Employability – The Hidden Job Market

1 of 15 - Welcome

Welcome to this session on the hidden job market.

By the end of the session you will have an understanding of:

* What the hidden job market is
* How to access the hidden job market
* How the hidden job market can work for you

2 of 15 – The Hidden Job Market

The term “hidden job market” is used to describe jobs that aren't posted online or advertised. Employers could choose to refrain from posting jobs for various reasons. For example, they might not have the money to advertise or they may wish to attract candidates through contacts in their sector.

Despite being described as hidden, it is still possible to find out about these jobs. Many opportunities are discovered through networking with others rather than traditional recruitment methods.

3 of 15 – How big is the hidden job market?

Watch this short video about the hidden job market.

<https://youtu.be/1MpLLvwjr_8>

You may wish to take notes.

4 of 15 – Question 1

What forms a large part of the hidden job market?

1. Classified advertisements
2. Internet job boards
3. Word of mouth

The correct answer is:

**C – word of mouth**

5 of 15 – Question 2

What percentage of all jobs available are estimated as being from the hidden job market?

1. 95%
2. 80%
3. 50%

The correct answer is:

**B – 80%**

6 of 15 - Question 3

How could your job search be improved if you are proactive and contact a company directly?

1. It can't be improved by contacting them
2. The company may write your CV for you
3. The company may create a role for you

The correct answer is:

**C - The company may create a role for you**

7 of 15 – How to access the hidden job market

Have a think about how you could finish these sentences about accessing the hidden job market.

You could:

* Ask a family member, friend or previous employer
* Use social media
* Call a company or employer
* Send an email
* Build an online presence
* Contact a recruiter

Most people assume that every vacancy a company has will be widely advertised and easy to find through traditional job searches. But that is far from the truth – it is estimated that around 80% of new recruits are appointed to jobs that are hidden at first glance.

By making the most of your contacts and creating new ones through recruiters and social media sites you can access many more of these hidden vacancies. Being able to apply for these opportunities is the first step towards getting an interview and, ultimately, the job.​

There is a lot of advice available online to help you access the hidden job market. Find out more by visiting this website: <https://www.forbes.com/sites/nextavenue/2013/08/12/6-ways-to-crack-the-hidden-job-market/#18248fff74b2>

8 of 15 – Networking

Most of us are familiar with the term ‘networking’ and the concept of it, however knowing where to start may seem daunting.

Networking is the action or process of interacting with others to exchange information and develop professional or social contacts. Through networking you can develop skills of communication, bargaining, and negotiation and connect with people who could be useful to you in your current job or future career.

In order to begin networking, you need to create a list of people you could network with.

Make a list of people who could help you increase your connections. These could include previous work colleagues, friends from college or family members.

Look at what you’ve written. Did you include family, friends, people from school, college or university, previous work colleagues or bosses?

This list can provide a starting point for you in your job search, as these people know you and your capabilities already. They may know of opportunities that would suit you, or they may have positions they can offer you; it is less of a risk for them to hire you as opposed to hiring someone they do not know.

You can contact these people however you feel comfortable, such as by phone, email, letter, direct message on social media or in person.

9 of 15 – Contacting a recruiter​

A recruiter is someone whose job it is to fill job openings in businesses or organisations. Recruiters will work from CVs submitted to them or by actively contacting individuals they know are qualified for positions. A recruiter's job includes reviewing a candidate's job experiences, negotiating salaries, and placing candidates in agreeable employment positions.

Why might contacting a recruiter help you in your job search? Make a list of your ideas.

Here are some things you could have written:

* Find out about the latest opportunities
* Build a relationship
* Save time with job search
* Get help and advice with job search and job market
* Help with CV and interviews
* Build an online presence
* Set up email alerts
* Upload a CV
* Get feedback

10 of 15 – Finding a recruiter

There are many ways you can find a recruiter to assist you in your job search, such as;

* Research recruiters by using the internet
* Use your network - who have people you trust used previously?
* Contact recruiters yourself and use your judgement
* Upload your details to an online job board

As well as individuals, there are also a range of websites which provide a similar function. You can upload your CV to them and they will contact you when relevant vacancies become available. Follow this example to see how to subtract decimals.

Examples of websites you could visit would include Totaljobs, Indeed, Jobsite, Reed.co.uk, Monster, CV Library and Find a Job.

11 of 15 – Building a social media presence

Regardless of how much you have used social media up to now, there are many ways that sites such as Facebook, Twitter and LinkedIn can help you in your job search, particularly when trying to access the hidden job market.

* Provide information on open days, career fairs and training events
* Networking with friends, family, ex-colleagues, recruiters
* Find jobs that are advertised on social media platforms
* Greater access to careers advice and training
* Broaden your knowledge and job search
* Improve CV and interview skills

12 of 15 – Question 4

What is the hidden job market?

1. Jobs that you see in the paper, online or at the Job Centre
2. Vacancies that people do not tell you about
3. A term used to describe jobs that aren’t advertised

The correct answers is:

**C - A term used to describe jobs that aren’t advertised**

13 of 15 – Question 5

Is the following statement true or false?

To access the hidden job market, you could ask a family member, friend or previous employer.

The correct answer is:

**True**

14 of 15 – Question 6

Which of the following describe ways you can make the hidden job market work for you? Choose all that apply.

1. Networking
2. Contacting a recruiter
3. Building a social media presence

The correct answers are:

**A – Networking, B – Contacting a recruiter and C – Building a social media presence**

15 of 15 – End

Well done. You have completed this session about the hidden job market.

Do you want to know more? This session is part of the employment series. Explore the other sessions to discover helpful information including:

* CV and interview tips
* Identifying your transferable skills
* Using an online job board
* Making social media work for you