

Job hunting strategies

To maximise your chances of finding work, we recommend using a combination of job hunting strategies – both advertised and in the ‘hidden’ job market

When embarking on your job search it is important to have an understanding of what you want, what skills you have and how you can contribute. Other career activities and tools can assist in gaining this direction. See www.canterbury.ac.nz/careers

The advertised job market

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.careerhub.canterbury.ac.nz – employment web-based hub between students, recent graduates, employers and UC Careers. Log on regularly for information on job vacancies, Employer Recruitment Presentations, Careers Fairs & events, Seminars and Student & Graduate Recruitment.

UC Careers

www.canterbury.ac.nz/careers – visit the ‘Jobs and application tools’ section for a range of job vacancy links including 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

When using job vacancy websites you typically can search by keywords, job type/term of employment, location, category/classification and pay/salary. You may be able to register and create a profile to receive job alerts, career news and advice, and be contacted by potential employers.

www.careers.govt.nz – contains comprehensive information on jobs and industries within New Zealand, including job vacancy websites.

<https://nz.indeed.com> – searches all job search sites.

www.trademe.co.nz/jobs – browse job vacancies within New Zealand.

www.seek.co.nz – browse jobs in NZ and internationally.

www.sjs.co.nz – brings employers and students together for all types of jobs around New Zealand.

New Zealand Government Jobs

<https://jobs.govt.nz> – lists job vacancies in the government sector. You can also visit websites of individual government departments and organisations. See:

www.govt.nz/organisations

<http://lgcareers.co.nz/> – lists local government jobs. LGCareers assists those who are starting out in their career, as well as those looking to advance.

Industry specific Job vacancy websites

- Speak to people within the jobs and industry you are interested in, and ask if they are familiar with any specific job vacancy websites.
- Use keywords/phrases when searching online to connect with industry specific job vacancy websites. For example if you search ‘science vacancy website nz’, Science New Zealand’s career website will be found.

Going global

Going Global provides career information and resources to you from countries around the world. Gain inside career knowledge helpful in preparing for work overseas. <https://online.goingglobal.com/>

Employer websites

Employers can advertise opportunities through their own websites (including their social media platforms). Often you can sign up to their job mail to be notified of any new vacancies.

Professional associations

Professional associations uphold standards and seek to further a particular profession or industry. Becoming a member of an industry specific body allows you an opportunity to engage, participate and to stay up to date with industry knowledge and relevant job vacancies.

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. The business pages may also contain job advertisements or job leads.

Publications

Job vacancies, often in specialist areas can be advertised in publications such as professional magazines, academic journals and newsletters of professional associations. Also try related publications from other industries.

Recruitment agencies

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

Work and Income New Zealand (WINZ)

<http://job-bank.workandincome.govt.nz/find-a-job/search.aspx> – lists job vacancies. You may need to register first with Work and Income as a Job Seeker to be considered for specific roles.

Social media

Employers can use various social media platforms to connect with potential candidates and promote job vacancies. Relevant professional associations and influential individuals online can also share opportunities of interest. Ensure any communications on social media are kept professional.

www.linkedin.com - a professional networking service used to build connections and facilitate the sharing of job vacancies, news, updates and insights.

www.facebook.com - in addition to specific employer pages, search for generic and specific job and industry groups and pages (these can be regional or at a national level, e.g. IT Jobs - NZ).

Other social media platforms employers have been known to use include:

- www.instagram.com
- www.snapchat.com
- www.twitter.com

Social Media and Privacy

Be careful about what you share online and who can view your posts - check your privacy settings. There are many stories of individuals not getting a job because of the information they have shared online - once you share a post it may never go away.

Google yourself to see what public information is readily available so you are aware of the information an employer may see.

Manage your social media connections as information that is shared with a connection can be captured and shared with others, including potential employers.

Job Search Diary

Date	Contact	Discussed	Follow-up	By When?

E-Hireability

Learn more about how to manage your online footprint, how to make yourself more e-hireable, how to use social media in your job search, and how to use LinkedIn and build a virtual network. See resources and tools at www.canterbury.ac.nz/careers

Tapping into the hidden job market

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

The following job hunting strategies and activities can assist you in accessing the ‘hidden’ job market.

Networking

Networking involves identifying the people and organisations that could be helpful to you in your job search and developing mutually beneficial relationships with them. Your aim of networking is to:

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

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 or industry.
- Presenting positive qualities of your ‘product’ – your qualifications, skills, abilities and experience – and how these will benefit the employer.
- Your communication and interpersonal skills.
- 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 learn from their knowledge and exchange 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 initiative and get talking to people! Being connected is considered to be the number one job search strategy.

A range of e-learning videos are available online and cover a range of networking topics, including

the dos and don'ts, where to network, making a good impression, overcoming the fear of networking, conversation starters, and tips from employers. See resources and tools at www.canterbury.ac.nz/careers

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, 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 and community members.

Information resources:

Look in the Careers Resource Area for information including:

- Print media, employer publications and newsletters.
- Business Directories and the New Zealand Yellow Pages.
- Research organisations and explore company directories. Visit www.canterbury.ac.nz/careers/students/do-your-research/

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, forums, talks, exhibitions and conferences.
- Use social media, such as LinkedIn.
- Speak with Academic staff who may have industry contacts and information about previous employers of graduates.
- Build connections through your 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, useful mentoring or invitations to relevant industry events.

Prior to the interview

- Identify businesses to approach by looking at company directories online via: www.canterbury.ac.nz/careers/students/do-your-research/. 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 (if applicable), what you would like to discuss and ask if you could arrange a brief meeting (15 minutes or so) at a mutually suitable time.
- Be prepared that the employer potentially might want to speak with you then and there.
- 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 informational interview

- Remember this is career research, not a job interview.
- You ask the questions.
- Show interest in them – ask about their background, qualifications and relevant experience.
- Take notes and collect any literature or relevant web addresses.
- Ask for further contacts and ask permission to use their name as your referral source.
- 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 the time you negotiated.

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, organisation or industry appeals. In a cold call 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, or type of enterprise you are considering starting.
- 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 cover 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 build rapport and maintain contact moving forward 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 a serious dialogue between equals.
- You may identify a gap in the market that you could niche in.

- 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.

Telephone skills

Professional introduction

Quickly identify who you are and what you have to offer by developing a summary of your qualifications, skills, experience, achievements, motivations and aspirations. Practice it until it sounds natural and fluent. It should be brief with a maximum time of two minutes. It is important to express your reason for being interested in their organisation.

While on the telephone

- Check with the other person that you have called at an appropriate time - if not briefly outline the reason for your call and ask when a more appropriate time would be to call back.
- Allow time for the other person to think and respond.
- Smile – it makes you sound friendlier.
- Keep your head up, or stand up. This results in a more upright posture and more energy in your voice. Speak clearly.

Receiving calls

- Be prepared for calls to come at any time and prepare others in your household if using a land-line. 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 UC Careers is here to help you. Bring some of your planning or research material to an Express Appointment for further advice.

Acknowledgements:

Hidden Job Market section adapted from Career Development Centre, University of Otago. (n.d.). Job search strategies. Retrieved from <http://www.otago.ac.nz/careers/employment/strategies/index.html>.

Informational Interviewing section adapted from McLachlan, M. (2009). Job hunting in New Zealand. Auckland, New Zealand: Penguin.

Informational Interviews

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 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, experience and attitude) 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 vacancies 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 stage?
- Are there related fields/jobs you recommend I look into if there are few jobs available in my preferred career field?

Researching the organisation

Possible questions to research

When approaching an organisation for a job, or when invited to attend a job interview, it is important to have background knowledge of that organisation. Researching a prospective employer demonstrates your level of interest in working for them and enables you to show a 'match' between you and their organisation at the job interview.

Some of the information you might want to research may include:

- What type of business they are.
- Where they operate from, where they have branches, subsidiaries etc.
- What their major products and/or services are.
- Who their clients/customers are.
- What their future prospects and plans are.
- Current issues and challenges, for that company, specifically, and for the industry.
- What their financial situation is.
- What the name of their Personnel or Human Resources Manager is.

So, how can you identify organisations to research? Refer to the resources listed below. Information on some small businesses may not be as easily accessible through the sources mentioned; however, it is still important to find out as much as possible before your interview. Ask your industry contacts (colleagues, lecturers, other students, community members) what they know about the business. If possible, speak to someone who works for the organisation.

Information sources

Organisation websites

For a start, check out whether the organisation has a website. Use a search engine or one of the online directories to locate their website. See www.canterbury.ac.nz/careers/students/doing-your-research/. Read the information provided on organisation websites and consider the questions listed above.

Most organisations have their annual report accessible on their website. Typical website headings under which annual reports can be found include: investor information, corporate information, about our business and financial information. Also look for information about the organisation's purpose and values, and their current projects.



Social Media

Don't forget to use social media channels for references to, or posts by the organisation you're researching. These sources can give extra insight into the values and activities of the organisation, and public perception of them.

UC Careers Resource Area & Website

Organisation information

In the Careers Resource Area, brochures, newsletters, and other literature are sometimes supplied by employers recruiting during Student & Graduate Recruitment. Some companies and organisations will have websites specific to 'graduate recruitment' or 'careers.'

Publications and directories

In the Careers Resource Area you will find publications and directories you can read, such as:

- The NZ Company Register. An Investment Yearbook of NZ companies listed on the New Zealand Stock Exchange plus top Australian Companies.
- NZ Government Sector Directory.
- TAKOA Ruo Mano – Information on Marae, Iwi, Social Services, Business, Justice, Education, Government, Training, Arts, Health Services and Education Scholarships.

Online directories

Many directories are available on the Internet. See www.canterbury.ac.nz/careers/students/doing-your-research/

Puaka-James Hight/Central Library, University of Canterbury

The Puaka-James Hight/Central library has NZ and international company information and financial reports online. Search by company name via the Library's MultiSearch option www.canterbury.ac.nz/library. You can also explore options under the subject guides for Business & Economics and New Zealand History or ask a librarian for help. <http://canterbury.libguides.com/bsec>

Christchurch City Libraries

Christchurch City Libraries also provide access to newspaper and magazine articles, annual reports and business directories: <https://christchurchcitylibraries.com>.

Try searching the "eResources Discovery Search" by company name.

Please note: to access information via the Christchurch City Libraries website you may need to be a member. Information on how to join is available on their website.