

# Career Development Seminar Series 2013

## Job search strategies

# Job search success secrets

These are:

1. A targeted approach to finding employment - **what are you looking for?**
2. Understand how to work the job market – visible/hidden elements i.e. a balanced job search strategy – **where & how do you look for work?**
3. Your self-marketing skills - ability to demonstrate you have what the employer wants, and can make a contribution to the organisation – **creating employer interest**

# Activity

## Job search strategy questions:

1. What sources of information do you recommend for accessing advertised work?
2. There's a visible market (job ads), and a hidden market (networking) – what % of your time should be allocated to each when job searching? Why?
3. What good networking strategies do you know about, or use?

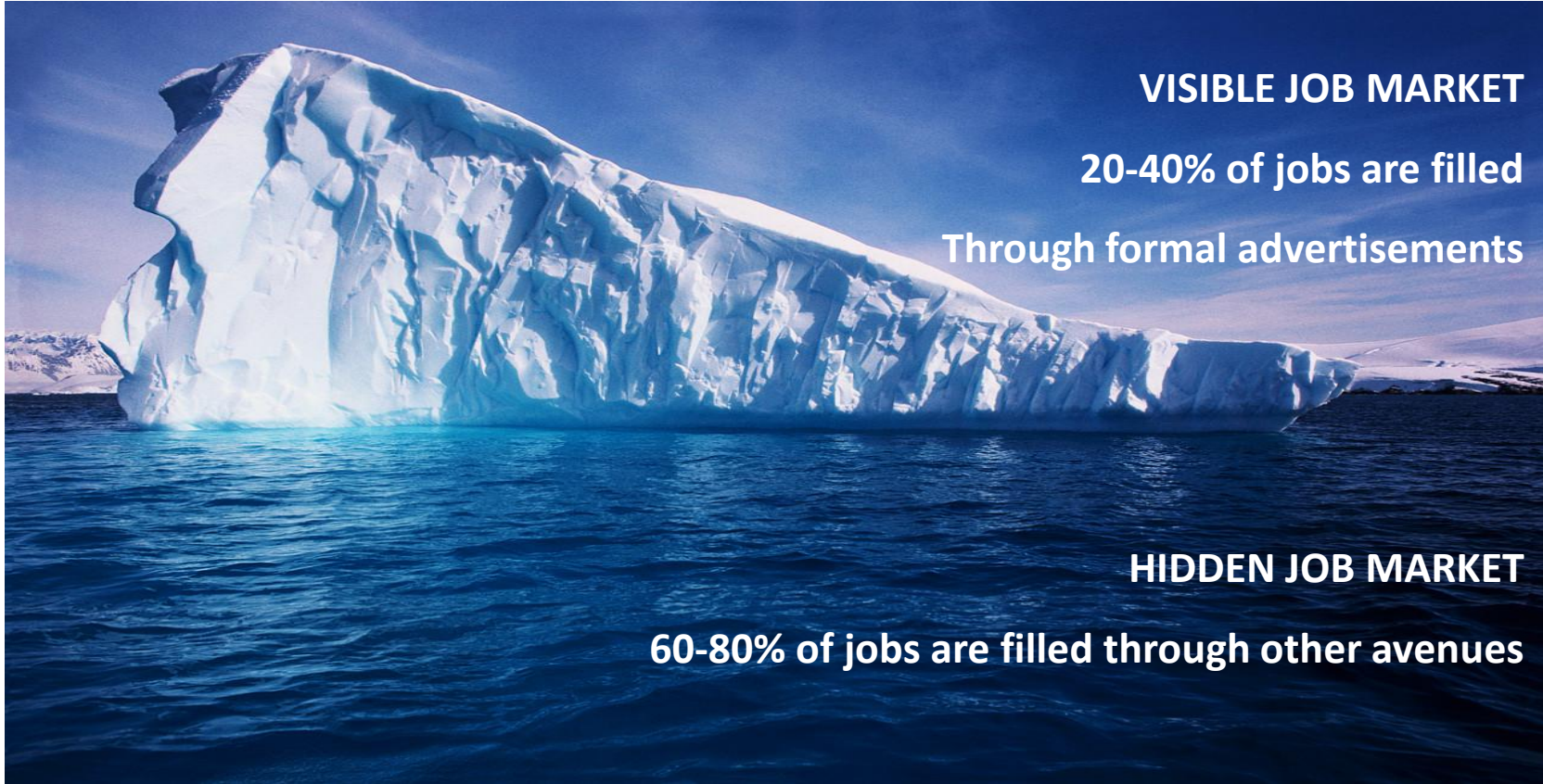
# Visible market for jobs

- Newspapers – which?
- [www.SEEK.com.au](http://www.SEEK.com.au) and [www.careerone.com.au](http://www.careerone.com.au)
- Occupation/profession/industry specific websites – do a Google and also yellow pages search
- <http://www.vacancies.sa.gov.au/asp/public/Home.aspx> - SA public service vacancies
- <http://www.apsjobs.gov.au/> - Federal government jobs

## Visible market for jobs (cont)

- <http://www.directory.gov.au/> - Aust Gov't directory – departments, agencies, committees, councils, boards,
- <http://www.job-directory.com.au/> - Aust Local Gov't jobs directory
- <http://www.lgjobs.com.au/> - another Local Gov't jobs directory
- Targeted company websites – google or yellow pages search

# Did you know.....



**VISIBLE JOB MARKET**

**20-40% of jobs are filled**

**Through formal advertisements**

**HIDDEN JOB MARKET**

**60-80% of jobs are filled through other avenues**

# A balanced job search strategy

- What do the %'s tell us about how to apportion our time/effort in job search?
- Many people focus all their job search activity on the visible job market
- Realise that your job search in the visible market ceases when there are no advertised positions
- There is also a lag between application and employer response to your application – aim to have a number of 'live' applications
- Maintaining momentum is important - you can work the hidden job market at any time you choose

# The hidden market

- Accessed through networking
- Do attend conferences, seminars in order to meet people etc
- But..... job search networking means meeting people you know **personally**, or on a **referral basis** to:
  - Seek advice or guidance about how to find work in your chosen field
  - Research the industry and job roles you have targeted
  - Research individual organisations – their needs, recruitment processes, decision makers/key people



# Networking advantages

- No ‘cold calling’ strangers
- Asking people you already know to help you to access to those you don’t know
- Target your contacts – it’s about connections – 6 degrees of separation!
- If your contact can’t help, they may know someone who can
- Ideally, your goal is set up a short face to face meeting with your contact

## Referral networking – contacting people you know

Hi John/Mary, how have you been?

The reason for my call is that I'm looking to find out more about .....industry, or .....type of job role (i.e I'm doing some research about my career options, don't want/need you to find me a job)

I recall that you have some knowledge about this (industry/job role), and would appreciate your advice & guidance. When can we get together?

**OR**

Do you know someone who works in that industry or type of job that you recommend I speak to?"

## Referral networking – contacting referrals

“Hi, my name is (.....). Elizabeth Jones suggested I contact you.

Briefly, the reason for my call is that I’m seeking advice/guidance about a career in .....industry (or, exploring a change of career direction into.... )

Elizabeth spoke very highly of you. She indicated you have wide experience in this field, and thought that you would be an extremely valuable source of information about the industry (or this field).

I want to emphasise that I’m not asking you for a job, but I would appreciate your advice.

Are you open to the idea of meeting with me for 10-15 minutes?”

# Dealing with recruiters

- **Understand the Recruiter-Employer relationship**
- **Dress to impress** – first impressions count
- **Get on with them** - Build up a rapport with the consultant. Keep in contact
- **Don't pay anything** - Registering should be free. Watch out for agencies that try to charge you indirectly through their skills training and resume services.
- Be ready to answer questions about **gaps / reasons for leaving previous employment**
- **Confidence in yourself is vital** – verbal and non-verbal communication.

What's your message? (age /competencies /over-qualified / visa status )

# Summary

- **Have a balanced job search strategy**
- **Networking – are you asking for something which can be easily given?**
- **Don't make assumptions about who your contacts might know or be able to refer you to**
- **Negotiation and job evaluation strategies – lots of resources on the web**