



Welcome to  
the world of

# RECRUITMENT



**CPA**

CHARTERED  
PROFESSIONAL  
ACCOUNTANTS  
ALBERTA

*Ah, recruitment season.*

## The best time of the year!

**Hold up—there’s a season for recruitment? Yes, there is! And you’ve come to the right place to learn all about it.**

### **First of all, what is recruitment?**

Recruitment, in this context, is referring to when accounting and business students are trying to find a co-op or fulfill their practical experience requirements for the CPA Professional Education Program. In turn, employers are looking for post-secondary students to fill a variety of positions. Through researching and networking, students and organizations can each find their perfect match.

### **But what is a recruitment season?**

Recruitment season is when this all happens. Organizations post positions, students and recruiters network at various events, students apply and interview for various positions, and finally, successful candidates show up for their first day in the office.



**This all might sound like a lot, and you might not know where to start, but that’s what this publication can help with. And if you have further questions, never hesitate to reach out to one of CPA Alberta’s Recruitment Officers. →**



## YEAR BY YEAR

### First year

- ✓ **Completing introductory courses**
- ✓ **Attending a CPA Alberta information session** (can also do this again in later years!)

### Second year

- ✓ **Completing courses**
- ✓ **Networking** (at school events, CPA Alberta events, and more)
- ✓ **Applying for internships and co-ops**

### Third year

- ✓ **Completing courses**
- ✓ **Networking** (at school events, CPA Alberta events, and more)

### Fourth year

- ✓ **Applying for full-time positions** (early!)
- ✓ **Finishing up your bachelor's degree**
- ✓ **Enrolling in the CPA Professional Education Program** (very end!)

## MONTH BY MONTH

### August

Positions start being posted

### Late September

Interviews

### The following year

Jobs start (you read that right: up to a YEAR later!)

### September

CPA Alberta's annual career fair, Meet Your Employer

### Mid-October

Job acceptances

# What is a career fair?

Career fairs are networking events where you can gather information, explore job opportunities, and make connections. The career fair itself is often a large room filled with tables, and the tables are staffed by recruiters and employers ready to talk to you! They may have swag to give away, contests to enter, and more, but the number one goal here is to network.

## So how do you make the most out of your time with prospective employers?

### Step 1:

**Research the organizations attending** and create a tiered list: your A-levels (must meet), B-levels (will meet if there's time), and C-levels (will not meet). Tailor questions for your A-levels and B-levels (if you have time), and craft and practice your elevator pitch.

### Step 2:

**Bring business cards—paper or digital—and copies of your resume—also paper or digital—and dress professionally.**

### Step 3:

**Approach the recruiters and employers,** and strike up a conversation. Share your elevator pitch, ask a question or two, and leave a lasting first impression.

### Step 4:

**Don't forget to engage with other attendees.** They could be your coworkers one day!

## Five career fair questions you may not have thought of

1. **Can you share any success stories of employees who started in similar positions and have progressed within your organization?**
2. **How does your organization stay ahead of industry trends and adapt to changes in the market?**
3. **How does your organization support candidates working toward their designation?**
4. **How does your organization encourage innovation and creativity among its employees?**
5. **Are there any opportunities for cross-functional collaboration within your organization?**





## RESUME

# Three tips to make your resume stand out—in a good way

### Do the research

Your resume should be tailored to the job you're applying for, which requires a bit of research and analyzing the job description. Try incorporating keywords from the job posting to show you have the right skills and are paying attention and reflecting the organization's values and purpose.

### Keep it short and sweet

Your resume should be clear, concise (no more than two pages!), and well-written. Consider asking a coworker, classmate, or friend to provide feedback on your resume.

### Format appropriately

Skip the flamboyant fonts and bright pink backgrounds and opt for a standard font like Times New Roman, Arial, or Calibri in a standard black on white. You can use some colour and bolding in headings, but make sure it's easily readable.



## ELEVATOR PITCH

# How to draft an elevator pitch

**An elevator pitch is a short, powerful introduction about yourself that should take approximately 30 seconds to recite—or the length of an elevator ride. It's your chance to make a memorable first impression on a future employer.**

To craft your own elevator pitch, start by identifying what makes you unique: what are your strengths, experiences, and goals? Then craft a (very) short, engaging story showcasing your achievements and emphasizing what you will bring to an organization. Make sure it's relevant to your field (in this case, accounting)!

Then practice, practice, practice. Recite your pitch to yourself until it feels natural and comfortable, and you're confident you can share it with an employer without stumbling over your words.

## Being professional when it's personal

We all know by now that potential employers can—and do—search for candidates on social media before deciding who to hire, so it's crucial you make a good online impression. This doesn't mean you have to delete your social media or even be 100% professional at all times, but it does mean you need to be discerning about what you keep, what you post, and what you allow to be public.



### **Most importantly, adjust your privacy settings.**

This is generally a rule for being safe on the internet, but it's also important when it comes to job-hunting. Your night out with friends may have been just what you needed for your mental health, but it might not come across quite the same way to a future employer. Share those photos and videos with only your most trusted connections on a private profile.

**Your night out with friends may have been just what you needed for your mental health, but it might not come across quite the same way to a future employer.**

While you're at it, scrub through any profiles you do decide to keep public (LinkedIn, for example) and both delete anything offensive or inappropriate and limit the self-promotion. Remove any posts with offensive language, discriminatory remarks, or controversial content. Cull any posts that are strictly about yourself. It's great to highlight your achievements but avoid coming off as overly boastful. Balance is important!

Finally, use some social media to your advantage and engage, network, and celebrate in professional ways. Follow other professionals and engage with their content, celebrate both your own achievements and your network's, and avoid engaging in negative interactions and heated debates.

Generally, social media isn't rocket science. If you approach it strategically, responsibly, and professionally—and keep anything else behind closed doors—it can even help your employability!

# Leveraging LinkedIn

In many ways, LinkedIn is no longer optional in the working world. Every professional and future professional should consider creating a LinkedIn profile and leveraging it to build their network, connect with recruiters and employers, and engage with other professionals.

**The value of a well-written, impactful LinkedIn profile cannot be understated. But what does that mean?**



## DO

- ✓ Create a comprehensive profile, including a professional photo, to help you show up in results.
- ✓ Showcase your skills, including those you've gained volunteering or playing sports, to help recruiters and employers find you when searching for in-demand skills.
- ✓ Be active! Engage with your network's posts, share interesting business-related finds, and check your profile regularly.

## DON'T

- ✗ Rely on boring buzzwords. If you can, swap out some of the more popular LinkedIn buzzwords—such as skilled, passionate, and motivated—for words that better tell your individual story.
- ✗ Simply copy-and-paste your resume. You can use it as a foundation, but while a resume is expected to be short and sweet, you can elaborate a little more on LinkedIn.
- ✗ Let imposter syndrome get the better of you. You should join and participate in groups—asking questions, contributing answers, sharing information, and so much more—to help advertise yourself and build your network.

# Now you're ready to weather recruitment season!

If you have any questions, don't hesitate to reach out to CPA Alberta's Recruitment Officers, who are ready to help guide you through your CPA adventure. →



[cpaalberta.ca/Become-a-CPA](https://cpaalberta.ca/Become-a-CPA)

 CPAAlberta  CPA Alberta  @CPA\_AB  CPA\_AB

