

THE HIDDEN JOB MARKET

The hidden job market is unadvertised jobs. Many employment opportunities are not advertised. You will need to be creative and resourceful.

HOW:

Connect with family, friends, relatives, classmates or fellow workers.

MYTHS:

- Networking is only for the well-connected.
- Networking is only for extraverts.
- Networking is bothering people.

SEARCHING FOR THOSE HIDDEN OPPORTUNITIES/CAST YOUR NET WIDE:

- Attend career fairs.
- Do mock interviews.
- Talk to advisors.
- Attend professional conferences.
- Talk to teachers.
- Talk to people at sporting events.
- Talk to your neighbours.
- Talk to family and relatives.
- Talk to people while waiting in line.
- Join an online chat group.
- Talk to members of your church.
- Talk to alumni of any school you attended.
- Talk to former bosses.
- Talk to your doctor.
- Talk to your lawyer.
- Talk to your auto mechanic.
- The manager of your favourite coffee shop.
- The owner of your favourite restaurant.
- Your accountant or tax preparer.
- Etc.

EXPLORE THE HIDDEN JOB MARKET:

- Network: To network is to meet new people and to create a list of contact people who could help you in finding employment opportunities. Attend various events like employment fairs, social gatherings, trade shows or events that are relevant to your field. This gives you the perfect opportunity to meet new people and create new resources and networks. Be sure to demonstrate confidence in your skills and be on the look out for potential opportunities.

- Direct Employer Contact: You can communicate with employers in person, by telephone, or by email. Select the method of communication that is most comfortable for you and that will be suitable to the employer.
- Unadvertised Job Sources: Utilize all of your resources. Tell everyone you know that you are looking for work and highlight what your skills are. You never know when that perfect opportunity might come up.
- Volunteer: Volunteer, in your field if it is possible. This will give you free training and it is a wonderful way to meet new people and to work towards increasing your job search contacts. Many employers support and are impressed by volunteer experience. Volunteering is a great way to get work experience in your field of study. For volunteer opportunities you can visit the following website:
www.volunteerottawa.ca
- Job Shadowing: If volunteer opportunities are not available in your field of work, you can contact a field professional and ask if you can job shadow them for a day or two. This will give you a glimpse of what the job really is.

YOUR PLAN:

- Have a plan: Create an outline of what you are looking for and what are the steps required to get there. Make sure to write out, or type out your plan. You can organize it on your computer. Most people tend to follow through on a plan once it has been written down. This is also a good guide to help you monitor the progress of your journey and determine the next steps in your job search.

TIPS:

Do:

- Tell everyone you are job hunting.
- Tell them what you are specifically looking for.
- Be open to everyone you meet.
- Maintain a positive attitude.
- Follow up.

Don't:

- Keep your job searching to yourself.
- Be vague when talking about your job hunt.
- Be afraid to seek help.
- Have a negative attitude.
- Be afraid to follow up.

Staying Organized:

- Make records of each networking conversation.
- Keep sheets organized in a file folder.
- File or three ring notebook.

COMPANY RESEARCH AND INFORMATION WORKSHEET:

Name: _____

Company/Organization: _____

Address: _____

Phone: _____

Email: _____

What I can do for them: _____

Meeting notes: _____

Follow – up: _____

Date met: _____