

# Essentials of Job Development



CONESTOGA  
Connect Life and Learning

**Total Hours:** 45      **Credits:** 3

This course is recognized for credit towards the Job Development Professional Certificate at Conestoga College

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## Course Description

Effective Job Developers create and maintain strong employer relationships, can work effectively with diverse populations, understand the differences between urban and rural job development strategies and are able to combine both client and employer-focused approaches to their work. This course covers all aspects of the role of a Job Developer, from locating potential employers to client follow-up after employment has been obtained. It is designed to assist both new and experienced Job Developers to be more effective in this increasingly important role.

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## Course Outcomes

Successful completion of this course will enable the student to:

1. Describe the characteristics and skill requirements of a successful job developer.
  2. Explain how to work effectively with diverse client groups.
  3. Develop and maintain strong employer relationships.
  4. Create a comprehensive employer base.
  5. Demonstrate and apply appropriate prospecting and marketing techniques.
  6. Apply strong interviewing and research skills to make appropriate client referrals to employers.
  7. Analyze retention strategies that will increase their positive outcomes.
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## Required Student Resources - (textbooks and workbooks included)

Lodzinski, Adam. (2005). *Job Developer Resource Kit*. Toronto: ONESTEP.

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## Evaluation

In order to successfully complete this course, the student is required to meet the following evaluation criteria:

Assignments based on the in-class portion	30%
Weekly Postings                      5 x 4%	20%
Final journal assignment	50%

The pass mark for this course is 55%.

**Attendance at the in-class portion is mandatory.**

**Course Schedule and Assignment Due Dates**  
**Face-to-face in class / February 9 and 10, 2012.**

**Weekly Outline:**

Date	Schedule	Unit & Angel Course Notes	Topic	Activity	Evaluation
<b>Feb. 9 &amp; 10</b>  <b>Face to Face</b>  <b>Feb. 13 to Feb. 19</b>	Week 1  &  Week 2	See Section entitled  "Additional Course Information" Reading in Angel Course	..What is Job Development. ..Skills and Traits of a Job Developer. ..Employer and Client focused Job Development. ..Marketing.	In-class portion    Assignments due: 4:00 pm Feb. 19	30%
<b>Feb. 20 to Feb. 26</b>	Week 3	3.1 to 3.5 incl. of JDR Kit  ----- Go to Weeks 3 & 4 in Angel Course.	Building Employer Relationships and Selling.	Discussion due:  4:00 pm. Feb. 26.	4%
<b>Feb. 27 to Mar. 4</b>	Week 4	2.1 and 4.2 of JDR Kit.  ----- Go to Weeks 5 & 6 in Angel Course	Working with Diverse Clients	Discussion due:  4:00 pm. Mar. 4	4%
<b>Mar. 5 to Mar. 18</b>	Weeks 5 and 6	Go to Weeks 7 & 8 in Angel Course   Go to Weeks 9 & 10 in Angel Course	Matching Employers and Clients   Training Plans	Discussions due: 4:00 pm. Mar. 18	4%  4%
<b>Mar. 19 to Apr. 1</b>	Weeks 7 and 8	4.3 of JDR Kit  ----- Go to Weeks 11 & 12 in Angel Course	Retention Strategies	Discussion due:  4:00 pm. April 1	4%
<b>Apr. 2 to Apr. 8</b>	Week 9	Go to Week 13 in Angel Course	Acts and Regulations	<b>As well as reading this week's course notes, prepare for Final Assignment - due April 20.</b>	
<b>April 20</b>	Week 11		Final Reflection Paper	<b>Reflection Paper due: 6:00 pm. Friday April 20.</b>	<b>50%</b>