

Job Search Techniques

“Just because you don't see an advertisement in the newspaper with your job title on it, it doesn't mean they're not looking for you.”

Martin Yate, author of *Knock 'Em Dead*

Most people just go to classified ads and Internet job posting sites and think that's the end of the line in terms of looking for a job. But it is only one of many job searching options. Job postings are not useless, but job seekers should not rely solely on what they see.

At least 80 percent of all jobs are never advertised; they are filled through networking, inside contacts and word-of-mouth. This is known as the Hidden Job Market.

In order to tap into the hidden market, you must first think about the hiring process from the employer's point of view. The process often looks like this.

1. A job opening is available.
2. A person in a position to hire goes to his or her internal network. He or she may hire or promote from within. This hiring authority may encourage professional associates to apply and/or look at recently received resumes or applications. In large companies, the hiring authority can go to the human resource department to look for qualified applicants. Jobs are often filled at this point.
3. If a qualified candidate cannot be hired through “word of mouth,” the hiring manager will place a job posting through external networks, such as corporate career center, job boards, Department of Labor and Regulation, etc.

Your task as a job seeker is to get yourself, your resume and your job applications into the internal network of the employers you want to work for. To do this, expand your search tools and reduce your dependency on major job boards like Monster or Yahoo! Hot Jobs.

To tap into the company's network and find out about openings and positions never advertised publicly, join local networking groups for your profession or join a company's online community through Facebook and Twitter.

Note: Even when a job opening is advertised in the want ads, job seekers in the employer's internal network are more likely to get hired.

People use a variety of methods to find information about job openings. Some may read the want ads, others ask friends or relatives, and still others may contact employers directly. Successful job seekers use a wide variety of methods when looking for job openings, but focus most of their time and energy on the more effective methods.

Consider the advantages and disadvantages of some of the more common methods used by job seekers.

Method	Advantages	Disadvantages
Want Ads	Free at libraries. Usually jobs are readily available.	Usually there are a small number of opportunities.
SD Department of Labor and Regulation	No charge. Offers help and counseling in job search skills, resume writing and access to local ads and occasional job offers, computer, Internet, printing and copy machine, fax and phone.	Job openings are not available for all skills, education and experience levels.
Private Employment Agencies	Employer may pay fee.	Job seeker may pay a fee. Only one in 20 get jobs by using an agency.
Mailing Unsolicited Resumes	Free if excluding the cost of postage. Usually gives immediate response.	Time consuming and not effective. Only 5 percent response rate.
Internet Resources	Free.	Difficult to distinguish genuine job search websites from scam job and recruitment fraud websites. Only 12 percent of people get jobs from using online job boards.
Family/Friends or Networking	Free. 80 percent of all jobs are obtained through networking.	Depends on the size and quality of a network.