
Are you ready to tap into the hidden job market?

At least 70% of all job openings are not posted on job boards or given to recruiters to fill. This figure is even higher if you are a woman seeking a part-time or flexible position.

If you want to secure a new role fast, it is not enough to apply for roles via countless online roles or recruiters who are not fully invested in your success.

Many companies choose not to advertise vacancies and would much prefer to fill the position through a recommendation. Why? Because there is a lot less risk. Hiring via a referral means that someone has vouched for you and your suitability for the role. A company invests a lot of resource into the hiring process, so they want to make sure they get it right.

Enter the Hidden Market

Here are three things you should do to expose yourself to the many opportunities in the hidden job market.

1

Get clear on the type of role you want. Take some time to consider what your ideal work day and environment looks like. This will help you to start picturing the ideal role, so that you know what you are looking for.

2

Identify ideal organisations you want to target. Find out about and start following them on social media. Look for ways to engage with employees and be helpful to the organisation. Get on their radar and find ways you could support their short term goals. E.g. if a company posts on social media that they are launching a new product / service and would love feedback. Be the person who provides that feedback. This will create a solid foundation for relationship building with your dream company / brand.

3

Network. Network. Network. Most opportunities will come via referrals. You need to start sharing with what you want to do with people and communicate the expertise you have. The more you talk about your goals, the more likely it is that you will be top of mind when someone talks about needing to hire someone with your expertise.