



Australian Government

Department of Education,
Science and Training

Worksheet 1

The Hidden Job Market

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As a job-searcher, have you considered using the "hidden job market?" The hidden job market refers to the idea that only around thirty percent of jobs are formally advertised. This means that seventy per cent of jobs are never advertised so they are "hidden" from the view of many job seekers. The hidden jobs are often given to family, friends, contacts and people who take the initiative to make themselves known to prospective employers before a vacancy occurs.

If you can identify and apply for potential positions in this hidden market you will increase your chance of successfully gaining a position.

One goal for anyone job searching is to be offered an interview where you will have the opportunity to 'market' yourself in a professional way so that the employer will offer you the position. So, what are the steps that you will need to take in order to enhance your opportunities to find the right job?

Step One

The first step is to ask yourself:

- What type of job do I want?
- What are my skills, knowledge and experience?
- What must the job provide, eg. conditions, location, duties?
- Do I want to work for a small company or a large organisation?

Step Two

The second step is identify the organisations which offer jobs matching your criteria above. To start, to go to the Yellow Pages and choose the names of say fifteen organisations that you may like to work for. Write down the full name of the Company, its address, telephone number, e-mail address.

Step Three

Once you have this information, call each organisation to obtain the name of the Human Resource person, or Recruitment officer, or

whoever has the power to employ you. It is important that you have the right name and initial.

All this information can be obtained whilst you are at home and involves only the cost of the phone call.

Step Four

When you have all the information, you can then decide to either make contact by telephone or in writing. Just remember, when 'phoning, make sure that your voice is clear and that you are not mumbling. Introduce yourself clearly and let the person on the other end of the phone know to whom you would like to speak. If the person is unavailable, ask when he/she will be available and then make a point of calling back at that time.

Tip: don't phone first thing on a Monday morning or around lunch time when the person may be at lunch.

When you do have the opportunity of speaking with the person who does the recruiting, you may be told that there are no available positions at the moment. Accept this but ask if you could send you resume into the company so, that in the event of a position becoming available, your details will be on file. Ask the person to whom you are speaking if they know of any other organisation who may be looking for someone with your qualifications and experience. In closing the conversation, thank the person for their time and that night drop him/her a note of thanks for their time and say that you will be in touch at a later date. As discussed, enclose your resume for their file. This is called networking.

Step Five

When you have contacted all of your potential employers and, depending on what they have suggested, make a note in your diary to contact them at a later date in order to check if there has been any change. Sometimes, positions do become available after you have made contact and if you have sent your resume, they could make contact sooner.