

The Hidden Job Market

Senior Year Experience Program

The Senior Year Experience Program addresses three main concerns of senior students:

- Transition
- Career Preparation
- Skills Development



Unlocking the secrets to the hidden job market...

The Hidden Job Market contains the jobs that are not advertised to the general public. Only about 20% of all jobs are advertised, so without accessing the hidden job market, you are missing out on the majority (80%) of available jobs.

The best ways to access these jobs are by:

Networking

- Call everyone you know and let me know you are looking for work.
- Ask them if they can refer you to talk to

someone else.

- Contact associations related to your occupation.
- Network everywhere you go, even in your social life.

Referrals

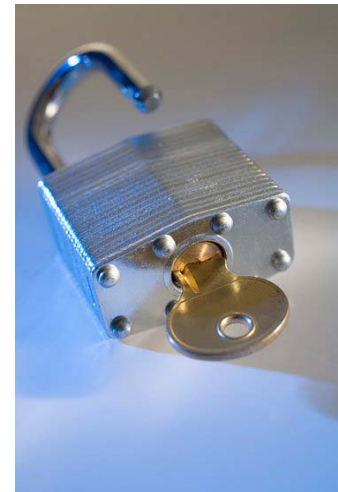
- Ask friends to “keep an eye out” for you.
- Employers still rely on the referral system based on existing employees recommending friends.

Cold Calling

- Call businesses that you would like to work for and ask to speak the person in charge of recruitment or a manager.

Other places to look:

- The Yellow Pages
- Internet Listings
- Directories
- Associations/ Memberships
- Specialized Trade or Professional Magazines / Newsletters



Upcoming SYEP Seminars:

Hot to Market yourself and the hidden job market

March 25 6 pm – 8 pm

Everyone graduates with a degree....what's going to set you apart?



Topics for Discussion:

Think of yourself as a product that an employer will buy.

Every year, thousands of graduates from universities and colleges enter the labour market and compete for jobs. How are you going to stand out from the crowd?

One way to stand out is to make yourself a desired “product” that an employer will want to buy. This requires that you market yourself effectively. Your degree will get you the interview, your skills, talents, and experience will land you the job. In order to be successful in the marketplace you need much more than a resume and cover letter. The outside (appearance, posture, etc) are just important as the inside (your confidence, attitude, etc).

Components:

- Dress to impress
- Know what you are selling, yourself and your skills.
- Surround yourself with positive, confident people who know how to sell themselves, their attitudes will likely rub off on you.
- Believing in yourself
- Be enthusiastic and remember to smile!
- Be a good listener.
- Be persistent, do call backs, follow up interviews, send thank you cards.
- Even if you get hired, you will likely be on a probationary period, so don't stop selling yourself.

A great way to know if you are successfully marketing yourself is asking yourself whether or not you would buy yourself?

If your answer is no, then you know you have some work to do make yourself more buyable.

Please join us at our next SYEP seminar “*How to sell yourself and the hidden job market*” on March 25th at 6pm in Mary Manor. The workshop will help you unlock the secrets to the hidden job market as well as learn how to become more marketable. To register please contact Ericka Gonzalez at egonzal3@uwo.ca