Tapping the Hidden Job Market through Informational Interviewing

Jennifer May, M.Ed.
Career Adviser
UCSC Career Center
jemay@ucsc.edu
YOUR PATH AFTER COLLEGE?

GRAD/PROFESSIONAL SCHOOL

WORLD OF WORK

WORLD OF WORK
USE *ALL METHODS TO FIND EMPLOYMENT*

1. Targeting companies and organizations
2. Networking
3. Online databases
4. UCSC Career Center & databases (Apr 15)
5. Job Fairs/Info Sessions
6. Internships -> Full time employment
7. State Employment Agencies (“One Stops”)
8. Government Employment (local, state, federal)
9. Temporary employment agencies
10. Tapping into *The Hidden Job Market*
The “hidden job market” is a term used to describe jobs that aren't posted online or advertised.

How do they fill jobs without advertising them?
What percentage of jobs do you think are “hidden?”
70-80% of available jobs are not advertised!

Job seekers can tap the hidden job market by using **networking connections** to help find unadvertised job openings.
NETWORKING

• Most effective method (75%)

• Networking is creating and sustaining mutually beneficial professional relationships over time. It is not about asking people for a job.
NETWORKING

What are your honest feelings about networking?
WHY NETWORK?

✓ People do business primarily with people they know and like.

✓ Job listings tend to draw piles of applicants.

✓ The job you want may not be advertised at all.
The Value of Networking

- Advertisements/Websites
- Recruitment Agencies
- Professional Organisations
- Networking/Word of mouth
- Contacts from existing staff
- Internal Promotion or Lateral Move

Employers hire in this direction

Most people start looking for jobs from here

START

START

www.sineadenglishassociates.ie
WHO IS IN YOUR NETWORK?
START CLOSE TO HOME

- Family, friends-of-family
- Classmates/teammates
- Friends, acquaintances
- Co-workers
- Members of groups/organizations you belong to
THEN EXPAND YOUR NETWORK

• Join a professional association
• Join a social organization  (MeetUp)
• Attend local community events
• Join political groups, hobby/fitness clubs
• Connect on LinkedIn
• Volunteer
• Job Shadow
• **Conduct Informational Interviews!**
An informational interview is an information gathering session (in person or by phone) with a networking contact designed to help you choose or refine your career path by giving you the “insider" point of view.
• **Increase your knowledge** about a career field
• Learn about the **realities of the job** and the needs of employers
• Develop valuable **contacts**
• **Explore careers** and clarify your career goals
• **Discover employment opportunities** that are not advertised
• **Gain confidence** in talking with strangers, which may result in lower stress in a formal setting
WHERE?

• A mutually convenient place, like a coffee shop.
• If you are unable to meet in person then schedule a time to talk on the phone.
• Your interview should not exceed 30 minutes.
<table>
<thead>
<tr>
<th>Professional</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty</td>
<td>Immediate and Extended Family</td>
</tr>
<tr>
<td>Professional Associations</td>
<td>Parent’s Friends &amp; Associates</td>
</tr>
<tr>
<td>Alumni</td>
<td>Friends, Classmates, Colleagues</td>
</tr>
<tr>
<td>Mentors</td>
<td>Neighbors</td>
</tr>
<tr>
<td>Co-workers, Supervisors</td>
<td>People in the Community</td>
</tr>
<tr>
<td>Professional Referrals</td>
<td>People who share similar hobbies</td>
</tr>
<tr>
<td></td>
<td>Incidental Acquaintances (i.e. bus stop, parties, etc.)</td>
</tr>
</tbody>
</table>
• Contact by phone or e-mail
• Provide a brief synopsis of your background
• Mention how you were put in touch with this person
• Explain why you are seeking an informational interview
• Request a short meeting
THEY DON’T HAVE TIME FOR ME!

Not true!!!

- people enjoy helping others
- people enjoy talking about themselves, their ideas, and their opinions
- people enjoy a break in routine
- very few people are actually so busy that they don't have a free half-hour during a week
1. Find a partner
2. Practice asking for an informational interview
3. Use all 3 responses
4. Switch
5. Stay with your partner when you finish*
HOW TO PREPARE

• Research the person, company, industry
• Practice with friend first
• Bring your resume (just in case) and portfolio to take notes
• Be prepared to talk about why you’re interested in that career/field
• Dress to impress
• Prepare a list of 10-15 questions
Can you think of some questions you might ask?
GIVE IT A TRY!

1. Find a partner
2. Practice asking 3 informational interview questions about a current or previous job/volunteer position
3. Switch
DO’S

• Be on time
• Dress professionally
• Bring a resume but DON’T show it unless requested
• Send a thank you e-mail/letter
• Show enthusiasm and appreciation
• Remember that this is one person’s opinion
DO NOT’S

• Ask for a job!!!!!!!!!!!!
• Go over your allotted time
• Forget to take notes
• Forget to do your homework (research)
• Forget to ask for a business card
FOLLOW UP IS KEY

• Keep track of contacts
• Handwritten thank you or e-mail
• Nurture Connections
NURTURING CONNECTIONS

• **Follow them** on Facebook/Twitter/LinkedIn
• **Congratulate** them on career accomplishments
• **Share** relevant career industry articles you’ve read
• **Invite** them out to coffee or lunch now and then
• **Follow-up** with your status on contacts provided
• **Send** holiday/birthday greetings
THE TABLES TURN

When an Info Interview becomes a Job Interview