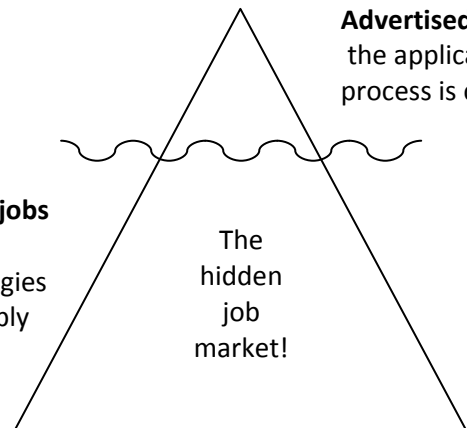


# Employment Seeking Strategies

Have you ever had a job? If yes, how did you find out about the vacancy? Did you apply for the work through a job advertisement? What methods are you now using to look for work? Although there are definitely places you can look for advertised job opportunities, if this is the only way you are looking, you could be missing out on up to 80% of jobs in the **hidden job market**.

**Unadvertised jobs** require more creative strategies to find and apply for...



## Accessing the Hidden Job Market - Seeking Unadvertised Jobs

A very large percentage of jobs are filled without advertising. Many of these are obtained through personal contacts, doing voluntary work, sending speculative letters and asking questions. Some useful suggestions for accessing these jobs are listed below.

### Networking

Wherever you go, be alert to meeting people and introducing yourself as someone seeking employment. Actively engage in conversations with those you come in contact with on a day-to-day basis, and check out websites such as Twitter, Facebook, My Space, LinkedIn, or Zoominfo to research the current word on the street about employment opportunities or developments.

Don't forget about people you already know who may be able to assist with your job seeking process. Family, friends, lecturers, tutors, and colleagues or supervisors at current or past workplaces, can all be useful contacts to have a chat to about your strengths, employment goals and strategies, and to gather information from. Each of these people may know other people who you could contact regarding information interviewing, work shadowing, or work experience.

Try to find people inside the industry area who can give you an idea of where and who to target as the most likely person to provide you with highly relevant information, further connection and/or employment.

### Professional Associations/Institutions

Joining professional associations (for example a law society or local Chamber of Commerce) can be a good way to network with people who you can speak to about the inside story in your field. Student memberships are often available at a discounted rate, and attendance at association or industry events, conferences and seminars provide great opportunities to meet people working in your intended industry. Search the internet for relevant associations and upcoming events in your field.

### Getting your foot in the door

Doing some voluntary work experience for an organisation is a great way to get your foot in the door and to display your skills and enthusiasm. If you are unable to find work experience through people you already know, then actively approach organisations who you are interested in working for. Find out as much as you can about the organisation before you approach them, so you can show a genuine interest in their current projects and organisation values – and talk about the skills and knowledge you have to offer and how you will benefit their organisation! Work experience can also be a great chance for you to learn more about the different roles in your industry, and may help you to narrow down where you want to work and the type of work you want to be involved in.



## Other ways to access the Hidden Job Market....

### Cold Canvassing

Many jobs are not advertised formally and positions can be created and filled informally. In order to find out where these possible jobs are, and if you can be considered for them, you need to contact companies and organisations to find out. In many instances this requires you to develop a list of targeted possibilities and send them a copy of your resume together with a letter of request and introduction – called a speculative letter. It could be useful to send out a small number and follow each up with personal contact to ascertain your chances.

The Careers and Employment resources, newspapers, professional associations and the Internet are useful resources for obtaining lists of potential employers.

### Information Interviewing

It is important to find out from people inside the industry the latest trends and projected developments at both broad and job specific levels. Make contacts and prepare the type of questions you need to ask. Following up a letter with a phone call is one way to access good contacts. The Internet may provide you with some starting points.

### Tips and Strategies:

Establish a folio to keep records of your:

- achievements
- references
- results
- examples of work and university projects

The **QUT Student ePortfolio** available through QUT Virtual is a great way to store this information.

Develop a list of your:

- career goals – short and long term
- interest areas
- strengths and weaknesses
- skills and personal qualities
- ideal work environment – e.g., government, private practice, size of company, location
- work values – challenge, security, structure, work/life balance

Build up a record of your activities specific to job hunting. This might contain:

- useful personal contacts
- leads and contacts from other sources
- advertisements
- letters, resumes, applications sent, company information

Attend C&E workshops and use the resources on the C&E website.

### Being flexible and creative

Explore unusual or alternative options other than your original job choice/s. By focusing on your personal transferable skills, for example, you might speculate on a wide variety of jobs where these will be valued. This brainstorming, non-evaluating process may lead to the opening up of non-traditional or previously unthought-of options. Create your own job just for you by pushing boundaries and encouraging potential employers to take a risk with you.

### Additional Knowledge and Skills

In some instances by acquiring additional skills you may be able to enhance your chances of employment. These could include desktop publishing and computing skills, interpersonal skills, management skills, knowledge of accounting, and public speaking. These can be achieved by further graduate or post-graduate study, short courses, or participating in extracurricular activities.



### Listings of Potential Employers

The Careers and Employment office on your campus holds copies of publications such as:

- Graduate Opportunities & Unigrad directories (FREE)
- Book of Lists – a compilation of the top 25 companies across different industry areas
- Listings of International Employers, such as Graduan (Malaysia)

### International Employers

The **Going Global** website (available as a quicklink from [www.careers.qut.edu.au](http://www.careers.qut.edu.au)) is a great source of information about overseas employment. C&E subscribes to this website so that all QUT students can access the information, including:

- *Country Guides* – all you need to know about finding work in another country
- *Employer Directory* – extensive list of major employers in many countries
- *Daily Job Postings* – current positions

# How can you increase your employability while you're studying?

Successful graduates stay alert throughout their course to opportunities for career development – even though their “career” might seem a long way in the future. Whether you are in your first or final year, you need to be aware of **proactive steps you can take** to support your career. Check these out:

Career development strategy	Why is it useful?	How do I do it?
<ul style="list-style-type: none"> <li>✓ Participate in QUT’s <b>Career Mentor Scheme</b> in your final year of studies</li> </ul>	<p>This is a great opportunity to develop a <b>professional relationship</b> with someone working in your field. It’s your chance to access the <b>experience</b>, “<b>inside information</b>” and <b>guidance</b> of someone who is keen to support the career development of newcomers to your field.</p>	<p>Check out the information at <a href="http://www.careers.qut.edu.au">www.careers.qut.edu.au</a> under <b>Career Mentor Scheme</b></p>
<ul style="list-style-type: none"> <li>✓ Conduct <b>information interviews</b> with professionals working in your areas of career interest.</li> </ul>	<p>Information interviews help you to find out more about the <b>realities</b> of the role and industry you’re considering; what <b>career paths</b> are possible; how to get a foot in the door to get some <b>experience</b>; and at the same time build your <b>professional network</b>.</p>	<p>See the C&amp;E information sheet on <b>information interviews</b></p>
<ul style="list-style-type: none"> <li>✓ Build a <b>network</b> of <b>professional contacts</b></li> </ul>	<p>Building a network puts you directly in touch with your industry, keeps you <b>up-to-date</b> with developments and gives you a better chance of <b>sourcing employment opportunities</b> that may not be advertised.</p>	<p>See page 1 for more about <b>networking</b> and building your professional network</p>
<ul style="list-style-type: none"> <li>✓ <b>Work part-time</b> and/or do <b>voluntary work</b> in a career-related role.</li> </ul>	<p>Working on a paid or voluntary basis gives you exposure to the <b>realities</b> of the workplace, a great <b>learning</b> experience, the chance to <b>practise your skills</b> and <b>to get yourself known</b> for all the right reasons.</p>	<p>Check out CareerHub at <a href="http://www.careers.qut.edu.au">www.careers.qut.edu.au</a> to find out about <b>opportunities</b></p>
<ul style="list-style-type: none"> <li>✓ Join a relevant <b>professional association</b> and participate in professional development opportunities outside of your study requirements.</li> </ul>	<p>Seeking professional development and networking opportunities demonstrates your <b>commitment</b> to your career development and your profession – and is a valuable way for you to <b>learn</b> and <b>connect with people</b> in your industry.</p>	<p>See page 1 for more about <b>professional associations</b></p>



**Yvette’s advice**  
 Make the most of opportunities to get involved in activities outside of the uni subjects you have to do. It’s really worth the effort to get some relevant voluntary work or part-time employment, participate in the QUT Career Mentor Scheme and attend professional development activities that come up throughout your course. This all looks fantastic on your resume, demonstrates your commitment to your profession, and gives you lots of insight into the world of work, as well as valuable contacts!

Individuals who have been successful in obtaining relevant employment have shown INITIATIVE, FLEXIBILITY and PERSISTENCE

# Seeking Advertised Jobs

Listed below are various ways you can access information about jobs which companies or organisations have advertised as available or will be available in the near future.

## Jobs While Studying

More than 3,500 jobs are advertised through **QUT CareerHub** on the C&E website each year.

Go to [www.careerhub.qut.edu.au](http://www.careerhub.qut.edu.au)

There are many other useful websites for immediate job vacancies including:

- mycareer, [www.mycareer.com.au](http://www.mycareer.com.au)
- careerone, [www.careerone.com.au](http://www.careerone.com.au)
- seek, [www.seek.com.au](http://www.seek.com.au)

## Graduate Recruitment

More than 2,000 graduate recruitment opportunities are advertised through QUT CareerHub on the C&E website each year. The application closing dates may be as early as March. Other recruitment strategies include:

- Mailing information to each student in a targeted discipline/s.
- Participating in the **Careers Fairs** on campus (see the C&E website for details)
- Holding **Company Presentations** on QUT campuses to profile their company and recruitment processes.
- Check out [www.careerhub.qut.edu.au](http://www.careerhub.qut.edu.au) and [www.graduatecareers.com.au](http://www.graduatecareers.com.au)

## Government Job Listing

Government job vacancies are available online:

- Public Service Gazette (Jobs Online) – Queensland: [www.jobs.qld.gov.au](http://www.jobs.qld.gov.au)
- The Australian Local Government Job Directory: [www.job-directory.com.au](http://www.job-directory.com.au)

## Professional / Industry Associations

Many professional associations publish or advertise positions in regular newsletters or journals. The C&E website includes links to Professional and Industry Associations.

## Employment and Recruitment Agencies

There is a range of private agencies in the recruitment field. You can leave your resume with these agencies for consideration and inclusion in their database. Consult the Yellow Pages or do a Google search for a list of these agencies. Some agencies utilise the Internet for advertising and receiving applications.

## Newspapers

The employment section of local, state and national newspapers is an obvious place to look. If you are happy to work outside of Queensland, ensure you research broadly including newspapers from other states. For example, Sydney has three times more employers than Brisbane; therefore it would be advisable to scan Saturday's Sydney Morning Herald.

## Careers Fairs / Virtual Careers Fairs

Careers Fairs are a great opportunity to speak to a number of companies in one location and learn about their employment opportunities. QUT is involved in several careers fairs each year - check the website for details. There is also an annual, nationwide Virtual Careers Fair – see [www.vcf.graduatecareers.com.au](http://www.vcf.graduatecareers.com.au).

## Want more help with Employment Seeking?

Further assistance and tips for Employment Seeking are available online through the Career Development Programs on blackboard. A specific module on **Seeking Graduate Opportunities** will help you identify sources of graduate employment. Have a look at it by clicking on **Career development programs** under **For Students/Graduates** on the Careers and Employment website, [www.careers.qut.edu.au](http://www.careers.qut.edu.au)

The Career Development Programs are free **online modules** to help you at each stage of your career development. There may be others you would find useful so check them all out!

