

Job Searching and Hidden Job Market Top 10 Tips

1. Many people job search by looking for active job postings online. Unfortunately, this method is not the most effective and highly competitive. The most effective ways to job search are to connect with your network (friends and family) and ask about links to work and apply in person to meet managers at companies you have researched.
2. When job searching, make sure that after you research the company you are interested in, you customize your resume for that company. You can visit their website or ask around to find out the best language to use on your resume and what skills and experience to include.
3. In addition to “working your network” and meeting managers by applying to jobs in person, it’s good to do some self-discovery activities to get to know yourself, your interests and your strengths. (add some links here to personal inventories etc.) When you apply to jobs that are well suited for you, there is a better chance of being hired, and of liking the job.
4. Your network is probably bigger than you think... you just need to think outside the box. Make a list of all the people you know, and then reach out to them in person, online and through social media. Let them know you are looking for a job and what you would be interested in doing. Ask them questions about certain companies or hiring opportunities.
5. If your network is not big enough (and it can always be bigger), you can expand it. However, it’s not all about the number of contacts, it’s how effectively you “work your network” that counts. To grow your network you can look online at websites such as Londonforthewin.ca or Eventbrite for local networking opportunities. If you are nervous to attend alone, bring a friend.
6. If you are a shy or introverted person, you can still network, you might just choose to attend smaller events, do more 1 -1 information interviews or focus on online networking.
7. Ask the people you know for a few referrals or “warm introductions” to their friends or contacts. A warm introduction is when you have someone introduce you online or in person. Then the new contact is expecting your call / e-mail, and will be more open to helping you.
8. Networking is a two way street. As much as you need the help of others to access hidden jobs and other opportunities, you need to help them back! When you come across jobs that you think would be good for someone in your network, let them know about it!
9. Organizing informational interviews is also a great way to learn about job opportunities, companies and job sectors. Request a meeting with someone that works in a job you would like to do or a company you are interested in and come with questions for them. You are not asking them for a job, but rather, trying to find out more about what is needed to get hired.
10. When networking, meeting managers and doing informational interviews, you want to show up looking your best, having done your research and showing up prepared and be ready to “sell your personal brand” by self-marketing. Think about how you want to introduce yourself and present yourself beforehand. You should be ready to tell people about your skills, experiences and interests when you meet them.