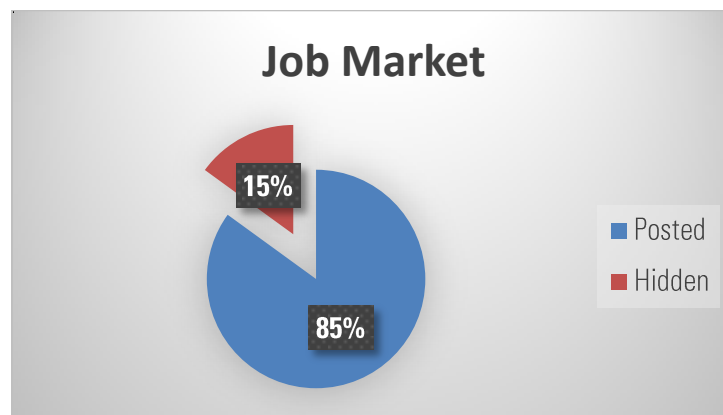


## HIDDEN JOB MARKET

Did you know that **only 15% of jobs are ever posted publicly** in comparison to **85% being “hidden”**?

The hidden job market is comprised of jobs that are not advertised widely on job search sites such as Indeed, Monster, and Workopolis or in print resources such as the local newspaper. These jobs are discovered informally through word of mouth and currently existing personal or business related connections.



**Spend your time proportionately: 85% of your time on tapping into the hidden job market instead of applying online.**

There is a huge statistical difference between passive methods of job searching such as answering ads and sending resumes, and active job searching such as networking and informational interviews. The latter can help you access the all important hidden job market.

Use a variety of job search strategies to ensure you are maximizing your opportunities.

### STRATEGIES TO ACCESS THE HIDDEN JOB MARKET:

#### Research Employers in the Fields of Interest

- Which employers in your area hire people with similar degrees or past experiences as your own?
- Which employers could give you the type of job you are seeking?
- Just because the company doesn't post opportunities on job search websites doesn't mean that there are no opportunities available.
- Make a list of relevant companies and research their websites to find out if there is a job posting section or upcoming career fairs.
- Check for contact information of people who can give you more information on potential jobs within the company.

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## Informational Interviewing

Informational interviewing is an excellent informal source of information gathering that could help you land your next job! **Statistics show that 1 in 12 information interviews lead to a job offer whereas 1 in 200 resumes lead to the same (QuintCareers.com)**

- Informational interviews are a way for you to learn more about the day to day activities of people who work in a certain role, company, or industry.
- People in the field may be more informed of current trends in the workplace and may be in a position to offer you tips and techniques.
- Ask open-ended questions about the company and request them to share more about their experiences.
- Informational interviews are not the place to ask directly for a job, however if the other person requests a resume from you, it is fine to give them one along with a business card if you have it.
- The idea behind informational interviews is to gain knowledge of the industry/company/profession you are interested in and also to build a network

## Networking (Talk to Others)

Networking doesn't need to be formal or intimidating! It can be done anywhere with anyone in any setting. A good place to start would be to let family, friends, and acquaintances know that you are looking for jobs in a certain field, and ask that they keep an eye out for any relevant opportunities or referrals.

- Look for associations in your field of interest. There may be a fee to join, but student rates tend to be lower than non-student rates
- Use the McMaster Alumni and Partners Advisor Network <https://mcmaster.firsthand.co/> to look for professionals in your field of interest, or employees that work for a certain company, or see what alumni have done with their degree. Everyone on this database is willing to help whether it is a career conversation, resume critique or mock interview!
- LinkedIn <https://www.linkedin.com/uas/login> is a great way to search for professionals in your area of interest or who work for a specific company you are targeting. We suggest clicking on "My Network" and then "Find Alumni" where you can search for McMaster Alumni by what they studied, companies they worked for, what they are skilled at and more! Use your mutual connections to ask for an introduction where possible.
- Thank everyone for any assistance they may be able to offer, and let them know that you are happy to help them when the need arises

The key is to involve as many people in your job search as possible, and be strategic in your job search strategy by using available resources other than online job postings that anyone can see!

## Company Information/Recruitment Sessions

- Take advantage of these sessions to learn about company recruitment cycles, skills they are looking for and assess your fit and interest with a company.
- Peak times for employers coming on to campus are September, October, January and February, but

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check the Event Calendar on OSCARplus to ensure you don't miss any!

## Career Fairs

- Employers use this opportunity to network with as many interested candidates as possible and this is your chance to showcase yourself in a professional manner
- Have your elevator speech prepared, dress for success and bring copies of your resume!
- Don't forget research companies ahead of time so that you don't ask 'so what does your company do', but rather, ask insightful and clarifying questions.
- Connect to recruiters you spoke with on LinkedIn to reiterate your interest and ask for an informational interview.

## HOW EMPLOYERS PREFER TO HIRE

- **From within:** This includes starting from a part-time position to full time, contract to permanent, volunteer to paid, lateral movements, entry level to more professional, etc.
- **From someone they know:** Referrals and informational interviews are great ways to get employer's attention
- **Recruiters:** Companies often use recruiters to do the hiring for them. Check for recruitment companies that align or specialize in your industry, and as a job seeker, you should not have to pay a fee to them (this is what employers pay for). This is a good way to build experience, skills, and references.