



Why would someone seek the services of an Employment Counsellor?

- **There are a lot of entry-level positions but better-paying positions are still hard to obtain.** People seeking promotion in their career or workplace, new to Victoria, returning to work after an absence or facing employment barriers can all benefit from employment counselling services.
- **Confidence Building and Support:** Job seeking can be isolating, deflating and demoralizing. People soon find themselves losing the confidence required for a successful job search. A supportive employment counselor can boost confidence.
- **The need for information, knowledge and new skills:** Many people do not know what is required in resumes, applications, job search and interviews in order to be successful.
- Many have not had to do a job search for many years, if ever. They may be out of touch with the current local labour market or lacking network contacts and resource information.
- **Convenience:** Many people are busy working while seeking other work. They need to meet with someone at a time and place of their convenience and also work by phone and e-mail if necessary. They are willing to pay an employment counselor to edit and polish their resume or send them postings.
- **To clarify goals and assist with planning:** Some people know they need to make a change but are not quite sure what that change is or how to implement it. They may need assistance with problem solving and action planning, which is another service that employment counselors provide.

What Do I offer Clients that is Unique?

1. Prompt, Flexible and Convenient Service:

- I respond to all inquiries within the day. I meet with people at a time and place of their convenience. Sometimes I meet with clients within the day or provide assistance by phone or e-mail to meet application deadlines.

2. Professional Service:

- I am a Certified Career Counsellor and have worked as an employment counselor in Victoria since 1998. I also work for community employment agencies and so have current knowledge of job search tools and processes, community resources, labour market information and job openings.
- I have experience working with clients from all backgrounds and also facilitate workshops in job search, career exploration and in specialized issues for mature workers, aged 45+.
- In addition to my training and experience in employment counselling, I have education and work experience in psychology, social work, educational advising and public administration and I bring these additional skills into my working relationship with clients.

3. Personalized Service:

- I assist with resumes, cover letters, job leads and interview preparation if required.
- I also assist with applications for educational programs, with website content, with the editing of academic work, with career exploration and goal setting, with information interviews and with referrals to other appropriate services and resources.

Continued – Page 2



4. Affordable Service:

- With each hourly appointment, including additional free preparation and follow-up, I provide clients with quality service for a very reasonable cost. My philosophy is that information is free and I only charge for my time. I also want to serve all levels of clients, from professional to low income, and make quality service affordable and accessible for all.

5. Clarity and Direction:

- Many clients I work with are unclear as to their career direction or may have employment issues or barriers. I assist them clients to clarifying their goals, develop action plans and follow through. I find that providing an ear, asking the right questions and providing clients with required information is often all that is needed.

6. Appropriate Referrals to other Services and Resources:

- I believe in referring clients to the best people or resources for them. I do not try to be everything for everybody. If people are eligible for free services, I give them this information up front. If people want longer term career counselling or assessments I refer them to appropriate colleagues. I also often connect clients to employers or other influential people in their field, by assisting with informational interviews.

7. Confidence Building:

- “I went from fear and pessimism about my career change to hope and enthusiasm.”
- “I now feel confident to apply for any position in my field.”
- “Your comments were always very encouraging.... If you thought I could do it, I knew I would be able to hold my head up high when I walked through the door. Thank you!”
- “You were able to instill a confidence in me that I thought I didn’t have.”
- “Thank you very much for today and the confidence that you re-instilled in me to apply for positions.”

8. Support and Follow-Up, Including Job Leads:

- I keep in touch with former clients through my quarterly newsletter, which provides them with additional career and community resource information.
- I also follow up with clients just to see how they are making out and to see if I can be of further assistance. Former clients also feel free to contact me with questions or assistance, which I happily respond to.
- As well, I review new job postings daily and so am aware of all new positions appropriate to my clients, which I advise them of right away.

9. Results:

- “I did find another job, thanks to you. I’m very grateful to have the chance to do something new and I owe a lot of that to you.”
- “SearchWise was invaluable in assisting me in my transition from full-time public service employment to self-employed contract work.”
- “Good news! I got the Camosun HR Assistant position! I start next Thursday. If you hadn’t sent me the posting, I don’t know that I would have applied, so thank you very, very much.”
- “Just to let you know and thanks to the great work you did in getting my admissions material in shape I have gained admission into the program at Royal Roads.”
- “I got the job!!!! It was a major interview process...tons of workI still can’t believe it. Words can’t explain how thankful I am to you.”

Marilyn Henigman

SearchWise: www.searchwise.ca