



## The Hidden Job Market — DO YOU KNOW WHERE TO LOOK?

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

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.

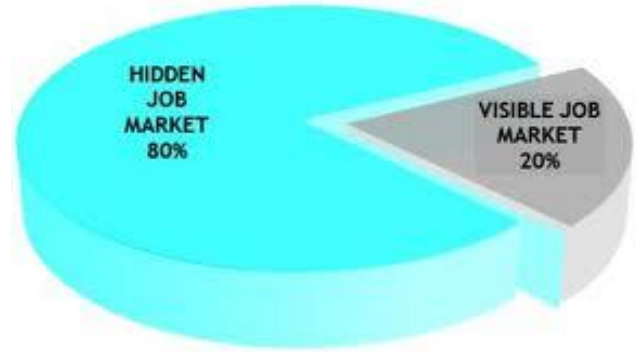
***Networking is the key to the “hidden” job market.***

The principle behind networking is simple. Contact everyone you know. This includes family, friends, professors, career counselors, classmates, teammates, employers met at career fairs and even your hairdresser (your hairdresser talks to many people everyday!)

**Create a personal business card to market yourself while job hunting.**

**Include your name, major, degree, email address, and list some of your qualifications and skills.**

**Ensure it is professional and simple and carry it with you wherever you go.**



If employers are successful filling the vacancies without having to advertise, then why would they? The trick is to be one step ahead and on the radar of the company who is hiring. Chances are the company you want to work for is hiring but they are just not advertising yet or are waiting for the right person to come along. **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.**

The key to opening the doors to the hidden job market is research. Try to identify the organizations and companies you would like to work for and which may be a good fit to your overall career goals. Next, contact the appropriate individuals within these organizations who may have knowledge regarding openings and opportunities.

Tapping into this hidden job market is very much a matter of being in the right place at the right time. If you do not have connections to the organization or company, seek out the Human Resources Manager or another manager in charge of hiring. Ask if there are any positions that they are hiring for which may not be advertised. At the very least it will trigger a short discussion about who you are and will put you on their radar. So don't hesitate to take the initiative!