

## The Hidden Job Market

The hidden job market means that many of the jobs that are available are not advertised, this is why many people are unaware of these jobs.



**80 % of all jobs can be found in the hidden job market.**

### *Why are so many jobs hidden?*

- 1) Some companies do not want their competitors to know that they are looking for applicants. Advertising might show that they are looking to increase production or open new places of production (new branches).
- 2) Some companies might want to replace existing employees, but do not want these particular employees to know.
- 3) Some companies are too small to have human resources departments. Instead, they may ask employees, relatives or friends for referrals or suggestions . They may also apply to recruiters or temporary/employment agencies.
- 4) Some companies want to avoid having to respond to a large number of inappropriate applicants.

### *How to Target the Hidden Job Market*

- 1) Ask relatives, friends, acquaintances, neighbours, teachers, classmates, or anybody you know for help or advice.
- 2) Contact employment/temporary agencies. These agencies may find place you with prospective employers.
- 3) Distribute your resume directly to companies or organizations that you are interested in. Ask for the name of someone you can contact like the hiring manager or somebody working in human resources. Don't forget to follow-up with that contact person in the near future.
- 4) Visit job fairs. These are excellent ways to sometimes have on-the-spot interviews or to schedule interviews.
- 5) Contact professional associations in your field. These associations may have a list of companies, addresses, phone numbers or e-mail addresses of potential employers.