



If you ask most job seekers where they look for work, they will list the following two methods as their primary, if not their only, methods of looking for employment:

- ❖ Newspaper advertisements in the classified / career section
- ❖ Government employment centre job boards / job bank

An employer wants to find the best employee in the quickest way possible. Although the two methods above will generate a lot of responses, employers for the most part are not interested in reading through hundreds of response letters and resumes to hopefully find a good group of people to interview.

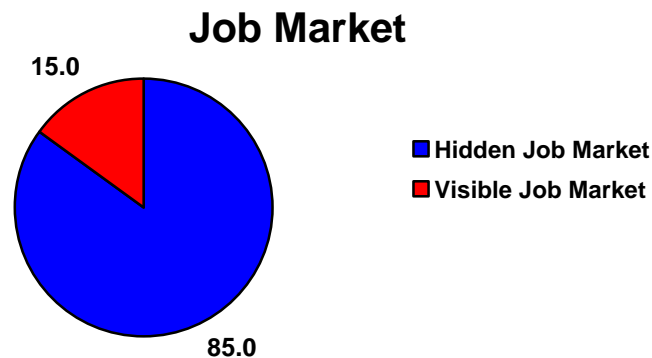
They will seek potential employees from a number of other sources first. These include but are not limited to:

- ❖ Network contacts (from existing employees, friends, acquaintances and others)
- ❖ Individuals who have remained in contact with the company and are in their active file

Individuals who have been referred through network contact or who have taken the initiative to contact an employer before a position has been advertised have a much better chance of getting an interview.

#### Two parts to the job market:

- ❖ **The visible job market** - Only 15% of available positions are advertised.
- ❖ **The hidden job market** - 85% of available positions are never advertised.



## Hidden Job Market Sources

- **Newspaper** – Be sure to read the paper from front to back to learn about all possible job leads. (Example: a story on new construction = new jobs)
- **Chamber of Commerce Organizations** – Researching the member directory can spark new ideas and possible connections.
- **Phone Book** – Use the yellow pages which are organized by industry to generate ideas for potential employers. (Example: If you are a plumber, look up all the plumbing businesses in the yellow pages)
- **Family** – Family members are a great source of possible job leads.
- **Past employers** – Past employers know your abilities and can help you think of new ideas for possible job leads.
- **Instructors/Teachers** – Keeping in contact with instructors/teachers is a good way to learn of potential employment opportunities.
- **Company Websites** – Seek out businesses you are interested in and research their website. Some employers only use their own website to advertise an open position.
- **Recruiters** – Connect and build a profile with recruiters.