

Q&A Column

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Email Subject Line: Uncovering The Hidden Job Market

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Headline: Where Exactly Is The Hidden Job Market?

Summary:

I am unemployed and trying to find a new job. The problem is that every position I apply to, it seems like there are so many other good candidates that I can't seem to get a break. What's an honest, hard working girl got to do to make it to the front of the line?

Nadia Y., Victoria, British Columbia

Landing Page copy

Headline: Where Exactly Is The Hidden Job Market?

Dear Mark,

I am unemployed and trying to find a new job. The problem is that every position I apply to, it seems like there are so many other good candidates that I can't seem to get a break. Even when I do score an interview, I'm told that there are at least a dozen other people they're looking at and they'll get back to me only if they want to see me again. What's an honest, hard working girl got to do to make it to the front of the line?

Nadia Y., Victoria, British Columbia

Dear Nadia,

Looking for work in the newspaper classifieds, visiting job banks such as Workopolis.com, and applying to positions on the websites of employers are great ways to find the "advertised" jobs; that is, positions that have been posted publicly.

You may have heard that, in total, these types of opportunities make up a pretty good chunk of all the work that's available. Where then are all the many other the jobs concealed?

In the "hidden job market," which consists of openings that come available but don't get widely published. This happens thousands of times every workday. For instance, someone may quit unannounced, leaving an immediate gap. Or else a company might land a major new client and need to hire like crazy (but they don't want the expense of advertising the jobs or going through recruiters). These types of examples form the hidden job market – positions that are filled by, or created for, candidates (job seekers) who come to an employer's attention through employee recommendations, referrals from trusted associates, recruiters, or direct inquiries and the networking efforts of a job seeker.

You can use an assortment of tactics to find work that has not been publicized. No matter how you approach it, though, your search for work is just like a marketing campaign – where employers are the buyers, and *you* are the product! Hence there are two basic paths you can take. One is called **Cold Marketing**, which simply means that the employers you apply to do not know you previously, and thus you are “going in cold.” The other type is called **Warm Marketing**. As its name implies, here your path has been paved for you by someone who has a connection to the employer. As a result, you receive a “warm welcome” instead of a cooler reception.

Cold Marketing, when you get down to it, is all about getting your RESUME in front of people who can hire you. Warm Marketing, on the other hand, is all about getting YOU in front of people who can hire you at the places you’d like to work for. In the next two columns we’ll cover the techniques you can use for each of these integrated marketing approaches. I hope you’ll join us for the entire series.



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