2020

YOUR GUIDE TO ACCESSING

THE HIDDEN JOB MARKET

13 Tips to Maximize Your Job Search Success

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Your Guide to Accessing the Hidden Job Market

The hidden job market can be your "goldmine" to uncovering supportive networks and rewarding career opportunities. Here are some effective tips on accessing the hidden job market to increase your job search success:

✱ **Let your network know you're searching for a new position.**

While this can be difficult with a confidential job search, it's important that the people you know think of you when an opening arises.

✱ **Follow the advice of author Harvey Mackey, "Dig Your Well Before You're Thirsty."**

Having a large network of contacts helps when it's time to look for a new job — particularly when you want to tap into the hidden job market. Keep in touch with your former colleagues and bosses.

Build your LinkedIn network by connecting with people in your field — but also by adding folks you know from everyday life. All of these people can potentially help you tap into the hidden job market.

✱ **Support others.**

"Give to get." Zig Ziglar once said, "You can have everything in life you want, if you will just help enough other people get what they want."
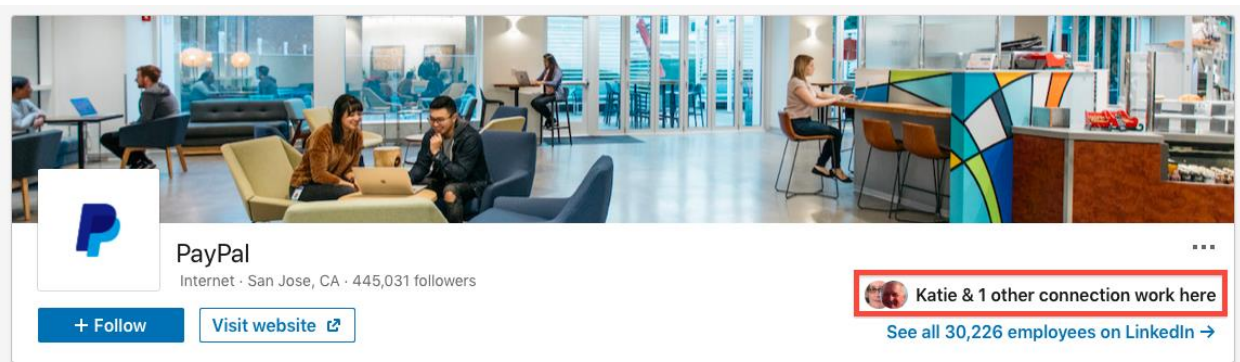
Stay tuned to unadvertised openings and help connect those in your network to these opportunities. This kind of assistance is often reciprocated. Cultivate trusted relationships with peers in the industry. These connections at other companies can pay off.

✹ **If there is a particular employer you are interested in working for, consider approaching the company directly.**

When approaching a target employer directly, research the hiring manager and see if there is a mutual connection you can approach to make the introduction.

Focus on expanding your network until you connect with someone who works there. Ask him or her to keep you in mind for unadvertised opportunities — or even pass along your résumé right away, even if there isn't currently an opening.

While you are logged into your LinkedIn account, go to the company page and see if you have any existing connections with current/former employees:
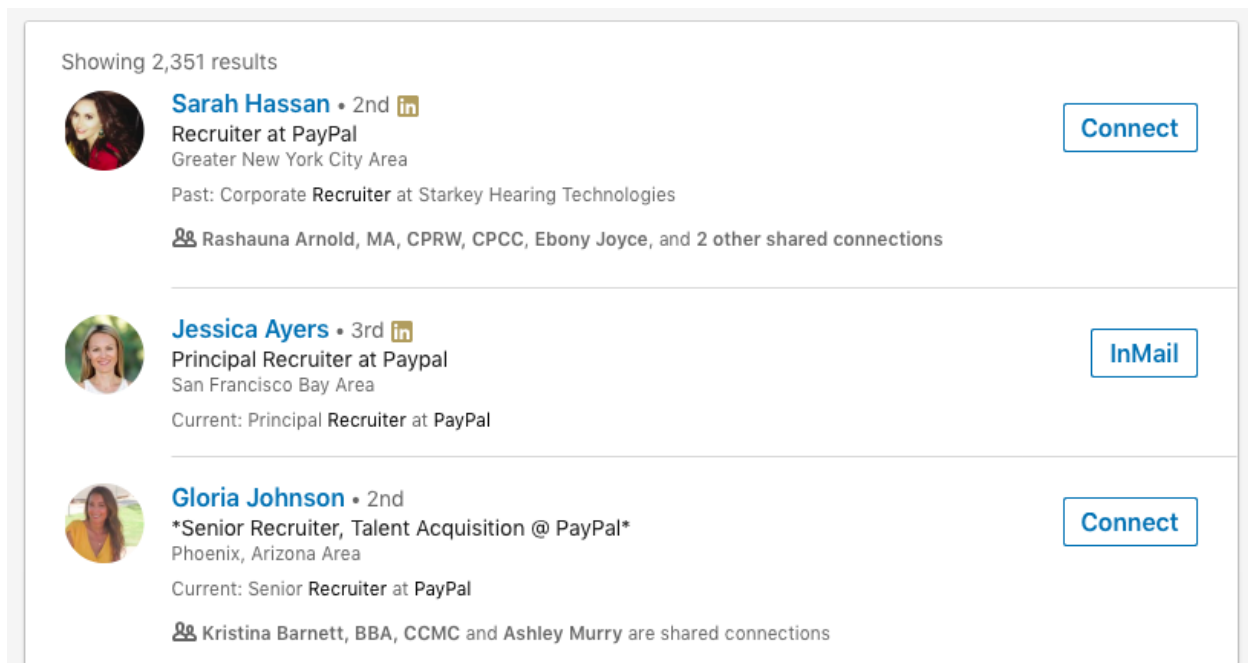

✹ **Identify companies in growth mode.**

Read your local business journal or the Business section of your local newspaper to find out which companies are growing. You'll find announcements of new contracts, large office leases, and similar news in local publications or by setting up a targeted Google News alert.

✹ **Search LinkedIn for recruiters who work at your target employer.**

Some companies recruit primarily through in-house recruiters (recruiters who are company employees). Connecting with these individuals can be an excellent way to access the hidden job market.

While you are logged into your LinkedIn account, do a search for recruiter + [company name]:

Showing 2,351 results

Sarah Hassan • 2nd
Recruiter at PayPal
Greater New York City Area
Past: Corporate **Recruiter** at Starkey Hearing Technologies

Rashauna Arnold, MA, CPRW, CPCC, Ebony Joyce, and **2 other shared connections**

Connect

Jessica Ayers • 3rd
Principal Recruiter at Paypal
San Francisco Bay Area
Current: Principal **Recruiter** at PayPal

InMail

Gloria Johnson • 2nd
Senior Recruiter, Talent Acquisition @ PayPal
Phoenix, Arizona Area
Current: Senior **Recruiter** at PayPal

Connect

Kristina Barnett, BBA, CCMC and **Ashley Murry** are shared connections

✹ **Connect with 2-3 recruiters in your industry or specialty.**

You may even be able to find out if the company uses a specific outside recruiter or agency for its searches. (Your network may be able to help you find this information, or you can contact the company directly to ask.) Leveraging the support of others to be on the lookout for opportunities can be a valuable asset in your job search.

✳ **Make it easy to be found**.

Another angle to accessing the hidden job market is being approached directly about an unadvertised opportunity. Make sure your LinkedIn profile is up-to-date and make yourself visible by participating in industry activities, speaking and writing (when possible), and positioning yourself as a thought leader.

✳ **Be active on social media.**

Follow employers you are interested in and engage them thoughtfully — liking and commenting on status updates and participating in online conversations with the brand itself or key employees. Share articles and insights about your industry. Follow and interact with key influencers in the industry using social media.

✳ **Join online groups in your industry.**

While LinkedIn Groups have diminished in influence over the years, they still remain a good way to connect with colleagues. (Did you know that you can send a LinkedIn connection request to a fellow Group member without having to know their email address?) Plus, being active in Groups can make you more visible to recruiters in your industry.

✳ **Join other online groups.**

Industry groups are the most logical choice for growing your network, but really any online groups can help you connect with others who may be able to help in your job search. This can include groups focused on your hobbies/interests as well as school alumni groups (not just college, but high school too).

✹ **Get involved in associations and activities in your industry.**

Participate in professional association activities and build rapport with colleagues. Attend conferences and industry events, which can pave the way for opportunities to meet hiring managers and decision-makers at your target companies. The wider your network, the more opportunities to access the hidden job market.

✹ **Another source of networking connections may be your university's alumni association.**

If you're looking for a connection at a target company, see if the alumni association knows of one, or visit the bios of company employees or leadership; see if you have a school in common. Viewing a company's profile on LinkedIn may also help you find alumni connections.

The Benefits of Exploring the Hidden Job Market

Exploring the hidden job market is just one possible way to connect with your dream job. It's a strategy that can pay off tremendously, but will often take longer than simply identifying advertised openings and applying.

However, the benefit is that you will likely find there is less competition for the job opportunity. If you are using an "inside source" — either a current employee or an internal recruiter — your likelihood of landing an interview can be higher than seeking out a traditionally advertised opening.

Accessing the hidden job market involves thinking creatively, yet critically, while being proactive in establishing meaningful connections and taking strategic action.

This year, think differently about how you approach your job search and treat your job search like a brand marketing campaign...think outside the box.
The hidden job market based method works if you trust in and leverage the process!