



CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS

The Hidden Job Market – DO YOU KNOW WHERE TO LOOK?

“80% of all positions are filled without employer advertising.”

- JobStar

Don't misunderstand, people **do** find jobs through the Advertised Job Market. But this job market can be frustrating and slow for both the employer and the applicant. If you want to be successful in your job search it is certainly worth your while to tap into the Hidden Job Market. Jobs in the Hidden Job Market are not posted anywhere. These positions are filled – or created for – candidates who come to the employer's attention through employee recommendations, referrals from trusted associates, recruiters or direct contact with the candidate. In order for you to become a candidate who gets recommended or referred, it is very important that you learn how to NETWORK. Networking is the key to the Hidden Job Market. The principle behind networking is simple. Contact everyone you know. This includes family, friends, professors, classmates, teammates, employers met at career fairs and even your hairdresser (you hairdresser talks to many people everyday!) Your network contacts are not there to find a job for you. You want to tell your contacts what kind of work you are looking for, that you are graduating soon (or that you're looking for a summer/part time job), and ask them to keep their eyes and ears open. People are generally willing to assist others as long as you ask politely.

Create a personal business card to market yourself while job hunting. Include your name, degree, and address, and list some of your qualifications and skills. Ensure it is professional and simple and carry it with you wherever you go.

Another way to tap into the Hidden Job Market is to do your research. Decide which industry or companies you would like to work for. Create a list of potential employers, including address, phone /fax number, name and job title of the contact person. Learn as much as you can about the industry and specific companies. Use sources such as the Internet, company web sites, company literature, business directories, business magazines, professional associations, company information sessions and even the Yellow Pages. If you run out of ideas, staff at the Career Development Centre is here to assist you any way we can. Once you have created your employer list and conducted your company research, it is time to start contacting employers. One way to contact employers is to pick up the phone and try to contact the person in charge of hiring. The objective of the phone call is to secure an appointment with the employer to discuss your suitability for the position in which you are interested – it doesn't matter whether there are positions immediately available. It is important to create a script and know what you want to say to the employer. If you think this approach is scary, wait till you hear the next one... Cold calling involves walking into an employer's office and asking to see him or her (of course after you've done all your research) again your objective is to secure an appointment with the employer. Realize that the employer may have some time right now, so be prepared to give your song and dance right on the spot. It will depend on your personal comfort level whether you use the phone or whether you approach employers in person. It does get easier once you start doing it – really. For more information about accessing the Pot of Gold we refer to as the Hidden Job Market, visit the Career Development Centre and talk to the staff members. There is a lot more information we can tell you.

Remember that hiring an employee is a risk – employers would rather take a chance on someone they know or someone who was referred to them.