



THE QMA'S GUIDE TO ON-CAMPUS RECRUITING





FOREWORD

As on-campus recruiting season is approaching, we have gathered some tips and tricks on how to recruit for marketing roles! We included some advice from a QMA Alumni who is now working as a Marketing Manager and is involved with their company's recruitment processes. We hope that you find value in this guide, and we wish you the best of luck with recruiting!



*Preparing for
Information
Sessions &
Industry Nights*

PREPARING FOR INFORMATION SESSIONS & INDUSTRY NIGHTS

Staying Organized

The first step in being prepared for on-campus recruiting sessions is outlining a schedule that includes all of the events you are interested in attending. We recommend using the app 'Todosit,' which allows you to clearly organize and prioritize your tasks. The recruiting schedule can be found on Quest - this includes all of the information sessions and industry nights that you may be interested in.

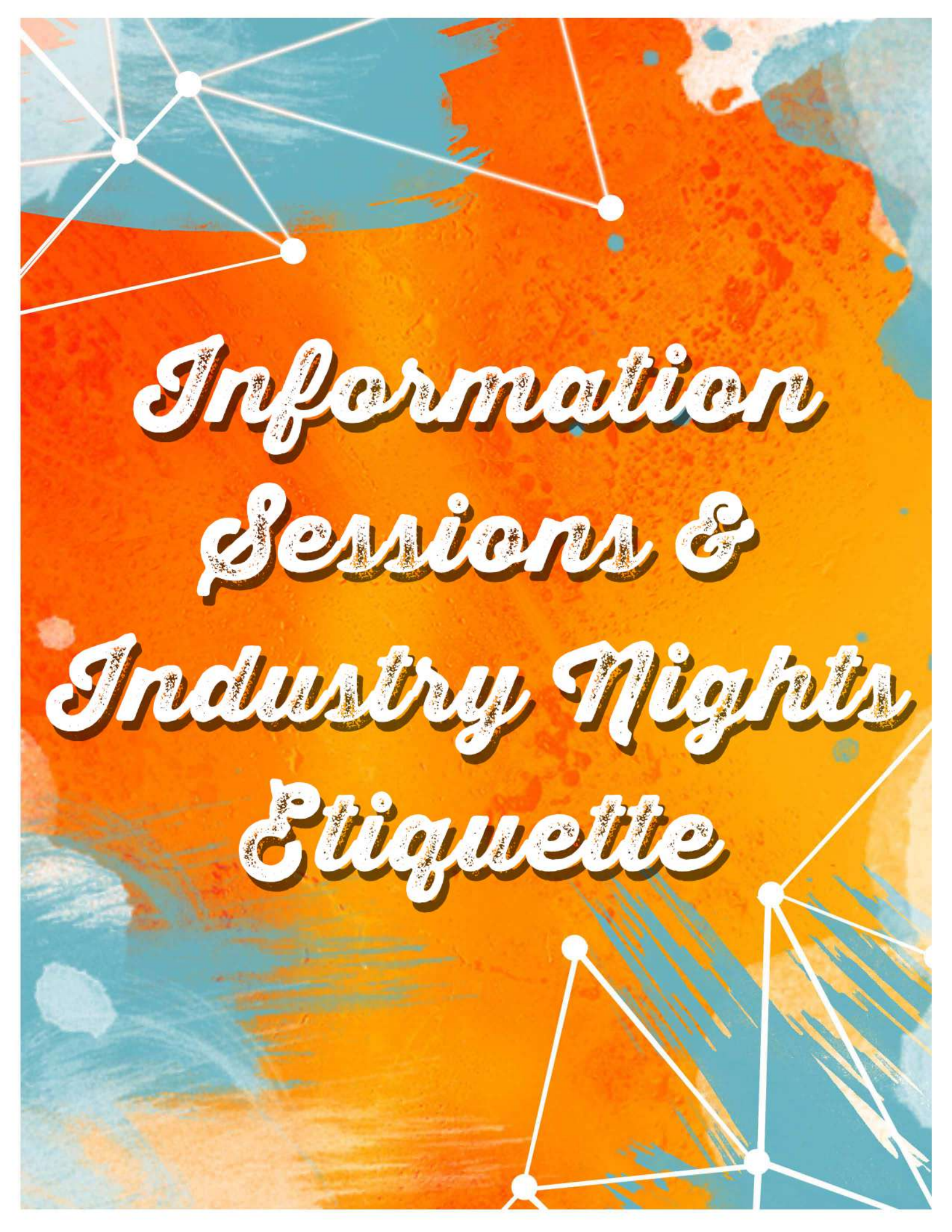
Come Prepared

Next, do your research on all of the companies you are interested in! It is extremely important to be knowledgeable on the company's values, culture, recent events, and products/services. This will allow you to build personalized questions that you are genuinely curious about, rather than asking the same generic questions to every recruiter. The on-campus recruiting events should be used as a tool to build relationships with company reps, rather than to learn information about the company that you could have found online.

Coffee Chats

A great opportunity to learn more about the companies you are interested in is to meet with upper years who have worked there as an intern in the past. LinkedIn is a great tool to find upper years from Queen's who have worked at these companies. Booking a coffee chat with an upper year will allow you to gain a better understanding of the company through their personal experiences, and this will allow you to start making connections at the company!





*Information
Sessions &
Industry Nights
Etiquette*

INFORMATION SESSIONS & INDUSTRY NIGHTS ETIQUETTE

Traits & Values

The most impactful trait that you can display as a student seeking employment is passion, and curiosity to learn. It is necessary that you show your passion for marketing and the company, so the recruiter can feel like you are truly engaged and eager to learn more. It is also important to take note of each company's core values, and do your best to display these while interacting with the recruiter. For example, P&G values integrity, leadership, ownership, passion for winning, and trust. Reflect on these values and incorporate them into the questions you ask and the responses you give.

Asking Questions

Before jumping right into your questions, give a quick introduction of yourself. Identify a personal hook that you want to share with recruiters that includes your name, your year, your school, your program, and any other relevant information. We recommend including something that sets you apart from others, such as your previous job experience, a position you hold on a club, or a certificate you are working towards outside of your degree. In terms of questions, there are no specific guidelines of certain questions that you should ask - instead, ask questions that you are genuinely interested in learning about. These questions can be about the industry, the company, the recruiter's role, or anything else that may be relevant to the conversation. This will stand out against all of the generic questions that they will likely get asked throughout the event. Listen to their answer and show that you are actually curious to hear their thoughts.



Share What Makes You Unique

If you have the opportunity to speak with a recruiter 1 on 1, don't be afraid to share some additional information about yourself and what makes you unique. For example, you could share some insight into what you were working on over the summer, or any interests, hobbies, or clubs that might be relevant. Take the opportunity to learn about the company and their role, but also recognize that they are at these events to identify talent.





*Online
Video Etiquette*

ONLINE VIDEO ETIQUETTE

Preparing for Virtual Events

It is important that you prepare a proper set-up for video calls in advance. Do a technical trial run on the video platform that the session will be hosted on – you can try this out with a friend a few hours before the event. Always keep your device plugged in throughout the event so you don't have to worry about battery life, as some events can last several hours. Close any unnecessary web browser tabs and applications as these can slow down your computer.

Navigating Virtual Events

Join the event 5-10 minutes early to give yourself ample time to settle in and remain calm while waiting for the event to start. Keep a pen and notepad in front of you to write any important points down, as well as a sheet of paper with any questions that you might have for the company reps. Ensure that you have your full name in your username so company reps can clearly identify you throughout the session. Sit in front of a plain background if possible or use one of the Smith backgrounds that is posted on the Smith Learning portal. Dress as if you would for an in-person interview from head to toe - this will allow you to feel more confident and adopt a professional mindset.





Building Relationships

BUILDING RELATIONSHIPS

Following Up

It is important to start building relationships with company representatives soon after you initially meet them, rather than waiting until closer to when you will be interviewing with the company. Follow up with the company rep through a LinkedIn invite to connect, including a message thanking them for their time and insights at the recruiting event. In this message, include a personalized key take-away from your conversation, such as 'I enjoyed hearing your insight on how success is measured at ___ company.' Ideally, the recruiter will recognize you through this message and will be more inclined to meet for a coffee chat.

Refer Back to Your Connections

While interviewing for a role, don't be afraid to name drop the individuals from the company that you have already spoken to, whether it be at a recruiting event or through a coffee chat! Incorporate key points that you spoke with a representative about, such as 'I spoke with ___ in a coffee chat a couple of weeks ago, and they informed me about the tight-knit corporate culture which I believe I would fit in well with because ___.' This will show that you have done your research and you are passionate about working at the company.



FINAL WORDS

Finally, the last piece of advice we can give you is not to put too much pressure on this week! On-Campus Recruiting can sometimes be daunting to students as it is perceived as an important week in recruiting for summer and full-time positions. Although the week is very helpful in learning about which companies are recruiting and what those positions look like, OCR is not the be-all end-all for getting hired! Focus on making new connections, learning about companies you're genuinely interested in and asking the questions you may have about certain positions. Relax and enjoy it!

Happy networking everyone!

The QMA Team

