Creative job searching and the Invisible Jobs Market

Creative Job Searching

Thousands of jobs are placed in the UK every year without being advertised! So how do these jobs come about?

Employers use their networks to fill vacancies and skill gaps in order to avoid the time and cost involved with advertising vacancies.

Job seekers will look to make the most of contacts to open locked doors and position themselves within organisations.

Have a Strategy

Networking – make contacts with relevant people in your chosen field.

Information Interviewing – use your contacts to find out more about the work and enable them to get to know you.

Speculative approaches – introduce yourself to an organisation and tell them that you would wish to work for them (CV and cover letter).

Networking

Networking is a way of developing personal contacts who understand your career aims and are prepared to help you.

Consider:

- People do business primarily with people they know and like.
- Job listings tend to draw piles of applicants, which puts you in intense competition with many others. Networking makes you a recommended member of a much smaller pool.
- The job you want may not be advertised at all. Networking leads to information and job leads, often before a formal job description is created or a job announced.

LinkedIn Grad Guide – Video 1 You Tube
http://www.youtube.com/watch?v=Ocp1MNpSkWs

Destinations – ‘Managing your online presence’ and ‘Starting your career search’
https://www.essex.ac.uk/careers/destinations/

TARGETjobs – Seek hidden graduate jobs
http://targetjobs.co.uk/careers-advice/career-clueless/seek-hidden-graduate-jobs-and-ye-shall-find

Ten Top Tips – Windmills ‘How do I help myself?’
Networking - 10 Points to get you started

1. **Reach out to your network** - make contact with your network and let them know that you’re job-seeking. Specify what kind of work you’re looking for and ask for information, contacts and introductions. Consider what position they hold and their contacts.

2. **Start with your references** - utilise the people who like you and can endorse your abilities, track record and character.

3. **Identify existing networks** – industry conferences, events and forums, LinkedIn groups and organisations on other social networking sites.

4. **Plan the first contact** – have a clear idea of who you want to talk to, why you are interested in the organisation and why you’re approaching them.

5. **Do your research** – both the organisations you are targeting and the individuals you plan to contact.

6. **Know what you can offer** - think about what you can do for the organisation; offer support with a project, key knowledge and research or useful contacts.

7. **Tailor your communication** – speculative CVs need to be tailored to the organisation and the required skills for each role.

8. **Get organised** – keep a record of everyone you’ve spoken to, their contact details and their position.

9. **Speak to the right person** - try to find out who manages the budget and makes the decisions about hiring at the organisation. Taking the time to find out who to contact can stop your CV sitting in a receptionist’s in-tray for months on end!

10. **Be yourself** - there is no need to be an extrovert, just be polite and persistent!

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**Top Tips**

**Build positive relationships**

- **Be authentic:** Concealing who you are could result in losing the job after applicant checks.
- **Be considerate:** Take the time to be sociable before you ask for advice. If dealing with a busy professional, be respectful of their time and be concise.
- **Ask for information and advice, not a job:** Don’t ask for a job. You want your contacts to be allies, do not put them under pressure. If there is scope for employment, the discussion will follow.
- **Be specific:** Know what you’re looking for - a reference/information/a referral/an introduction.

**Utilise your strong connections:**

- Use contacts from your existing links to develop new relationships that extend your network.

**Identify your sector and know where you want to go.** Your network should reflect where you’re going, not just where you’ve been. Develop your network in areas of interest:

- Join relevant professional associations/attend conferences.
- Read trade press/journals/industry websites.
- Keep up to date with changes, trends, new markets/issues.
- Know the important organisations/key players.

**Maintain your key contacts:** Consider who you have lost touch with. Reconnect and then schedule more regular contact.