

What is the Hidden Job Market?

It is estimated that only 20% of all jobs are ever advertised, meaning 80% of jobs are filled by companies who never advertised the position. Instead these positions are filled by referral, the "who do you know" method of recruitment. So while keeping an eye on newspaper advertisements and internet job search sites is important, the percentages are in your favor if you investigate the hidden job market.

How to find the Hidden Job Market

The best way to find the hidden job market is by:

1. Identifying types of employers you are interested in
2. Find specific potential employers
3. Finding contacts within the target employer

1. Identify types of employers

Identify the companies and organizations that you are interested in. There may be companies you are familiar with and many more that you have never heard of. Most positions are located in smaller businesses, so be sure to extend your search past the Fortune 500 list of companies.

Consider:

- Kind of industry you want to work for
- Skills sets you want to use
- Where you want to live

Information to look for:

- Who hires people who do what you want to do
- What industry makes/does what you want to be involved with?
- What employers are in your geographic area of interest?
- Who do you already know?

2. Find specific potential employers

1. **Your Network** - Tap into your network of professional and personal contacts to identify potential employers. Learn more about networking and informational interviewing.
2. **Career Discovery Center** - Numerous directories are located for you to begin finding potential employers including Reference USA available at Career Services.
3. **Library** - additional directories and sources of information
4. **Internet - Research both industries and companies online**
5. **General Job Search Sites** - Find positions that use your skill sets. What types of employers are hiring those positions.
6. **Yellow and White Pages** - seems old-fashioned, but still the fastest way to find a listing of employers in a specific city or area.
7. **Local Chambers of Commerce** for the city or region in which you are interested.
8. **Find contacts** - Use and develop your **network**