NETWORKING AND THE HIDDEN JOB MARKET

A NECESSARY JOB SEARCH TOOL
THE VISIBLE JOB MARKET

Can be accessed through:

- Newspaper Ads
- Job Banks
- On-Line Job Postings
- Ads in Publications
- Private Employment Agencies
- Company Postings
- Unions
- Bulletin Boards
- Help Wanted Signs
WHAT IS THE HIDDEN JOB MARKET?

It represents the jobs that are never advertised

Most jobs are not advertised!!
WHY EMPLOYERS LIKE THE HIDDEN JOB MARKET

- Advertising is costly
- Screening resumes and holding interviews are time consuming
- Less risk, they don’t have to hire a “stranger”

“Good people refer good people”
HOW PEOPLE SEARCH FOR WORK

Visible Job Market

- Help Wanted Ads
- Job Postings
- Career Fairs
- Employment Agencies
- Internal Marketing
- Referrals by Networks

Hidden Job Market

HOWN EMPLOYERS SEARCH FOR CANDIDATES
ACCESS THE HIDDEN JOB MARKET THROUGH:

- Networking - family, friends, Linkedin
- Information Interviews
- Cold-Calling
- Newspaper articles – e.g. business sections
- Board of Trade networking events
- Professional Associations
- Job Search Groups or Networking Groups
NETWORKING

It's about who you know!
NETWORKING IS:

- Discovering and developing connections
- Establishing and maintaining relationships
- Getting leads on potential positions
- Gaining support for your job search
- Understanding your potential career
- Gathering information not available to the public
BUILDING YOUR NETWORK

- Talk to family and friends
- Connect with people in your community
- Connect with people you meet at Employment Centres
- Attend industry networking events
- Set up information interviews
- Volunteer
- Anyone can be part of your network

REMEMBER NETWORKING IS A TWO WAY RELATIONSHIP
NETWORKING TOOLS

- Telephone
- Email, LinkedIn
- Script of what you will say
- Names/referrals of people to speak with
INFORMATION INTERVIEW

IT IS...
- Exploring a field or organization
- Gathering specific information
- Using Networking Tools
- A skill building opportunity

IT REQUIRES...
- Making an appointment
- Gathering information
- Preparing and organizing self
- Being respectful of your contact
- Asking several people the same questions
SAMPLE QUESTIONS

- I am looking for work as __________ and would like to know if you can direct me to any one I can talk to?

- Can you suggest anyone who I may contact? May I use your name when I call this person?

- Are there any openings where you work?

- Would you be willing to tell other people that I am looking for work?

- Would you please notify me in the future if you hear of any openings?

- Do you have any other ideas where I might look for work?
DIRECT EMPLOYER CONTACT

Requires:

- Preparation
- Confidence
- Persistence
STEPS LEADING TO AN EFFECTIVE JOB SEARCH

- Understand and have confidence in your personal skills and abilities
- Always project professionalism
- Develop a strategy or a plan to follow which suits your personal needs
- Keep a journal or a log of contacts: when, who, what was discussed. How did you contact this employer? Is follow up required? Other contacts received from the source / etc.
- Have your job search documents updated and ready at all times, e.g. resume, references, letters of recommendation, transcripts, etc.
POINTS TO CONSIDER

Looking for a job can be a full time job!

- If unemployed, treat it as a 9-5 job.
- Keep a notebook with up to date records of all contacts and contact information
- Be Prepared! Be ready to give a five second commercial about yourself.
- Always have a copy of your resume on hand, pen and paper, and prepared questions
- Stay positive: giving up is not an option
- Send Thank you cards to those who have helped you
REMEMBER

It may take you 10 cold calls, etc… before you get one solid lead. So during the job search process, remember not to give up.

Ways of dealing with disappointments:
- Go out with some friends
- Take a nice long walk
- Relax, do nothing, stay positive
- Find somebody you can talk to
QUESTIONS OR COMMENTS
Thank you!