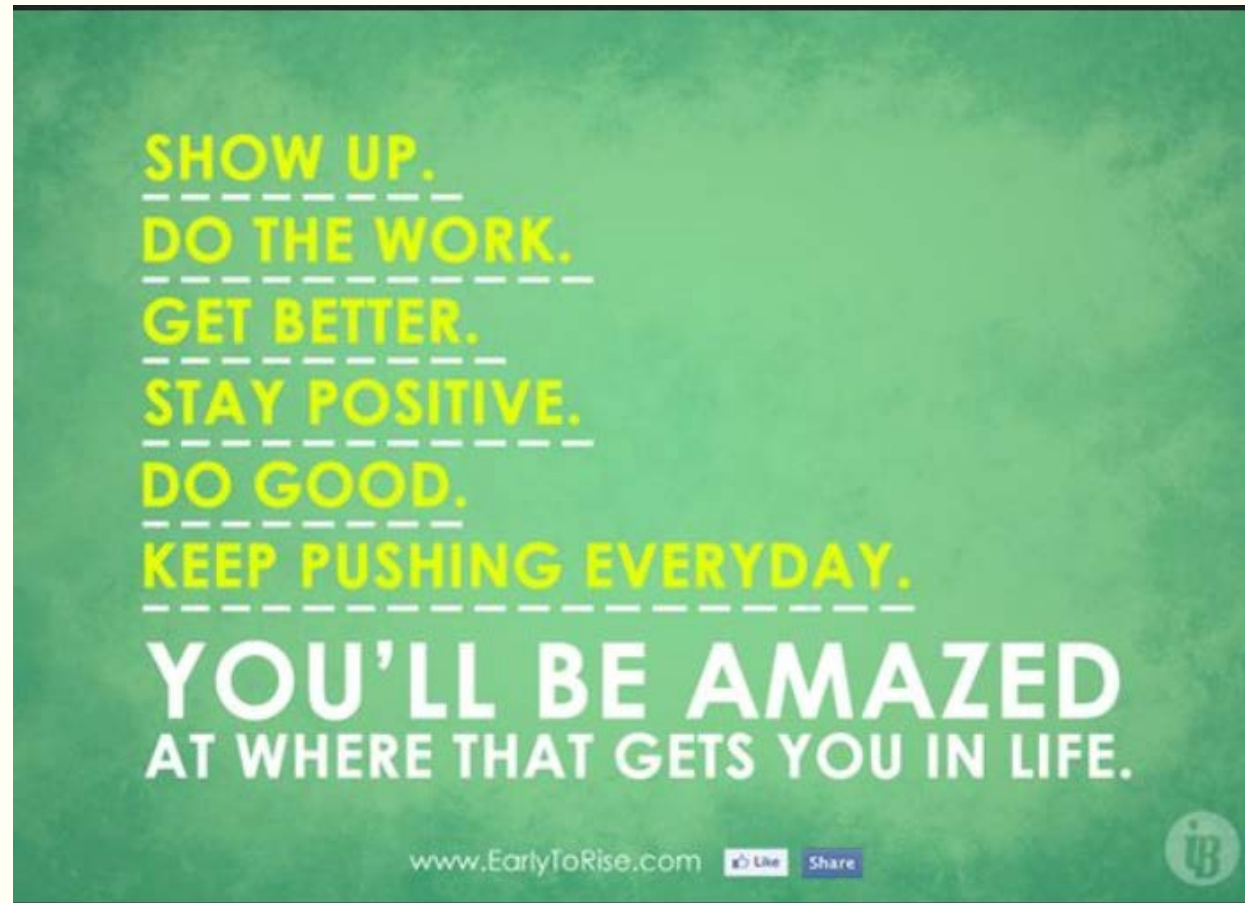
19 new results

- Kathryn (Kate) Mraz @ZazzyMrazzy · Sep 28
"No woman with a mutation in BRCA1 or BRCA2 should die of breast or ovarian cancer" -MCK #BRCA #NSGC16 #populationhealth
10 Retweets 7 Likes
- Amelia Stephens @DrASStephens · Sep 30
GPs as #publichealth & #populationhealth advocates - let's not lose sight of our potential! Agree @brookmanknight #GP16Perth @RACGP
7 Retweets 6 Likes
- Dale Sanders @drsanders · Sep 30
5 minute video vignettes on #populationhealth, data governance, healthcare analytics. Nicely produced and edited by @CCIVoice
2 Retweets 4 Likes
- Accenture Analytics @ISpeakAnalytics · 6h
Timing is everything.. Why #bigdata velocity is an important factor in #populationhealth & patient safety decisions:
 How Big Data Velocity Informs Population Health, ...
The speed at which providers can access big data analytics insights can significantly impact population health management and patient safety initiatives.
healthitanalytics.com
2 Retweets 1 Like

Summary:

- Knowing the Job Market
 - Do general research
 - Get to know the company/organizations
 - Rely on your Networks
- Knowing Yourself
- Marketing
 - Use Traditional Means
 - Be Proactive
 - Be Online
 - Rely on your Networks

How do you want to be known in Public Health?



Websites:

Job Search Engines:

- www.indeed.ca - aggregate job board. They pull jobs from companies online.
- www.eluta.ca - aggregate job board.
- Professional Association websites - example: www.cpha.ca
- Company websites - example: <http://careers.fraserhealth.ca>

Social Media Websites:

- www.linkedin.com - professional social network.
- www.twitter.com - follow and tweet.
- www.glassdoor.ca - employee reviews.



THANK YOU!

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Find me on LinkedIn: <http://www.linkedin.com/in/annettelycon>