

# Hidden job market



The Hidden Job Market 2a: Because much of the job market is hidden, and cannot be accessed by online or physical searching of job listings other techniques have to be employed. Three wide ranging techniques have been suggested for reaching into this market and taking advantage of it. These have been termed pushing, pulling and maintaining.

The idea behind pushing is to reach out to the Hidden Market and make yourself noticed, not as a potential employee but on a social levels as a colleague, student or mentor. This is effective, because many of the companies that are hiring look to employees for recommendations about who to hire. A strong strategy is to identify the industry that you are interested in being involved in and looks for activities and ways of connecting with them. One strategy is to get involved in volunteer activities, particularly those that people from your desired industry are also likely to be involved in. This gives you the chance to connect and socialize with the people that you are hoping to be employed by, leading to the establishment of relationships. For example, look at getting involved in volunteering for activities that are sponsored by a company you are interested in, or in a political campaign that the company supports. Another method is to get in contact with companies that are likely to need new stuff even if they have not advertised as such, such of those that have recently replaced someone important in management, or are involved in placing large or many advertisements. Getting in contact with the leadership of companies such as this an informing them of your interest even if they are not hiring is often an effective strategy.

A second technique is pull; this involves making yourself visible so that potential employers contact you about employment. The internet is a

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prominent tool in this. One method of doing this is the use of social networking sites to create a networking profile on social networking sites. Sites such as Facebook are very broad and widely accessible, and there are also sites such as LinkedIn which are more professionally and industry related. Another way of doing this is to create a blog or webpage where you advertise you own personal skills, advantages and abilities. The use of such a site is important, as it will come up when a prospective employer searches your name through Google. It is important that when creating a page you create one that shows both your knowledge and your professionalism. The final technique is maintaining your network. This remains true even if you have already found the job you are after as it may provide opportunities for growth, and you are unable to know how long you will be able to or want to, stay in the same job. Keeping your resume updated on whatever website you are using is important as well as keeping your profile updated on social media. Get involved in social events and occasions, both through your organization and exterior to it. Making social connections and maintaining them is crucial for finding unadvertised opportunities.