

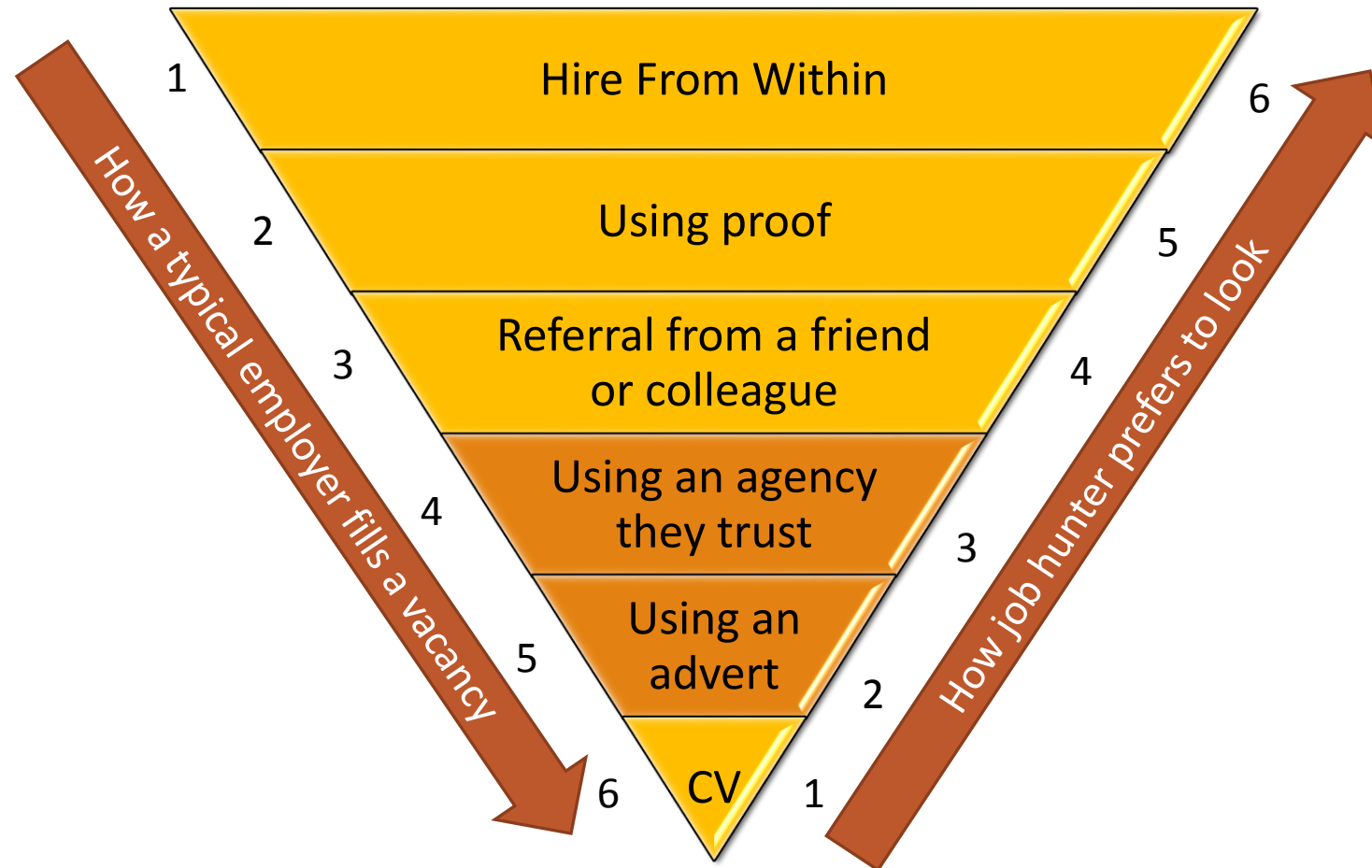
# Finding Opportunities

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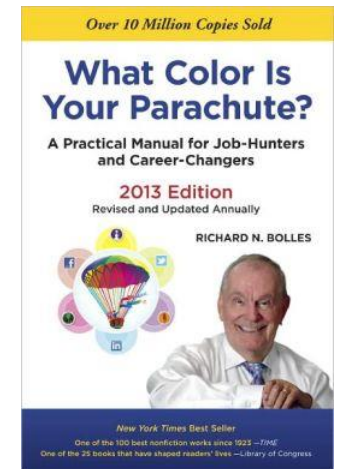
24 OCTOBER 2014



# How do employers recruit?



Derived from:



[www.jobhuntersbible.com](http://www.jobhuntersbible.com)

# 1. Hire from within

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What the employer looks for

- Promotion of existing full time or part time employee
- Hiring a former consultant in-house
- Hiring a former “temp”
- *“I want to hire someone whose work I have already seen”* –It’s a low risk strategy

Implications for the job hunter

- See if you can get hired at the organisation you have chosen
- Look for work as a temp, contractor or consultant
- Can be a stepping stone to a full time job

## 2. Using proof

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### What the Employer looks for

- An unknown job hunter who brings proof of what they can do
- Evidence that they have the skills needed
- Proof that they have the capabilities to do well

### Implications for the job hunter

- Depending on what you are doing bring examples or
- Post examples on-line and then reference them
  - Eg programmer demonstrate code,
  - Photographer show photos,
  - Counsellor show case studies

# 3. Referral from friend or colleague

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What the employer looks for

- A trusted friend who has worked with you or seen you work
- Someone who can vouch for the way you work and your capabilities

Implications for the job hunter

- Find someone who knows the person who can hire you
- Keep in touch with former colleagues
- Let them know you are looking for work

## 4. Using an Agency

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What the employer looks for

- Recruiter who understands their business and requirements
- Someone who has evaluated the candidates
- Good quality candidates that are worth the recruitment fee (typically 10-20% of salary)

Implications for the job hunter

- Sign up with agencies in your field

## 5. Using an Advert

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What the employer looks for

- Experience that matches their requirement

Implications for the job hunter

- Keep an eye on the adverts and job boards

## 6. Using a CV

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What the employer looks for

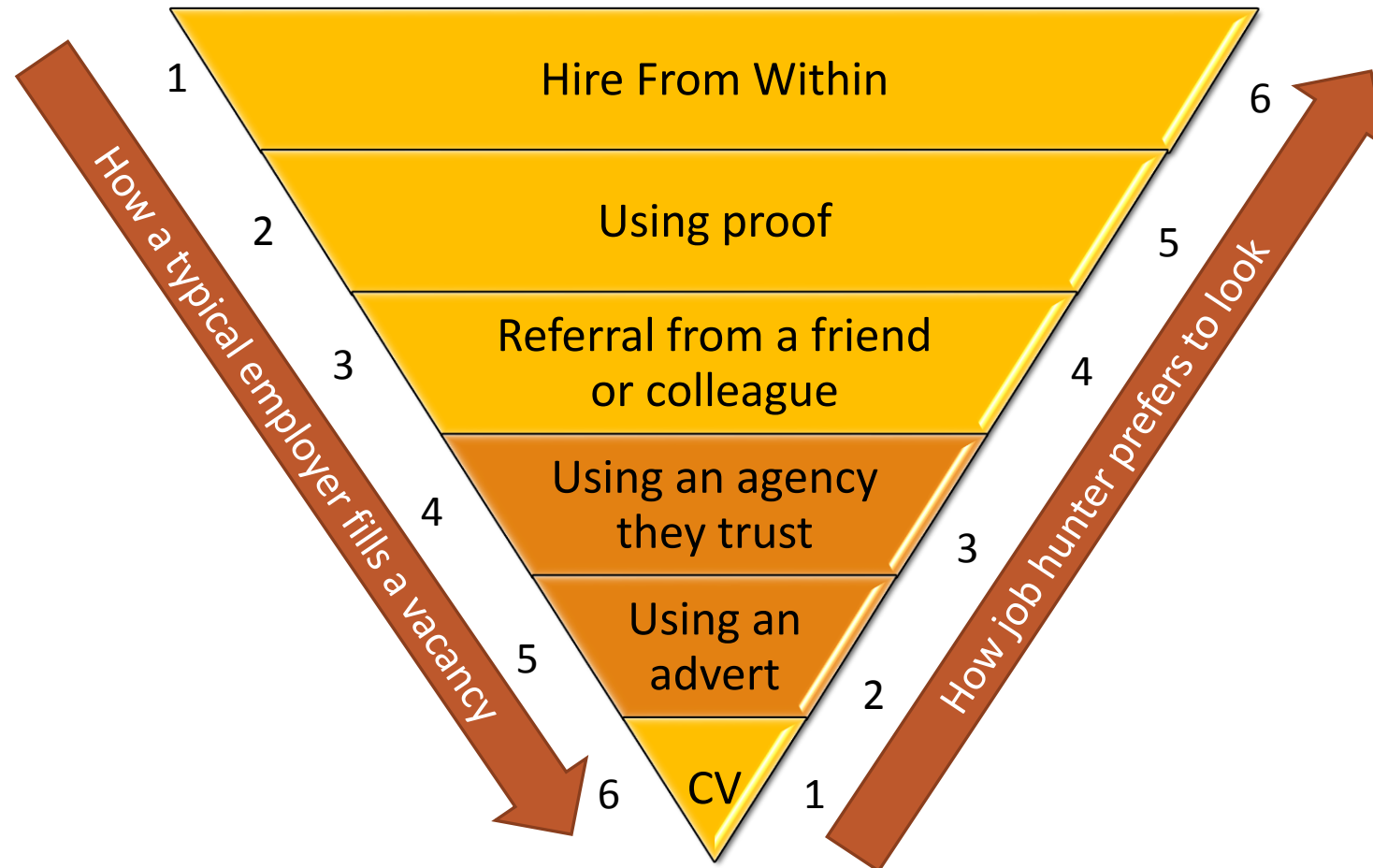
- An answer to their problem

Implications for the job hunter

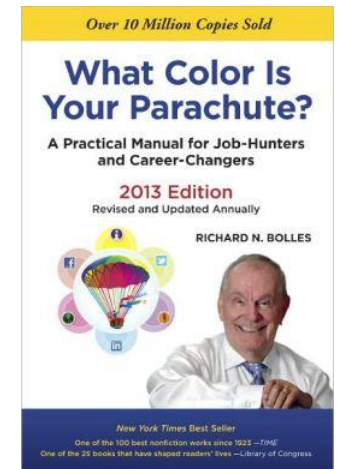
- Give it a try
- Walk in with a CV – may be lucky with timing



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# How to find interesting organisations

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## Internet searches (Google)

- Search for what they do
- Pick phrases from companies you know to find other similar companies
- Go well beyond the first page of search results
- Set up a Google alert for the key term

## Listing sites

- Trade associations - Many have lists of members
- Business directories e.g. yell.com

## Linked-in

- Search for job titles they you are looking for
- See who the people work for

## Industry websites/magazines/blogs

- See who is mentioned in the articles
- Look at the adverts

Make a list of  
possible targets

# Find out more about them

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## Read their website

- What products do they offer
- Read the About us pages to get the background on the company
- See if they are hiring

## Google their name

- See if they have been covered in the press

## Have a look at review sites

- [www.glassdoor.co.uk](http://www.glassdoor.co.uk) can let you see what they are like to work for

## Talk to people

- Find out what others think about them

Decide if they are  
on your target list

# Go after those on your target list

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## Plan best approach

- Mutual contact
- Walk in
- Call
- Email CV
- Contact their preferred agency

## Look for alternative roles

## Watch the press

- Look for contract wins or announcements of expansion
- Set up a Google alert for the companies

## Track what you have done

Don't Give Up

# Getting organised

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## Keep track of applications

- List company, date applied, name of person, what they said, application status, last contacted
- If you have a lot of applications it is easy to lose track

## Build a list of pending actions

- Things they said they would do
- Things you said you would do
- Next steps in your search

## Set up your “working” environment

- Have folders for each company and each job

## Make notes about companies you are looking at

- Keep the notes where you can find them
- Remember it is possible they may call you

## Have a diary for appointments and check it