



JOBSEEKER'S GUIDE TO ACCESSING THE HIDDEN JOB MARKET CHECKLIST

PROMOTION CAREER
SOLUTIONS

- ☐ Create a list of target companies you'd like to work for.
- ☐ Connect with current employees of the company you want to work for in order to access unadvertised openings.
- ☐ Work with 2-3 recruiters in your desired field/industry to access hidden job opportunities.
- ☐ Contact target employers directly to inquire about unadvertised positions.
- ☐ Increase your visibility in your industry to be in a position to be noticed and contacted by a prospective employer.
- ☐ Let your network know you are open to new opportunities. (But if you are conducting a confidential job search, let them know individually, not by posting on social media.)



- ☐ Grow your network of contacts by connecting with people on LinkedIn — not just people in your industry, but also people in your personal life. All of these can potentially help you tap into the hidden job market.
- ☐ Give to get. Help others with their job search, as this type of assistance is often reciprocated.

- ☐ Follow your target companies on LinkedIn and set up a Google alert for your target companies. This will let you know about major changes happening with your desired employers.
- ☐ Look on LinkedIn for in-house recruiters that work at your target employer.
- ☐ Identify companies in “growth mode” by reading your local business journal or the Business section of your local newspaper.
- ☐ Make sure your LinkedIn profile is up-to-date so you are visible when employers and recruiters are searching for candidates with your qualifications.
- ☐ Engage on social media with your target employers, liking and commenting on their posts and participating in online conversations with the brand or key employees and influencers.
- ☐ Join online groups and forums in your industry. Participate in conversations and share your advice and expertise to help solve problems.
- ☐ Participate in associations and activities within your industry. Join relevant professional associations and attend conferences and industry events, both online and offline.





- ☐ Include your university's alumni association in your networking activities. Join your school's LinkedIn Group for alumni. If you're looking for a connection at a target company, contact your alumni association and see if they can help make the introduction.
- ☐ Grow your network. Make a list of all of your existing offline connections and connect with them on LinkedIn.
- ☐ Spend 5-10 minutes a day engaging on LinkedIn — adding new connections, commenting on posts, participating in Groups, and following companies.