

# NETWORKING & THE HIDDEN JOB MARKET

## NETWORKING & FINDING THE HIDDEN JOB MARKET

To conduct an effective and successful job search you must be organized and have a plan of action in place. The following section will assist you in getting ready for your own job search.

### THE HIDDEN JOB MARKET:

WHERE **80%** OF AVAILABLE POSITIONS ARE LOCATED

The hidden job market includes all positions that have not yet been communicated through visible channels, such as newspapers and online databases. These positions are filled by – or created for– candidates who come to the employer's attention through employee recommendations, referrals from trusted associates, recruiters, or direct contact from the candidate. Successful job seekers that tap into the hidden job market are able to connect with the employer's network. Networking--using your contacts to connect with employer contacts--is the key to tapping into the hidden job market.

### Developing a Plan

- It's important to **be organized and dedicated** when you are securing your first full-time job. You need to expect that it will take some time, and plan your schedule accordingly.
- **Set out goals** for yourself about the amount of time you will spend researching opportunities, contacting previous co-op employers, co-workers and mentors, making other contacts and doing follow-up.
- Make sure to **keep good notes and records** of whom you have contacted and how they have helped you, to avoid embarrassing mistakes later.



## Researching Employers

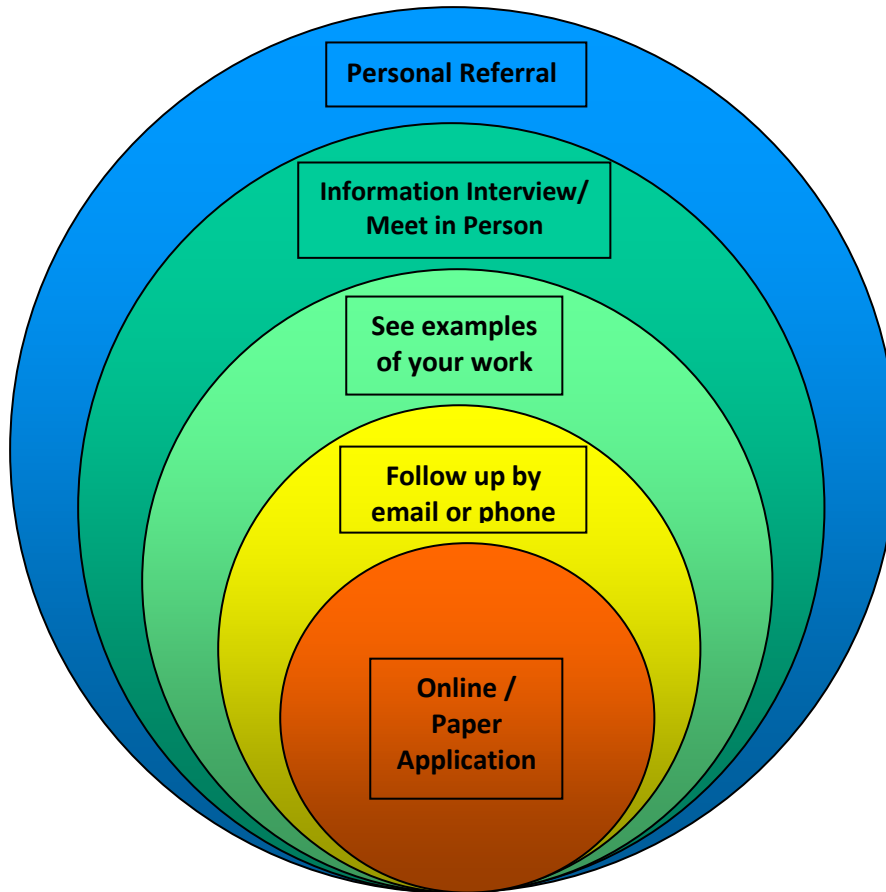
- The first step in your job search is to research potential employers in your field of interest.
- Through research, you can find out what companies you are interested in working for, and gain some background information to use when making contact or doing an interview.
- Go back to the contact you made during your co-op terms and see if anyone that you met may be able to help you directly by hiring you, or indirectly by referring you to someone else – then expand your search to organizations you're not familiar with.
  
- When you're researching employers, look for the following information:
  - Size of the organization
  - Location of offices
  - Hiring patterns
  - History and potential growth
  - Organizational structure
  - Corporate culture
  - Training programs
  - Typical career path
  - Opportunities for advancement
  
- You can locate such information on-line, in the public library (books or business magazines), or the Chamber of Commerce, Create a list of employers and organizations to contact from your co-op contacts and a few other companies you've researched.
- For the companies that you've never worked for, find out the names and telephone numbers of their recruitment officers or hiring managers; add them to your list of contacts to call.



## Finding Support

- Do not be discouraged by employers who cannot help you. Try to keep from feeling as though they are rejecting you personally; it may take a while to find an opportunity that's right for you and available at the appropriate time.
- If you get feedback from employers about specific skills or areas you can improve upon, work on those areas.
- Try to keep all your conversations with potential employers positive and friendly, even if they aren't able to help you.
- You should view each conversation as a new contact that may be able to help you in the future, even if they cannot help you right now.
- Talk with your peers, who are on the same path as you are of trying to secure their first full-time job, to compare strategies and get support.
- Seek advice from your mentors as well.

## Increasing Your Chances For Success



Meeting an employer in person before filling out an online or paper application allows them to get to know you and see samples of your work, increasing the chances of them remembering you in the future.

## The Art of Networking

### What is networking?

- Networking is a focused method of developing and building a pool of contacts, that is, people who can provide career information that could lead to a job.
- Networking is the act of making contact with information brokers in your area of career interest.
- The word 'networking' tends to conjure up mixed emotions, according to one's perspective. However, networking is simply about finding common ground and building mutually beneficial, professional relationships.

### Why should I network?

1. We are in a time of 'career self-reliance', which means you are the manager of your career.
2. 80% of jobs are unadvertised. Consider spending 80% of your job search time on networking activities, and only 20% of your time applying to advertised jobs.
3. Employers prefer to hire people they know.
4. You gain first-hand, current information and knowledge about your world of work to help you develop a job search strategy.
5. You gain access to experts in your field who have information about trends and know how your skills can transfer – you are learning how to manage your career – an invaluable business skill.
6. It may help you gain access to other professionals within your interest area.
7. It can be fun!

From UBC Career Services "[Networking](#)"

### Developing Your Network

- You already have a base of contacts from your co-op terms; from the employers, co-workers and friends you've met along the way.
- Do not worry if they are not employed in the field in which you are interested; they may know someone who is, or at least someone who can connect you with the right person.
- Let them know that you are looking for a job and that you would welcome advice, suggestions and ideas.
- Examples of other contacts include:
  - Professionals you met on co-op terms
  - Colleagues, previous employers – especially those with whom you worked on any of your co-op work terms
  - University classmates, former professors
  - Family members, neighbours and friends
  - Members of professional organizations or associations that you have joined
  - Members of clubs you belong to or teammates on sports teams
  - People you have met through informational interviews or career fairs

## Expanding Your Network

- Once you've talked to people close to you, you will become more confident, better prepared, and be ready to contact people you know less well.
- These individuals include:
  - People you have met at associations
  - People you've met through professional organizations
  - People working in other companies
- You cannot predict who will be able to help you; therefore, talk to as many people as you can. The more people you contact, the better your chances of finding a job lead.

**Individuals in your network have their own networks and can connect you to others.**

Make a list of 10 people you know that you can start with today. Continually add to this list as you develop your network.

### For each contact

- Record each person's position, address, phone number and email address.
- As you build your network, keep a record of who helped you and how they helped you.
- Focus your request by letting him/her know what you want:
  - A job lead
  - A lead to a key contact in the industry or specific company
  - A lead to anyone they think might be able to help you in your job search
- Send them a thank-you note or call them to let them know their lead paid off.

**Prepare** a brief statement in advance about what you are looking for and what kind of help you would like. For example:

*"I am looking for experience in the publishing industry, and I was wondering if you know anyone who is working in this field. Can you give me their name and telephone number? May I use you as a referral when I call them?"*

## Meeting in Person

There are many ways to meet individuals from organizations you want to work with. One way is to attend networking events where you can interact with professionals in a field you're interested in. Another way to make contact with an organization you want to work in is to go to their office in person with your resume. Meeting in person is a great way for a potential employee to get to know you better, and increases the chances of them remembering you in the future.

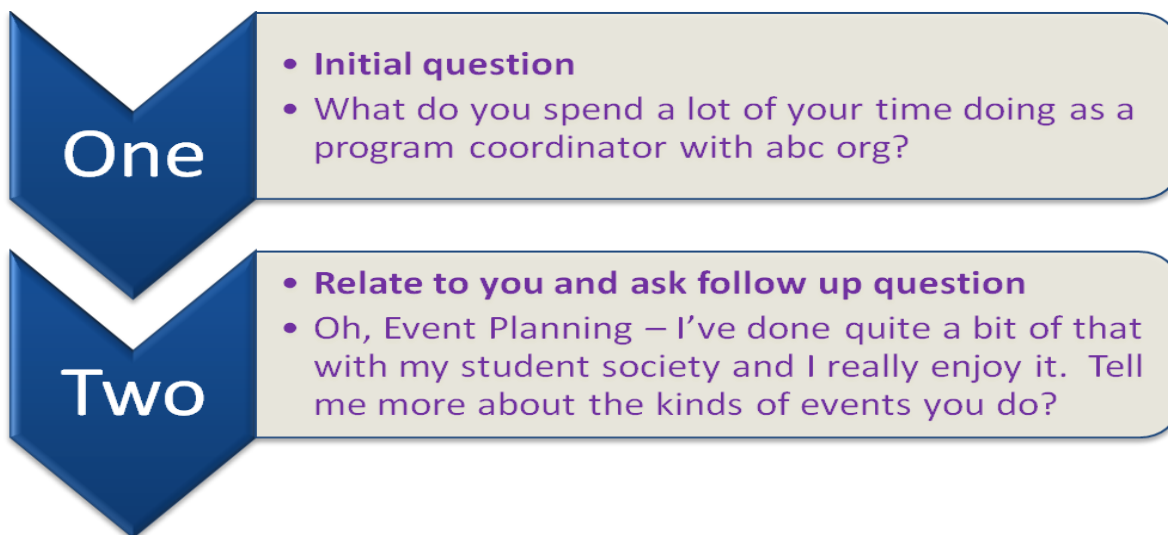
### Networking Events

Attending a networking event is a great way to meet a variety of individuals at one time, and is not as daunting as you might think.

#### How to start a conversation:

- A smile can be seen from 30 meters away
  - Paul Ekman, Professor Emeritus (Psychology), University of California – San Francisco
- Introduce yourself with your NAME:
  - Name**
  - Academic Background**
  - Motivation for attending the event**
  - Enquire about them**

#### Enough about me...



## Going to the organization

- You can speak to the person in charge of recruitment or hiring, or talk to the manager of the department you want to work in directly and present them with your resume.
- By meeting you they can associate a face with the name on your application which makes it harder for them to forget about you.
- If the manager of the department you want to work in doesn't do the hiring directly, ask about any specific information about the job that might improve your application.
- Although this method is often most effective, it can often be difficult to find busy people in person.

This is why the telephone plays an important role in your job search.

## Telephone Techniques

**An important tool in developing your network and tapping into the hidden job market is the telephone. You will almost certainly talk to a potential employer on the telephone at some time during the hiring process. In a comprehensive job search you will use the telephone to conduct research, make cold calls, establish network contacts, schedule meetings and conduct interviews.**

### Be Prepared

It will be important for you to prepare what you want to say to the employer regardless of whether you know them from a previous co-op term or not. However, especially if you've never met or worked for them, use the following preparation tips to help you have an effective telephone conversation with a potential employer:

- Have an objective for the call, such as to gather information, to arrange an appointment, or to ask about job openings;
- Know the name of the person to whom you wish to speak. If you do not know the person's name, start by obtaining this information;
- Outline, in writing, what you are going to say.

### Practice

- Mastering telephone skills, like any other skill, requires practice. Practice your presentation with a friend or read it out loud several times to yourself before you make your first call.
- Start with calls with people to whom you have been referred, or people you already know, to practice your telephone skills with those you will be more comfortable talking to.

### Be Professional

- If you have an answering machine, be sure your message is polite and professional.
- Answer all your messages promptly.
- If you leave your e-mail address, be sure to check your messages frequently.

## General Tips and Guidelines

- Ask the person that you are speaking with if this is a convenient time for them to talk.
- Smile as you speak into the phone - the tone of your voice will brighten.
- Success at reaching your party increases when you call first thing in the morning, immediately before or after lunch, or late in the afternoon. Mondays are a good day to place a call.
- Keep well-organized records of your telephone calls, contacts, and upcoming meetings and interviews.
- If you reach voice-mail, do not leave a message the first time you call. Think about what you want to say and call back. If someone referred you to this person, use this information as part of your message.
- Speak with clarity and be straightforward about the purpose of your call.
- If no interview is possible, suggest dropping off your resume and introducing yourself in person at the same time.
- Assume that most people in responsible positions will be willing to talk with others who are enthusiastic and interested in them, what they are doing, their job, and their organization.

## Telephone Practice

Introducing yourself to a contact is a skill that requires practice. Use this script as a guide when approaching potential employers to conduct research, make cold-calls, schedule meetings and expand your network.

### Example

**Introduction:** Good (morning/afternoon)  
Mr./Mrs./Ms.

\_\_\_\_\_, this is  
\_\_\_\_\_ calling.

**Why them:** I understand your company does \_\_\_\_\_. I am interested in this field and I am looking for ways to gain more experience in this field. Is this a convenient time to talk to you for a few minutes? [If not, ask when would be a good time to call back.]

**Reason for call:** I am an Arts Undergraduate from UBC and a graduate of the Arts Co-op Program [Briefly mention your past co-op work experiences and your most relevant skills.]

**Follow-up:** Be sure you are able to answer any questions they may have about your past work experiences, especially with the Co-op Program. Keep your resume in front of you to help you answer questions they may have about your skills and experiences.

**Request:** I would appreciate the opportunity to explain my skills and past work experience to you in person, and to discuss upcoming opportunities in your organization. Is it possible for us to meet for 15-20 minutes in the next week?

### Example

**Introduction:** "Hello Mrs. Smith, my name is Kate Lee. John James of Tridel Inc. referred me to you.

**Why them:** I understand that your company is involved in the field of television broadcast and translation.

**Reason for call:** I am very interested in a career in translation, and I would love to gain more experience in this area. I'm an Arts graduate from UBC, having also completed the Arts Co-op Program. I speak French, Spanish, and German fluently and have volunteer experience as a translator.

**Request:** I would like to meet with you to discuss my qualifications further and discuss upcoming opportunities at your organization. Is it possible for us to meet for 15 - 20 minutes, at your convenience?"

**If Yes** - Ask for a meeting and set a date, time, and location.

**If No** - Ask if they anticipate having any openings in the future, or if they know of anyone in their field who may be interested in hiring. Ask if you can drop off your resume to keep on file if anything comes up in the future.

**Either Way** - Make sure you get the full name and title of the person you are speaking to. Keep this information with your list of contacts, as well as a record of your conversation for future reference. Thank the person you have spoken to. Send a thank you note or e-mail for taking the time to speak with you, and re-emphasize your interest in their organization.