

The Hidden Job Market

Most job seekers use only two methods when looking for employment:

- ◆ Reviewing job advertisements on online job sites and social media
- ◆ Reviewing job advertisements on Government job banks

These are proven ways to find work, but there is a large **hidden job market** that many job seekers do not access. Employers want to find the best employees in the quickest and easiest way possible. While many employers will use traditional job advertisements, others will not. Job advertisements generate a lot of applications which can be overwhelming, requiring a lot of time to read through hundreds of applications.

Many employers will look for new employees using other methods first:

- ◆ Asking their network of contacts for suggestions. They may ask existing employees, professional connections, friends, and acquaintances if they know of potential qualified job candidates.
- ◆ Interviewing individuals who have shown enthusiasm for working with the company in the past and who have remained in contact over time.

Job candidates who have been referred by an employer's network contact or who have taken the initiative to contact an employer to express interest before a position has been advertised have a much better chance of getting an interview.

Research shows that:

The visible job market are the jobs that are posted publicly. They make up only 15% of the available positions.

The hidden job market are the jobs that are never posted publicly. They make up 85% of the available positions.

Staff at CDS can teach you how to access the hidden job market!

Job Market

