

The Hidden Job Market

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Objectives

- Define hidden job market-why it exists
- Stages of a job opening
- Strategies/techniques for accessing the hidden job market
- Resources

Define The Hidden Job Market

The hidden or unadvertised job market consists of those jobs that are not advertised publicly. Many estimates place up to 80% of the total job market to be in the hidden job market.

800%

Stages of a Job Opening

1. Incubation: replacement, need develops, expansion, acquisition, new business planning.
2. Pre-ad recruiting: internal notification, referrals, online resume banks.
3. Advertised recruiting: classified ads, online posting, personnel agencies, mailings, outreach campaign.
4. Post-ad processing: resume screening, last minute candidates, decision made.

Hidden Job Sources

- Promotion announcements
- Expansions
- New financing
- Trade publications
- Trade associations and conventions
- Alma mater
- Yellow pages
- Unidentified needs.

Strategies/Techniques

- Target job title/target industries
- Cold calling
- Networking

Target Position/Industry Focus

- Focus on your selling points
- Focus on one position and one target industry
- Develop a list of targeted employers
- Use your network
- Make contact with the employer
- Get help

Cold Calling

- Use your targeted list of employers.
- Use a script for approaching employers.
- Find a decision maker.
- Create a personal commercial.
- Overcome objections.
- Keep records.

Networking

- Done throughout your career
- Develop a list of contacts
- Start with a letter or email
- Follow up with a personal call or meeting
- Networking relationships are reciprocal

In Conclusion

- Focus on a target position and target industry.
- Use your selling points.
- Be active not passive.
- Be creative.
- Use your networking contacts.
- Follow up.
