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Connecting you to careers in Canada

VIDEO INTERVIEWS:

How to impress
Canadian
Employers



Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada



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Our Panelists:

Wendy Paradis, President of ACTA (*Association of Canadian Travel Agencies*)

Yana Lebedeva, Lead developer at Kira Systems

Karin Lewis, Employment Counsellor / Communications & Marketing Specialist at JVS Toronto

Facilitator:

- **Richard Derham**, Manager, CanPrep, JVS Toronto



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- **National program delivered by JVS Toronto as the lead agency, in partnership with TRIEC, OCISO, Magnet, and OMETZ.**
- **Offers skilled immigrants arriving in the next 12 months:**
 - ✓ Employment preparation and job search tools
 - ✓ Canadian workplace culture and expectations for success at work
 - ✓ Occupation specific mentoring
 - ✓ Employer webinars
 - ✓ Online job matching platform; access to job postings

Webinar Housekeeping:

1. Webinar is being recorded. Length: approximately 1 hour
2. All participant lines will be muted
3. Q&A session at the end of the session
4. Type your questions in the 'Questions' box
5. We'll respond to questions during Q & A
6. Recording distributed via CanPrep blog soon
7. Please take time to complete post-webinar survey in the end. Email will also be sent



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Just for laughs...



BBC interview crashed by professor's children...

There was an unexpected distraction for Professor Robert Kelly when he was being interviewed live on BBC News about South Korea.

But he managed to keep his composure and complete the interview successfully.



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Wendy Paradis

President of ACTA (*Association of Canadian Travel Agencies*)



Association of Canadian Travel Agencies
Association canadienne des agences de voyages

- With over 30 years' leadership experience in the Canadian travel and tourism and association industries; Ms. Paradis has hired hundreds of employees through “in-person” and video interviewing.
- ACTA members and partners include a variety of organizations including Thomas Cook Travel, American Express Travel, Expedia Travel, Marriott Hotels, Air Canada and Norwegian Cruise Lines.
- Ms. Paradis has a Diploma in Travel & Tourism from Centennial College, Business Degree from Western University, and an Executive Leadership Certificate from Harvard University.
- Recent Video Interviews – Director, Regional Manager, Summer Interns

Why Video Interviews?

- Expanded Candidate Pool
- Convenient
- Cost Effective
- Efficient



5 Tips For Successful Video Interviews

The Importance of First Impressions

1. Personal Branding
2. Body Language
3. Environmental
4. Confidence
5. Practice, Practice, Practice



5 Tips for Successful Video Interview

1. Personal Branding

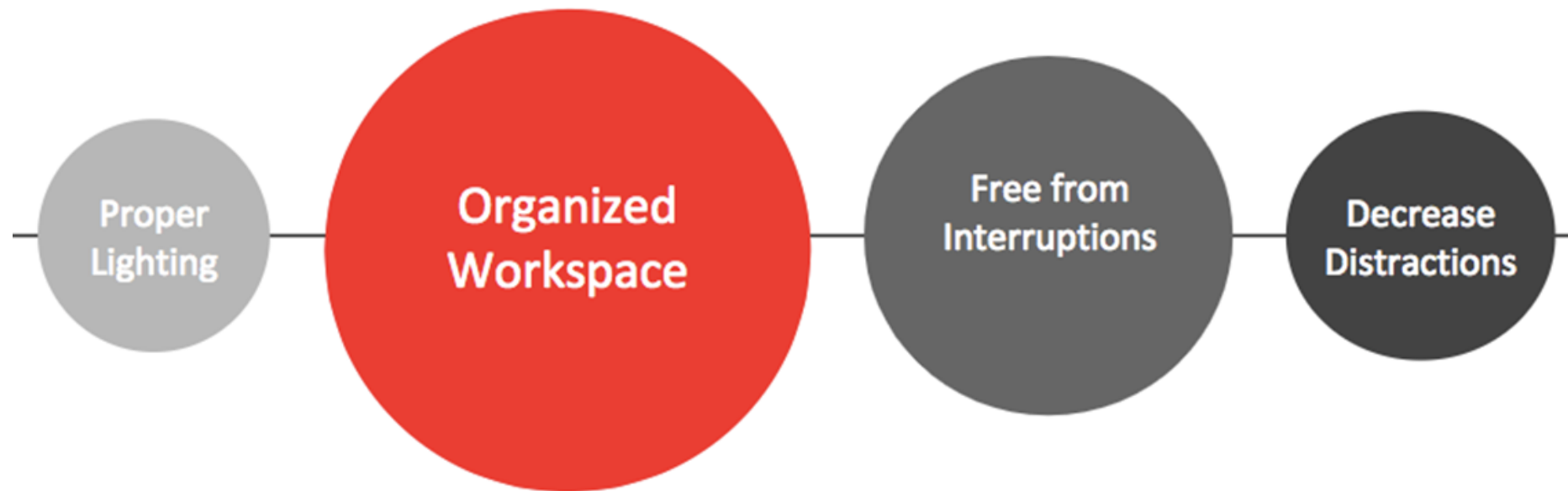
- Grooming
- Attire
- Smile
- Posture
- KEY TIP - Web Camera Distance

2. Body Language Throughout interview

- Eye Contact
- Smile
- Posture
- Hand Gestures
- KEY TIP – Manage Verbal and Motor Tics

5 Tips for Successful Video Interview

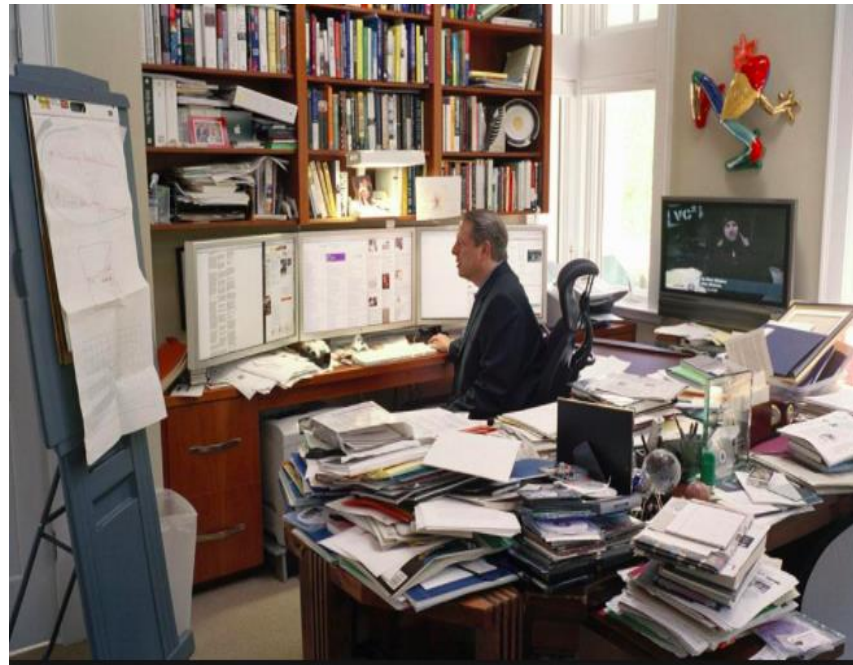
3. ENVIRONMENT



Organized Work Space



Disorganized Work Space



5 Tips for successful Video Interviews

4. BE Prepared

- Test Webcam positions
- Test Microphone volume
- Test Picture quality
- Test Internet connection

5. Be confident

- Be prepared
- **Pause & Think** before answering questions
- Show creativity in your answers
- Have a few examples to draw on
- Enunciate
- Practice, Practice, Practice



Association of Canadian Travel Agencies
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Yana Lebedeva

Lead Developer, Kirasystems

Yana Lebedeva is a software developer who immigrated to Canada from Moscow, Russia. She studied philology at Moscow State University and first got to work on software projects as a technical writer. She then transitioned into software development a few years later. Yana landed in Toronto in 2016 and works as a Lead Developer with a tech company - Kirasystems.

Yana is also a successful graduate of the CanPrep program. You can read more about how CanPrep supported her journey at the [CanPrep blog](#).

My background

City of Origin

Moscow, Russia

Education

Moscow State University, Russian Philology

Job Experience

Technical Writer, 4 years
Software developer, 5 years.

Knowledge of English

Inexperienced speaker, fair writing skills

Now

Landed in Canada

Toronto, May 19, 2016 (from Moscow, Russia)

Job

Developer (since May 2016), Lead Developer (since June 2017) with Kirasystems.

Being on the other side

Video interviews with new candidates.

My job search

Started

5 months before landing

Initially

Did thorough homework on 20 job postings and companies, but no interview invites.

With CanPrep

2 applications and 1 invite to interview that became my job

Done!

Less than a month before landing

CanPrep

How did CanPrep help?

- Communication practice
 - Coaching on job search
 - Convincing it is truly possible
 - Advice to focus on the job I want
-

My video interview

3 interviews with Kirasystems :

- Technical (2 interviewers)
- Culture fit (2 interviewers)
- Offer (1 interviewer)

Accepted the offer for the position of junior developer.

My video interview

Some technical interview topics:

- My education
- My work projects
- Design a solution (the key part)
- Questions to the interviewers

Video Interview: Dialog

- Help the conversation
- Set camera and display close by
- Check the latency first
- Pause to let others into the dialog
- Mute yourself when you are not talking (remember to un-mute!)
- Don't hurry

High latency is a common challenge of video interviews. It is harder to know when it is your turn to talk, and when your interviewer is eager to ask a follow-up question, or switch the topic. Be attentive!

We are hiring: Kira Systems (Toronto, Ontario)

Engineering

Quality Engineer

Design

Product Design Lead

Product

Product Manager

Marketing

Field Marketing Coordinator

Support

Proof of Concept Manager

Customer Success

Technical Account Manager

kirasystems.com/careers





Karin Lewis MSW

*Employment, Communications and
Marketing Specialist*
JVS Toronto



Karin Lewis presently balances the roles of Employment Counsellor, Consultant, and Social Media Specialist at JVS Toronto. With over 20 years of professional experience, she has experience working with a range of clients, including those facing severe barriers such as mental health, disability and abuse, as well as newcomers and youth

In recent years, she has developed specialized knowledge in utilizing social media tools for employment, in which she trains clients, colleagues and community partners.

A recognized specialist in her field, Karin manages and writes for the JVS Toronto Blog, a popular source of career, job search and labour market information with a worldwide readership. She also has been featured on CTV National News as an Employment Specialist.

What do employers want to learn about you in a video interview?

When they meet you online, employers want an opportunity to learn what they cannot on your resume.

Mostly, they want to get a sense of who you are as a person:

- Confident?
- Likable/friendly?
- Focused?
- Well Organized?
- Professional?
- Outgoing?



What do employers look for in a video interview?

Besides hearing your answers, interviewers are carefully assessing your non verbal behavior:

- Do you maintain eye contact appropriately?
- How clearly do you communicate? (Do you speak too fast or too slow?)
- Do you listen carefully?
- Do you ask for clarification when you need it?
- Is your English good enough?
- Do you smile easily?



Video interviews are stressful.

The better prepared you are, the more successful you will be.



Get ready.

1. Set up your interview space; make sure that the room is tidy, well lit and quiet
2. Make sure your computer (hardware and software) works; test it with a friend
3. Plan what you are going to wear; dress for an in-person interview – simple and professional
4. Prepare an interview folder, with your answers and questions, as well your resume, the job posting and company research



Prepare your answers.

Use the job posting to help you identify what the employer wants to hear about, and prepare answers to commonly asked question such as:

- “Tell me about yourself” – your experience, skills and expertise
- “Describe your weaknesses and strengths” – use examples from your previous jobs
- “What do you know about our company?”
- “How do you feel about moving to Canada?”
- “What are your goals for the next 5 years?”



Prepare your questions.



- You will be offered to ask questions of your own; this is a good opportunity to make a positive impression
- Think of questions about the job or company that show you are interested; avoid using this opportunity to only discuss salary or benefits
- Ask the employer to describe what kind of person they are hoping to hire, or about their goals for the company

Prepare a folder for the interview.

- ✓ A folder with all the information you might need, such as:
 - your resume and the job posting
 - Your answers to questions
 - Your questions for the employer

- ✓ Other useful items such as a glass of water, a note pad and pen, your calendar (in case you need to schedule the next step)

- ✓ Calculate the interviewer's time zone, so you know what time it is for them and for you

During the interview...

- **Don't** rush your answers – you can say “let me think about it” and take a moment before you answer
- **Don't** worry too much if things go wrong – it's OK to make mistakes; just smile, apologize (if necessary), and keep going
- **Don't** move around too much, or touch your face

Don't forget to switch off the ringer on your cellphone!



During the interview...

- **Do** breathe, smile and make eye contact
- **Do** expect mistakes: be prepared to apologize or explain calmly if something goes wrong or you don't understand a question
- **Do** speak loudly and clearly
- **Do** use your notes, if you need them and write notes, if necessary (*"is it OK if I write this down?"*)

Remember to thank the interviewer at the end of the interview



After the interview, follow up.



As soon as you can after the interview, write a short “thank you” email to the employer.

Include:

- a mention of something you enjoyed/learned in the interview (e.g. something you didn’t know about the company or position)
- a brief summary of the reasons you believe you are a strong candidate for this position
- a reminder of your enthusiasm for the job

Good luck!





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Q & A



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Thank you!

More resources at CanPrep blog:

<https://www.jvstoronto.org/pre-arrival/canprep-news-resources/>



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Tips on preparing for video interviews

- 1. Prepare your interview space. The room should be tidy and well lit.**
 - It's better that your computer doesn't face a window, so there are no reflections on the screen
 - Can you be seen clearly on video from where you are seated?
 - Is the room silent? (no crying babies, barking dogs or loud traffic noise)
- 2. Make sure your computer (hardware and software) works.**
 - Long before the interview, test your computer with a friend
 - Make sure the microphone is near your mouth and the speakers are on
 - Is the sound working?
 - Can you hear the person and can they hear you clearly?
- 3. Set up the video so you can make eye contact.**
 - Eye contact is very important; try to look confidently at your interviewer (not all the time, but enough that it's clear that you are paying attention)
 - When you are being interviewed on video, you will want to look at the face of the interviewer, which isn't necessarily where the webcam is, which can make you look as if you're not looking at them
 - To make sure you are looking at the interviewer, resize and move the window with the person's video image up or as close to your webcam as possible
- 4. Keep your appearance simple and not distracting:**
 - Neat and clean (unwrinkled) clothes
 - No busy patterns (including stripes) – they don't always look good on video
 - Bright or dramatic colours also can become even brighter on screen (including black). Grey, blue and pastels look best
 - Avoid sparkly dangly jewelry – it distracts and can make noise