

jobs

How to find hidden jobs

BY ERIN LINDHOLM • Special to amNewYork

Ever wonder why you've never seen your dream job posted on an online job board? It's because the most competitive and most coveted positions are often filled without ever being posted. amNewYork asked local career experts for their tips on tapping into the hidden job market.

Use informational interviews to open doors.

"These kinds of discussions expose people to the way you think and help them see how you might operate within the organization. It's important to remember that these should be authentic meetings seeking out information and not a veiled attempt at getting a job. Once they begin the hiring process, they may ... think of you."

—Executive coach
Alisa Cohn



Always network with busy people.

"They'll be in the flow of information, trends, opportunities and more. They may also have a need for additional headcount either on a permanent or temporary basis."

—Roy Cohen, career coach and author of "The Wall Street Professional's Survival Guide."

Do as recruiters do.

"Whenever I get a search, the first thing I do is to announce it [on LinkedIn]. It automatically appears on Twitter as the two accounts are connected. I will also place job descriptions on my blog. ... Most recruiters will not place an ad online or in print. Why? Because if that's how they find their candidates, then why would an employer want to use them? It would be cheaper for the employers just to run the ads themselves."

—Bruce Hurwitz, president/CEO,
Hurwitz Strategic Staffing



If you're not on LinkedIn, you're invisible.

"Many potential employers want to see your LinkedIn recommendations and might become suspicious if you don't have any. And, the site is a ubiquitous research tool for headhunters and recruiters."

—Shawn O'Connor, CEO/
founder, Stratus Careers

Be entrepreneurial.

"Go beyond the typical Monster.com search and learn



how to market yourself. Spend time at Meetups and mixers to meet the movers and shakers of

your field. Consider creating your own opportunities — start a blog, promote a service or volunteer your time to gain more visibility."

—Jennie Mustafa-Julock,
The Audacity Coach,
coachjennie.com

Tap the Twittersverse.

"There are 500 jobs posted per minute on Twitter. Use tweetajob.com, twitjobsearch.com or set up a feed to follow the Twitter keywords that pertain to the company and/or position you're looking for. You can also follow #Tweetmyjobs to see what's being offered and spend some time on just-tweetit.com to find the right people to follow. ... Commit to spending at least an hour a day following, Tweeting and replying."

—Michelle Ward, founder, whenigrowup-coach.com



80

estimated percent of jobs that are never advertised

(DAN SCHAWBEL, AUTHOR, "ME 2.0")

4,000

number of employees being hired per month nationally (BUREAU OF LABOR)

Find an inside advocate.

"Having a current employee submit your resume [on your behalf] is beneficial for a number of reasons: They may get a referral bonus if you are hired; it makes them look better in the eyes of management by finding quality people and they are now entering the circle of reciprocity with you. If they help you now, they can ask you for help later."

—Lavie Margolin, author, "Lion Cub Job Search: Practical Job Search Assistance for Practical Job Seekers"

