

### **Know Your Target Job Market**

Focusing on the job you want is beneficial for both you and potential employers. It is important that you do not approach your job search by saying you will do anything or everything. Target a few occupational areas that interest you. Employers prefer to hire an applicant who indicates a strong interest in an occupation, rather than someone who has no clear focus

### **Research and Identify Potential Employers**

Building upon your knowledge of the job market, the next step in your research is to identify potential employers and gather information about organizations of interest to you. There are many different ways to do this, and some may be more relevant for you than others

- Informational interviews
- Career fairs and information sessions
- Associations/memberships
- Volunteering
- Social media
- Other industry and job search resources
- Specialized trade or professional magazines/newsletters/journals

### **The Visible Job Market**

*90% of job seekers apply for the 20% of jobs available in this market*

All job opportunities that are posted via various media. In this type of job search, YOU, the candidate, make contact with the employer as a result of a job opening that is advertised in some manner. This accounts for 15-20% of the jobs available in the job market.

Sample ways to find jobs in the visible job market:

- Career Development Center job postings – full-time, part-time, summer term, and internships
- Newspaper advertisements
- Internet job posting sites (i.e., indeed.com, simplyhired.com)
- Company postings (Internet/In-House) advertisements in publications
- Social Media: LinkedIn /Facebook/Twitter
- Associations' postings on behalf of their members

### **The Hidden Job Market**

*10% of job seekers apply for 80% of potential jobs in this market*

These are positions not advertised or posted. Locating jobs in this market requires creating a list of potential employers and getting in contact with them in some manner. This accounts for 80-85% of the jobs available in the job market. The hidden job market has the highest number of potential job opportunities; you just need to find them. Think of yourself of an entrepreneur – you are in charge of your job search!