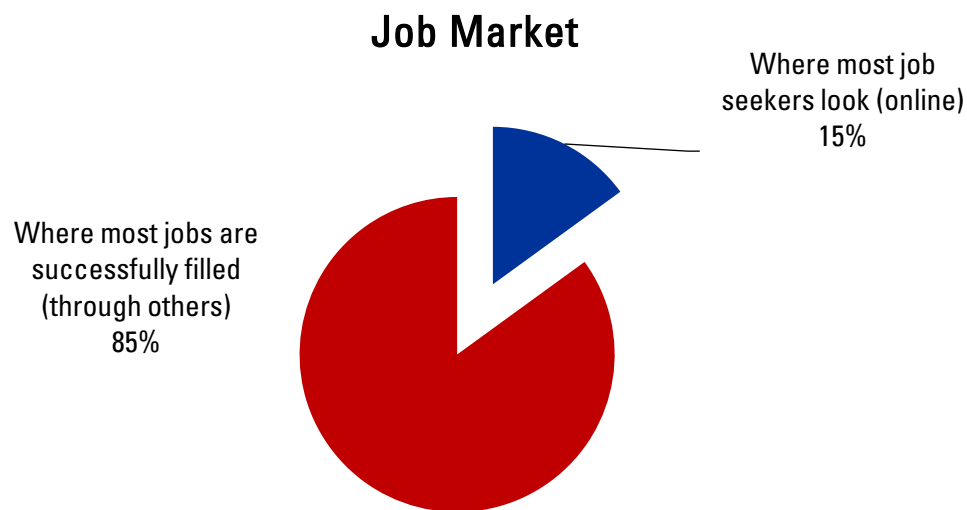


Job Search Strategies

The hidden job market is comprised of jobs that are not widely advertised on job search databases like Indeed, Monster, and Workopolis. They are discovered and filled informally through word-of-mouth or within a company by existing employees changing positions. Here are some strategies to access this hidden job market.



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

Researching the hidden job market

Which employers in your area hire people with similar degrees or past experiences as your own? Look on these companies' career pages for upcoming events or recruitment sessions.

Directories

- Directories are online databases that allow you to find lists of companies you might not have known existed. Some examples include [The Red Book](#), [211 Ontario](#), and [The Ontario Chamber of Commerce](#).
- Search online for directories specifically in your field or area of interest, like retirement homes, children's services, shelters, etc.
- Use directories to create a 'leads list' of companies and their key contacts, so you can check their postings regularly and strategize your networking.

Job banks

- Job banks allow you to search directly for available job openings in your area.



- Some, like Indeed, allow you to efficiently apply to many positions by letting you upload your resume. Others allow you to set up job alerts for your areas of interest.
- Include a cover letter, unless specifically directed otherwise. Also, include a short message to the employer when you apply by email.

Networking

Talk to others

- Let family and friends know that you are job searching, and ask that they keep you informed of any relevant opportunities or referrals
- Join a professional association in your field of interest. Usually student rates are more affordable than regular rates, and these provide a great opportunity to connect with experienced professionals in your field.
- Use the [McMaster Alumni and Partners Advisor Network](#) to search for professionals in your field or company of interest, explore other alumnae career paths, or ask for a career conversation, resume critique, or mock interview.
- The [LinkedIn Alumni](#) tool is another platform to view others' career paths and connect with professionals in an area or company of interest to you.
- LinkedIn provides a way to keep track of your professional network, connect with friends, and maintain a professional online presence so recruiters gain a positive impression of you.

Informational interviewing

Statistics show that 1 in 12 informational interviews leads to a job offer compared to 1 in 200 resumes ([QuintCareers.com](#)).

- Informational interviews are a way for you to learn more about people who work in a certain role, company, or industry, and build your network.
- People working in the field are usually more informed of current trends in the workplace and can offer you useful tips.
- Ask open-ended questions about the company, their role, and the field or industry.
- Informational interviews are not the place to ask directly for a job. However, the interviewers may ask you for a copy of your resume, or offer to give it to someone else they know who may be interested in you.
- Always remember to have a copy of your resume and business card on hand in case they ask.

Company information/recruitment sessions

- Take advantage of these sessions to learn about company recruitment cycles, skills they are looking for and to assess your interest and fit within the company.
- September, October, January and February are peak times for employers to come to campus. Check the Events Calendar on [OSCARplus](#) to ensure you do not miss any opportunities.



- Discussing a few things you learned from a company information/recruitment session in your cover letter is a great way to show interest in the company and set yourself apart from other candidates.

Career fairs

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

Should you apply? Consider the opportunity as a whole

- Will it give you an advantage or add value in your career journey?
- Will you be in contact with professionals in your field?
- Will you gain experience and transferrable skills?
- Will this provide you with exposure to the working environment you want to be in?
- Remember that you do not need to satisfy every requirement before you apply. The posting is simply a way to convey information about a job to you so you can choose whether to apply.

Tailoring your resume and cover letter

There are certain key words that appear in job postings and it is highly recommended that you incorporate those key words into your resume and cover letter. This is because some companies use a computerized applicant tracking system (ATS) which filters out applications based on key words before any live person will see it.

Read the qualifications system carefully and if you have a desired qualification, present it clearly at the top of your own Highlights of Qualifications section and be sure to include how you have demonstrated it.

Continue to build your career skills

- The SSC offers professional services on resume writing, skills, interviewing, LinkedIn, job search coaching, accommodation and disclosure in the workplace coaching, etc.
- Unsure about your options or suitability for career paths? We have career counsellors that can help navigate the career planning process.
- Check [OSCARplus](#) for events, company recruitment sessions, workshops, jobs and volunteer postings to support your professional development all year long.
- Look for work and volunteer opportunities to build your [career ready skills](#).



Directories

Please note this list of directories and job banks is not exhaustive, just a starting point.

STEM

- [Industry Canada Directory](#)
- [Canadian Video games](#)
- [Canadian Life Sciences Database](#)
- [Environmental Services Directory](#)
- [Ontario Environment Businesses Directory](#)

Humanities and Social Sciences

- [Charity Village](#)
- [Information Hamilton Redbook](#)
- [211 Toronto](#)
- [Settlement.org](#)
- [Work in Non-Profits](#)
- [Film Distributors and Exporters](#)
- [Creative Mind Group](#)

Commerce

- [Ontario Chamber of Commerce](#)
- [Canadian Marketing Association](#)
- [Scott's Directories](#)

Job Sites

General Job Sites

- [Indeed](#)
- [Eluta.ca](#)
- [Red Reach Hiring Youth](#)
- [McMaster Magnet Today](#)
- [Jobpostings.ca](#)
- [LinkedIn Jobs](#)
- [TalentEgg](#)
- [Monster.ca](#)
- [Career Builder](#)
- [B Meaningful](#)
- [CareerEdge.ca](#)
- [OscarPlus](#)



Business

- [CPC Connect](#)
- [Angel List](#)

Communications, Culture and Media

- [Jeff Gaulin Media](#)
- [Work in Culture](#)
- [CultureWorks.ca](#)
- [Marketing-jobs.ca](#)
- [Mandy.com](#)

Environmental

- [Good Work Canada](#)
- [Work Cabin](#)
- [Environmental Careers Organization](#)
- [EnvironmentalCareer.com](#)
- [Canadian Environmental Network](#)

Government

- [Specialized Recruitment Programs](#)
- [Ontario Public Service Careers](#)
- [Canada Municipal Jobs](#)
- [Municipal World](#)
- [Ontario Legislature Internships](#)

Healthcare

- [OntarioNursing.ca](#)

Sports

- [SIRC.ca](#)

Social Services

- [Charity Village](#)
- [Work in Non-Profits](#)

