

## **The Visible Job Market**

These are **advertised job openings**. Where are the best places to find them, and how can you use them to your advantage?

- Only 20% of jobs are advertised. So, best to spend only 20% of your job-searching time looking in the visible job market. Leave 80% of your time to explore the hidden job market.

### **Newspapers, magazines and journals**

- Classified/Career section
- Free newspapers (libraries, employment resource centres, Metro/24)
- Magazines and scholarly journals

### **Job Banks and Recruiters' Websites**

- Help Wanted Signs – walk into the place with your resume and cover letter. Ask to speak to the manager. You may have to answer some questions or even have an interview on the spot.
- Remember to apply for these jobs in the manner indicated – if they request that you email your resume, email it. If they say fax, then fax it.
- If it does not have a preference, the best idea is to drop it off in person

## **The Hidden Job Market**

### **How to access it?**

- Ask relatives, friends, acquaintances, neighbors and colleagues for help or advice
- Contact recruiters, employment agencies or search firms
- Distribute your resume to firms and companies in the industries where you would like to work
- Visit job fairs
- Contact professional associations in your field
- Send your resume to resume banks on the Net.

**You need to be creative, courageous and persistent!**

### **Distributing your Resume**

- Make a list of companies you would be interested in working for
- Companies who are hiring, but not advertising available positions (find their contact information online)
- Employment agencies according to their profile and their geographic area
- Addresses of employers you have heard about through friends, relatives, acquaintances
- Online resume banks
- Job fair
- Your own website
- Somewhere you are volunteering

## **Responding to Job Ads**

### **Should you apply for the job?**

- Check to see if 50% of your qualifications match the requirements.
- Study the terminology and description of the duties – use these words in your resume/cover letter
- Mention other useful qualifications the employer may not have mentioned

### **Pay careful attention to detail**

- Note the name, address and phone number of the employer
- Take notes of the requirements
- Respond quickly to job ads – pay attention to the deadline

### **Write a cover letter**

- Follow up – if you don't hear back from the within a week of submitting your resume, contact then employer.

## **Why didn't you get an interview?**

### **Improve your advertising (your resume, cover letter, anything else)**

- Did you overlook a simple error? Did you make any spelling or grammatical errors?
- Did you put too much importance on experience unrelated to the position you applied for?
- Ask someone you trust to look over the resume and cover letter

### **Other considerations:**

- Have you applied to employers that truly a good match for you?
- Did the hiring managers receive your applications?
- Are you talking to your networking contacts?
- Have you followed up any informational interviews, thanking them for their time?

## **Okay, you went for an interview, but you weren't hired. Why not???**

The employer is going to consider three things:

- 1) Your personality
  - 2) Your skills, education and experience
  - 3) How well you would fit with the team
- Did you make mistakes during the interview?
  - Was there someone with more experience, more skills and education?
  - Was there someone else who would fit better with the team?
  - Maybe someone was referred to them, through the hidden job market.

**Did You?****Circle Yes or No**

Arrive at the interview on time	Yes	No
Shake your interviewer's hand upon greeting	Yes	No
Smile and greet your interviewer in a friendly way	Yes	No
Wait to be invited to sit down before doing so	Yes	No
Show a positive and friendly attitude	Yes	No
Make eye contact while talking	Yes	No
Appear calm	Yes	No
Have a good flow of conversation	Yes	No
Say positive things about a previous job or manager	Yes	No
Pay attention	Yes	No
Let your interviewer know you were familiar with the industry	Yes	No
Understand the questions	Yes	No
Answer questions briefly but completely	Yes	No
Express interest in working for that company	Yes	No
Show your knowledge of the company	Yes	No
Provide detailed examples of your experience	Yes	No
Use relevant technical terms	Yes	No
Communicate your long term plans	Yes	No
Describe what you could offer the company	Yes	No
Let the interviewer know you were willing to take on new challenges	Yes	No
Remain positive throughout the interview	Yes	No
Shake the interviewer's hand upon leaving	Yes	No
Thank the interviewer when you left	Yes	No
Say goodbye politely	Yes	No

If you answered no to any of these questions, take this opportunity to learn how to improve your interviewing style and skills. Each interview gives you more practice, and as they say, practice makes perfect!

Good luck!