THE JOB SEARCH

There are two main ways to find a job: searching the *advertised* job market and searching the *hidden* job market. Most job hunters spend a majority of their time looking in the advertised job market. We recommend that you take advantage of the hidden job market method, as well. Both methods, however, should be implemented simultaneously in your job search as it is important to diversify your job search strategies.

The advertised job market consists of the jobs that are found through online job boards, classified ads, employment agencies, etc. The National Association of Colleges and Employers (NACE) found that only 15%-20% of available jobs are listed in the advertised job market. Kevin Brennfleck, National Certified Career Counselor, indicates that 95% of job hunters solely rely on the advertised job market to find employment. That leaves over 80% of the jobs practically untouched in the hidden job market. These jobs are hidden because the employer does not need to advertise for them. They are filled through networking, employee referrals, or contacting hiring managers.

Does this mean you shouldn't even bother using the advertised job market? Of course not! The advertised job market is an important strategy to utilize when seeking to obtain employment. Below are some strategies to use for the advertised market.

ADVERTISED JOB MARKET

1. Participate in On-Campus Recruiting (Interviewing)
"If your school's career center has a well-established on-campus recruiting program, consider yourself lucky. It's the first and maybe last time prospective employers will seek you out," says Peter Vogt, Monster Senior Contributing Writer. On-campus recruiting is a great way to identify potential job opportunities and the Career Services Office is proud to be able to offer a solid program to students. Employers have open positions they are looking to fill, and they are coming to campus with the intent of identifying strong GCC candidates to fill those positions. Visit our online career system, JobGrove, to find out which employers are coming to campus this semester.

2. Attend Job Fairs
Job fairs are a great way to network and get exposure to numerous employers at one time. GCC's annual Career Fair in the fall offers you the chance to connect with various employers looking to hire students like you. Remember that when attending this event, recruiters may see many students in a day. It is important research organizations of interest in advance and prepare a 30-second to one-minute introduction of yourself that conveys who you are (year, major, and background) and provides the recruiter with information about your skills, strengths and career interests so that you can stand out to prospective employers. Be sure to attend the "How to Work a Career Fair" workshop before the event to learn how to successfully navigate the event.

3. Respond to Job Advertisements
Job openings can be found in newspaper classifieds, professional journals, trade magazines, online job boards, and employer websites, to name a few. In addition, the Career Services Office provides students with the use of JobGrove, our online job management site, where we post jobs we receive in our office, interview schedules and events. Given the high number of jobs being advertised, it is important to be discerning about opportunities to make the process more manageable. You can't apply for everything! Carefully review and research positions and companies, and submit targeted cover letters and resumes promptly to the positions of your choosing that best match your skills, interests, background and qualifications.

4. Post Your Resume Online
There are numerous sites and online resume banks where you can post your resume online for free for employers to view. Oftentimes, you will be asked to create a plain-text version of your resume or to upload a PDF version of it. It is important to use keywords on your resume that will connect with the position and industry to which you are applying. As a helpful tip, look over the job description, highlight the keywords in the description, and then make sure those keywords are being used in your resume. Finally, be sure to inquire about the site's policy for how long your resume will stay posted once it's up and how the site will distribute your resume so that you can better monitor and protect your information.

THE HIDDEN JOB MARKET

Your second job search strategy is using the hidden job market method. Richard Bolles, author of *What Color is Your Parachute* offers three secrets to a successful job hunt.

First, decide exactly what you have to offer the world.

This involves identifying what your key transferable skills are in order of priority as they relate to particular careers.

Second, decide exactly where you want to use your skills.

This involves identifying your favorite subjects or fields of interest, as well as your geographical preferences, which you then must explore through research and personal informational interviewing. The more specific you can be in pinpointing your career preferences, the better. Employers do not have the time to decide where you would best fit in their organization. Research the company, and tell them why and where you belong.

Last, you must go after the organizations that interest you the most, whether or not they are known to have a vacancy.

Use all known contacts to get an appointment at the organization where you want to be employed.

"Search for work you only half-care about, and you'll search for it with only half of your being; but search for work you are desperately anxious to find, and you'll hunt for it with all your being. The more you are searching for the thing that you most love to do, the more you will transform not only your job hunt, but also your life..." ~ Richard Bolles

After answering the above three questions, some strategies you can use for the hidden job market include:

1. Networking
Ask family members, friends, community members, professors, college alumni and the staff in the CSO if they know of any contacts in your field/career of interest. Additionally, take advantage of resources like the Grove City College Alumni Directory and LinkedIn to build your network of connections. Most studies confirm that the majority of jobs are obtained through some form of networking. The Wall Street Journal at one time reported that 94% of successful job seekers claimed that networking had made all the difference for them. This phenomenon is easily explained. Recruiters are more comfortable hiring someone after receiving a positive recommendation about the person, rather than hiring someone of which they have no knowledge.

2. Making In-Person Visits
"Knock on the door" of any employer that interests you, whether or not they are known to have any job openings. Remember that around 85% of employers never advertise open positions. Your initiative could prove to be very impressive and give you an "in" with the company.

3. Researching and Contacting Organizations
The CSO offers a web resource called CareerBeam which has a company database feature that allows you to run searches on organizations by industry, location and key words. The results include a list of names and phone numbers of specific companies that you can contact to inquire about employment opportunities. You can also use other resources and methods (Google search, Yellow Pages, etc.) to identify particular employers in the location you want to find employment. Call or email the employers in your field of interest and ask if they are hiring for any positions for which you are qualified.

4. Sending Targeted Mailings
Identify the top organizations for which you would like to work, and send them a tailored cover letter and resume. Take the time to research the company and send the letter and resume to the appropriate contact person (better yet if you have a networking contact at the organization!). Be sure to follow-up with a phone call or email one to two weeks after you send your resume to reiterate your interest in them.

5. Joining Professional Associations
For a minimal fee, most professional associations will allow you to join as a student member. This is a great way to learn about the industry in which you are interested,

attend conferences, and connect with professionals in your field to ask for advice and inquire about employment opportunities.

In summary, there are two main methods to implement when searching for a job – the advertised and the hidden. Don't always rely on the jobs which are advertised. Determine exactly what you want to do and exhaust all resources to obtain it. Diversify your strategies and search both the advertised *and* hidden job markets. By doing so, hopefully you will find just the right career opportunity for you!