

# Job hunting strategies

## The advertised job market: where to find job vacancies

### The Internet

Many companies and organisations, both nationally and internationally, use the Internet to recruit staff. A few key websites are listed below to help you in your job search:

#### UC CareerHub

[www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers) – Employment Web-based information portal providing an electronic communication hub between students, employers and Careers, Internships & Employment. Sign up and log in regularly for information on job vacancies, information sessions, seminars and the Student & Graduate Recruitment Programme.

#### Careers, Internships & Employment

[www.canterbury.ac.nz/careers/student\\_graduate\\_employment/nz\\_international\\_job\\_search\\_links.shtml](http://www.canterbury.ac.nz/careers/student_graduate_employment/nz_international_job_search_links.shtml) – contains a range of job vacancy links including CareerHub, New Zealand and international jobs, volunteer, relief and international development, academic positions, teaching English as a second language, and teacher, sport and recreation vacancies.

#### General job vacancy websites

[www.trademe.co.nz/Trade-me-jobs/index.htm](http://www.trademe.co.nz/Trade-me-jobs/index.htm) – browse job vacancies. Search for jobs in New Zealand by region, district, city, category or using key words.

[www.seek.co.nz](http://www.seek.co.nz) – browse job ads. Searches can be done by classification, location or company. Also includes links to Seek Australia, Seek UK and all locations.

#### New Zealand Government Jobs

[www.jobs.govt.nz](http://www.jobs.govt.nz) – lists job vacancies in the government sector. We also advise you visit websites of individual government departments. See [www.govt.nz](http://www.govt.nz)

#### Career Services rapuara

[www.careers.govt.nz](http://www.careers.govt.nz) – contains comprehensive information on jobs and industries within New Zealand, including job vacancy websites. Job vacancies are also included in the job summaries.

#### Education/teacher vacancies

[www.edgazette.govt.nz](http://www.edgazette.govt.nz) – lists jobs in the education sector including general teacher and management positions.

#### Academic vacancies

[www.camrev.com.au](http://www.camrev.com.au) – the Campus Review has academic job vacancies, in New Zealand and Australia.

[www.career.edu](http://www.career.edu) – CareerEdu advertise faculty, postdoctoral and graduate student positions for the international research and academic community.

[www.jobs.ac.uk](http://www.jobs.ac.uk) – for academic and related jobs in the UK.

[www.universityjobs.com](http://www.universityjobs.com) – University Job Bank contains academic job vacancies in the USA.

[www.academic360.com](http://www.academic360.com) – an extensive website devoted to higher education employment opportunities.

#### Newspapers

Read the Situations Vacant section of the major newspapers. For mainly South-Island vacancies, check out *The Press* particularly on a Wednesday and Saturday. Careers, Internships & Employment keeps copies of The Press vacancy pages from these days in the Resource Area. The business pages may also contain job advertisements or job leads.

#### Publications

There are other publications which list job vacancies, often in specialist areas, such as professional publications. Try other industry publications, academic journals and newsletters of professional associations.

#### Recruitment agencies

See the handout: Top 10 tips for approaching Recruitment Companies. Available in the Careers Resource Area.

#### Work and Income New Zealand

[www.winz.govt.nz/individuals/looking-for-work.html](http://www.winz.govt.nz/individuals/looking-for-work.html) – has a 'Find a Job' database with vacancies listed.

As new sites are going on-line monthly, we appreciate recommendations of useful sites we may not have listed. Please let us know by contacting [careers@canterbury.ac.nz](mailto:careers@canterbury.ac.nz)

## Finding a job through social networking

Access the Careers, Internships & Employment Careers Resource Area to watch a DVD called 'E-Networking for Jobs' or to borrow the book 'Find a Job Through Social Networking.' Both of these resources offer a comprehensive introduction to this job hunting strategy.

## Tapping into the hidden job market

The 'hidden' job market refers to jobs which are not advertised. Activating the 'hidden' job market is particularly important if you are seeking work in an environment where many organisations are relatively small or in highly competitive sectors. You may be familiar with the 'hidden' job market, having successfully gained holiday or part-time work through networking and/or directly approaching an employer.

Read more to find out about how you can tap into the 'hidden' job market.

### Networking

Networking is simply identifying the people and organisations that could be helpful to you in your job search and contacting them. Your aim in networking is to:

- Obtain more information about sectors and employers that interest you.
- Decide where best to concentrate your efforts.
- Uncover job leads.

When networking it is important to see yourself as embarking on a marketing exercise. The 'product' you are marketing is yourself and your chances of success in this venture will depend on:

- Identifying the appropriate market for your skills.
- Understanding the specifications and preferences of the employer.
- Presenting positive qualities of your 'product' – your qualifications, skills, abilities and experience – and how these will benefit the employer.
- Being committed to convincing the employer and 'closing the sale'.

You are:

- Finding out about areas of interest, advising people of your range of skills and letting people know that you are looking for work.
- Asking to be part of their network of contacts, to use their knowledge and information.
- Using the 'multiplier' principle – that is, the more people who know you are looking for work, the greater the chance of opportunities arising.
- Asking the people in your network to help you in your job search, NOT asking them to hire you.
- Eliciting feedback and assistance so that you can continually modify your skills and techniques of job search.

It is important to use your drive and initiative, mobilise your energy and enthusiasm, and get talking to people!

'10 Powerful Networking Skills' and 'E-Networking for Jobs' are excellent DVD's available for viewing at Careers, Internships and Employment, which will provide you with some very useful and practical tips. The better you are prepared before you start networking, the more you will get out of it.

So, how do you get started with Networking?

### Build your job information database

The first step is to start building your contact list. You want names, contact details and possible openings or positions.

### Create a Job Search Diary

Write down:

- Every contact you find, how you heard of that person and what you could talk to them about
- Communications you have with that person, by phone, fax, email, in person etc.
- Actions you will take as a result of your communication with that person, e.g. other people to ring, ring back in a month's time, send in CV etc.
- Actions that person is going to take on your behalf e.g. going to pass on your CV to their superior.

Diary all important dates. Check your diary every day to see what has happened and what your next step is.

### Contact sources

#### People

- Everyone is a potential contact – just start asking!
- Large numbers of graduates are successful in obtaining work through friends, family, colleagues, past graduates and other contacts, including local business people.

#### Information resources

Look in the Careers, Internships & Employment Resource Area for information including:

- Print media, employer publications and newsletters.
- Archived Job Vacancy folders (see the folders in the Resource Area).
- Business Directories and the New Zealand Yellow Pages.
- Visit [www.canterbury.ac.nz/careers/student\\_graduate\\_employment/research\\_companies\\_organisations.shtml](http://www.canterbury.ac.nz/careers/student_graduate_employment/research_companies_organisations.shtml) to research company directories online.

# Careers, Internships & Employment Okeover

[www.canterbury.ac.nz/careers](http://www.canterbury.ac.nz/careers)

## Job Search Diary

Date	Contact	Discussed	Follow-up	By When?

### Other sources

- Build up contacts in your field of interest through part-time, voluntary, vacation work and work experience.
- Join relevant professional associations and societies and attend professional gatherings.
- Attend relevant seminars, talks, exhibitions and conferences.
- Academic staff may be helpful with industry contacts and information about previous employers of graduates.
- Leisure interests and further study.

### Informational interviews

The purpose of an 'Informational Interview' is to research a field of work of interest to you – not to ask for a job. It is a way to gain information on employment trends, skills required by employers, as well as confirm whether it is an area of work you are interested in pursuing or not. Informational interviewing increases your knowledge about your fields of interest, helps you clarify and refine your career goals and establish a network of contacts which could lead to employment opportunities.

### Prior to the interview

- Identify businesses to approach by looking at company directories online via: [www.canterbury.ac.nz/careers/student\\_graduate\\_employment/research\\_companies\\_organisations.shtml](http://www.canterbury.ac.nz/careers/student_graduate_employment/research_companies_organisations.shtml). Business and situations vacant pages of community and major daily newspapers and trade/industry magazines are other sources to identify businesses to approach.

- Ask family, friends, clubs and associations you belong to for contacts.
- Research companies/organisations via their websites and publications so you are familiar with what they do prior to visiting them.
- Contact the appropriate person (via email, telephone or in writing). Contact the receptionist first and ask them to put you through to the most appropriate person if you are unsure who the best person is for you to speak to. Remember to get that person's name and job title.
- Introduce yourself, let them know who referred you, what you would like to discuss and ask for a brief meeting (15 minutes or so).
- Be prepared to talk on the telephone. Ask if this is a convenient time to talk or for another time when you could ring back.
- Be clear about your skills, interests and goals and how this information will assist you in your job search.
- Prepare and rehearse your questions in advance – you may like to email them to the contact person in advance.
- Dress professionally and appropriately to make a good impression.

### At the information interview

- Remember this is career research, not a job interview.
- You ask the questions.
- Show interest in them – ask about their background, skills, role and related jobs.
- Take notes and collect any literature or relevant web addresses.

- Ask for further contacts and ask permission to use their name.
- Inquire whether it would be possible to spend a short period work-shadowing someone in a role of interest to you.
- Take along your CV.
- Keep to your time.

#### After the interview

- Immediately take notes of all the information you have gathered.
- Write a thank you note.
- Keep a comprehensive record of all contacts made.
- Follow up all referrals.
- Keep in contact with the person.
- When you get a job, let people know. They may become part of your network.

#### The direct approach

This means approaching employers directly for work, whether in person, by telephone or by sending a cover letter with a CV (by post, email or via websites). This type of activity is used as a legitimate method of finding work in most areas of the labour market.

Accurate targeting is crucial in this approach, so the amount of time you spend researching the company and who to target within it, will be much greater than the amount of time you spend making the contact. As with networking, clarity about what you have to offer, plus a businesslike approach, are essential to making a good first impression.

#### When you make contact

- Be explicit about why the job or organisation appeals. In a cold canvas exercise have your CV prepared, and be able to indicate to the employer your interest in the organisation and the type of position you want.
- Use positive language.
- Get the name of a contact rather than just their title e.g. if you are writing to, or emailing, the Human Resources Manager phone the receptionist to find out their name.
- Follow the principles of writing an effective cover letter and CV.
- Be professional in your approach to the employer.

Sending a CV and letter expressing your interest in working for a particular organisation is a popular job hunting technique. As a result employers may be receiving these kinds of approaches daily. Therefore it is important to do some research on the organisation and consider where you might fit into it. Indicating at the

end of your letter that you will follow up with a phone call will generally ensure that the letter is read and considered. This also provides you with another avenue for making contact. Aim to make contact once a month to keep informed as to whether any job vacancies have emerged that you might be suited to.

#### Creating your own job

- In your research you may find an employer who could use your skills even though they haven't realised this yet.
- You need to research the company/organisation's markets, outputs etc and be able to illustrate succinctly how your skills will complement what they do.
- Concentrate on the needs of the company and adopt a positive tone.
- Establish your communication as serious dialogues between equals.

#### Telephone skills

##### Capsule description

Quickly identify who you are and what you have to offer by developing a summary of your qualifications, skills, experience and achievements. Practice it until it sounds natural and fluent. It should be brief, 2 minutes being the maximum time.

##### While on the telephone

- Allow time for the other person to think and respond.
- Smile – it makes you sound friendlier.
- Keep your head up. This results in a more upright posture and more energy in your voice. Speak clearly.
- Don't ramble and do take notes. The other person is likely to be busy and will value your efficiency.
- Treat the call as an interview. Be prepared to speak about your skills and how they match the employer's requirements.

##### Receiving calls

- Be prepared for calls to come at any time and prepare others in your household. Ensure a good reception for the caller.
- Keep a copy of your CV, your list of questions and pen and paper by the telephone, along with notes about the contacts you are expecting to hear from.

Remember Careers, Internships & Employment is here to help you. Bring some of your planning or research material to a Drop In session for further advice.

## Potential questions to ask

As you are not interviewing for a job, it is up to you to ask the questions. Therefore, **always** go to an informational interview well prepared with questions. Even if the informational interview is very informal or spontaneous, you will get much more out of it if you put time into thinking about what you want to know.

The following questions are a guide. Ask questions that are going to give you good relevant information to assist you to make an informed decision. Remember: use open ended questions that elicit more than a 'yes' or 'no' answer.

- How did you get into this type of work/industry?
- What kind of background (education, skills and experience) do people have who work in this field?
- What is a typical day in this job really like?
- What do you most enjoy about the work that you do? Least enjoy?
- What are the biggest challenges facing your sector? How do you think they will be tackled?
- Where do you see the opportunities for people to enter this sector now? What gaps need to be filled?
- What is the best way of finding out about jobs in this field?
- Do you know of anyone with a similar background to mine that has entered this type of work? Could I meet them?
- Can you recommend two other people that I should speak to?
- Would you mind looking at my CV and telling me if you think it's appropriate for the sector?
- What steps would you recommend I take at this point?
- Are there related fields/jobs you recommend I look into if there are few jobs available in my preferred career field?

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