

UNCOVER UNADVERTISED JOB OPPORTUNITIES

Many employers have confidential positions that are not advertised. These are positions that are held by someone who is either on probation or on the verge of being fired. These can also be new positions that are created by a new contract, new technology or project.

HOW TO UNCOVER UNADVERTISED JOB OPPORTUNITIES

Employers often confide in leadership that they have unadvertised opportunities they are trying to fill. You will hear about these opportunities through members of your professional network. This is why it is so important for you to touch your network on a consistent basis. Share information with them so they will be more likely to share job leads with you.

It is important for you to be very visible on social media as an expert in your field. If you possess expertise, if possible start a blog filled with content showing your knowledge. The second best thing would be to comment on posts being written by other experts in your field.

Staying connected is more important when you are not currently employed. Past employers, supervisors, peers and subordinates, often hear about opportunities that could represent your next career move. They will only think of referring you if they know you are involved in a current job search. Over fifty percent of individuals finding opportunities in today's job market are the result of networking.

It is also important to identify staffing and recruiting firms who specialize in your field. Employers often utilize the services of third party recruiters to help fill their confidential positions. Contract staffing firms are often hired to identify contractors to handle special projects or an influx in work.

CONDUCTING A PROACTIVE VS. REACTIVE JOB SEARCH

Today's job seeker must take a more proactive approach and identify jobs before they go on the market. Conducting research provides you with the foundation you need for a successful job search.

It is important to identify fifty potential employers who employ individuals who have your experience and skills. These are employers you identified as your preferred companies.

To help you conduct this research you can use the following resources:

- Use Superpages.com and search concentrically within a 10-30 mile radius of your zip code, depending upon the distance you are willing to commute.
- Search Google to identify national employers that may employ people to work in your region. Often sales, presales, account management, and telecommuting roles are available in specific territories.
- Check Job-Hunt's Employer Directory for links to the recruiting pages of thousands of employers by state.

- Look for companies that are of interest to you in top company lists. Each year magazines like *Fortune*, *US News*, *Business Week*, and others publish articles ranking corporations in various industries.
- Visit websites like Hoovers, ZoomInfo, BusinessInsider, and Glassdoor to find out more about company size, leadership, and corporate culture.

Once you have identified some viable employers, visit their website.

- Read up on what they do. Review these pages on their website: About Us, Products, Services, Locations and Contacts.
- Read the press and media which often announce special projects, mergers, acquisitions, promotions and contracts. It is important to see what others are saying about your target companies, which is normally not on their website.
- Subscribe to the trade publications read by professionals in your industry. The articles are filled with potential job leads.

You can also use Google to help you research. Most companies utilize an ATS (Applicant Tracking System). When you apply for a job online, your information is entered into the ATS. One of the most popular Applicant Tracking Systems is produced by Taleo.

You can search company websites that are using the Taleo system using Google. This helps you find jobs that are not posted on job boards and provides you with a competitive edge.

In the Google search you conduct, ask Google to look only on the Taleo.net website: by typing the following: site:taleo.net intitle:careers Job Title1 or Job Title 2 or Job Title 3 or other key words.

For example: site:taleo.net intitle:careers Secretary or Admin Assistant

You should also set up a Google alert in the same way to track companies you are targeting. To accomplish this, follow these steps:

1. Go to www.google.com/alerts
2. Type in you search query
3. Choose options
4. Enter email
5. Click on create alert

WHY THIS MUST BECOME PART OF YOUR JOB SEARCH EFFORTS

The second most effective way to find a job is to directly market yourself to companies you have targeted. You should send your Resume or CV to the person who would be your boss's boss.

Make sure you handwrite the envelope and write *personal and confidential* in the lower left hand corner.

Don't worry about whether or not the companies you research have open postings available on their career pages, which are normally not kept up-to-date. Often employers are not happy with individuals in their department, but have not launched a formal job search. They may have employees on probation or have a major project needing coverage.

With job dissatisfaction at historic highs, many employees are not performing and many hiring authorities would like to upgrade members of their team. Marketing yourself directly to employers is extremely effective.

Doing your homework and then pounding the virtual pavement to identify a new opportunity is one of the best strategies you can use. The other nice thing about researching and uncovering hidden jobs is that there will be less competition.