



2 NOW HIRING





01

PREPARATION

Get ready! In Activity Sheet #2, you will discover what it's like to work as a city-building professional.

Contact Professionals

- Pick one city-building related occupation that you're interested in learning more about (eg. architect, landscape architect, urban planner, engineer)
- Create a list of individuals that are currently working in your selected field of interest that you'd like to interview to learn more about what they do.
- Reach out to an Urban Minds' Program Coordinator if you need help finding professionals to interview.
- Email and call the professionals to set up an informational interview. We recommend keeping the interview to 30 minutes long, and specifying either a virtual or in-person informational interview.
- Aim to interview at least two professionals to get different perspectives about the same field of work.

How to prepare for your informational interview

- Prepare questions about the nature of their work and their career journey. Here are a few examples:
 - What is a typical day like?
 - What do you find unique about your career field?
 - What do you find the most rewarding about your job?
 - What do you find the most challenging about your job?
 - How did you get to where you are today?
- Assign no more than two chapter members to interview one professional
- If you've organized a **virtual meeting**:
 - Send a videocall meeting link to the professional
- If you've organized an **in-person meeting**:
 - Send a confirmation email to the professional including details like date, time, and location



02 INTERVIEW

Conduct the informational interviews.
30 minutes each

How to conduct and informational interview:

If you've organized a virtual meeting:

- Join the call at least 5 minutes early to check that your microphone and camera are working in advance

If you've organized an in-person meeting:

- Dress business casual
- Bring a notebook and a pen to take notes

For both virtual and in-person meetings:

- Introduce yourself and provide a brief explanation for why you're conducting the informational interview
- Ask your prepared questions and take notes
- Wrap up the meeting on time
- Send a thank you email to the professional shortly after the meeting



03

DISCUSSION

Reflect on what you heard during the informational interviews.
15 minutes

Share Notes

- Members briefly share their informational interview notes with the rest of the group (eg. what were the key takeaways?)
- Other members are encouraged to ask for clarifications or follow-up questions
- The Secretary should take notes during the discussion



04 THE APPLICATION

Create a job advertisement based on what you learned from the informational interviews.

45 mins

Become a fictional company and create a job advertisement to recruit a professional in the field.

Include Key Information

- About your fictional company
- Position title
- Job description
- Required skills/ qualifications

You can choose to create the job advertisement in whatever format you would like (eg. short video, graphic poster, written posting).



05 SUBMISSION

Submit your job advertisement by December 31 for a chance to win some awesome prizes!

Share Your Job Advertisement

- Post on your chapter's Instagram account!
 - » Share a short video or photo of your job advertisement
 - » Be sure to tag [@urbanmindsTO](#) and [@1uptoronto](#) in your post to be eligible to win awesome prizes!

Winner Selection

Urban Minds' Program Coordinators will review all submissions and select a winning chapter based on the following criteria:

- Accuracy of job description
- Clarity of information
- Professionalism of presentation