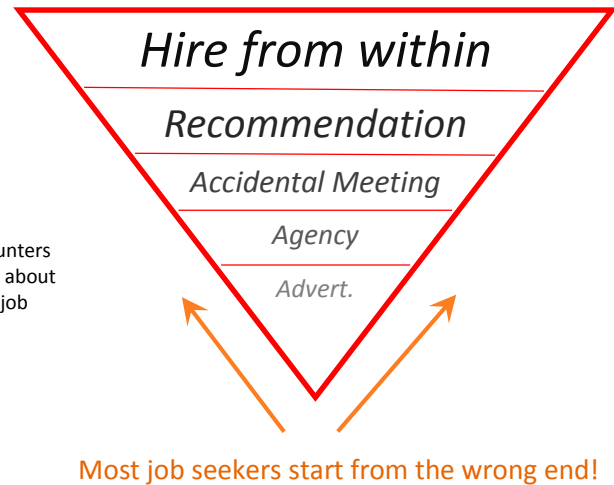


How employers prefer to hire:

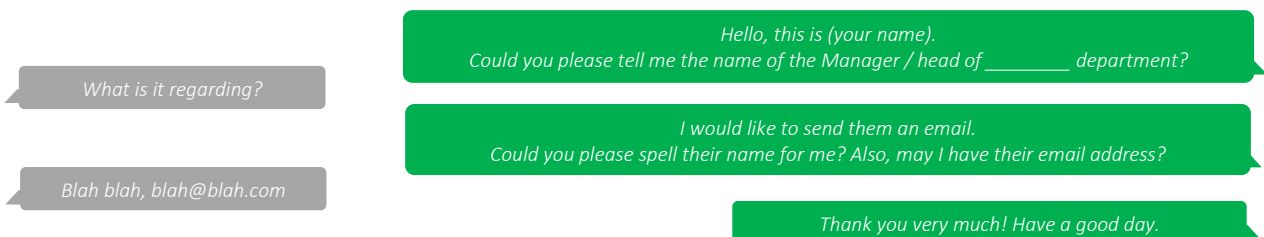


Most job hunters don't know about the hidden job market!

If you only apply for advertised vacancies, you may be competing with hundreds of other applicants. Contacting employers directly is the most effective way to find a job opportunity.

1. Research organisations you would like to work for on Google or Yellow Pages: www.yellow.co.nz
2. Create a top 5 list of preferred organisations.
Start at the bottom and work your way up – practice helps with your confidence.
3. Find the relevant person's contact details.
 - Small–medium businesses: Manager
 - Large businesses: Department Manager or HR Manager

If the contact details aren't on the website or LinkedIn, phone the organisation and ask:



4. Send an email asking to meet.

Hi (person's first name),

I am a current Unitec student / recent graduate of a (qualification name) and am doing research on the _____ industry. I have been looking into organisations that interest me, and came across (company name). I am wondering whether you may be available to meet with me briefly to discuss a few questions I have about the industry and what you do. I could come to you, bring you a coffee, and it should only take about twenty minutes.

Looking forward to hearing from you.

*Kind regards,
(your name)*

5. Meet with them and ask a few key questions. Examples:
- *How is this industry changing in NZ?*
 - *Can you tell me about your career path and how you got to where you are now?*
 - *What advice do you have for people starting out in this industry?*
 - *Would you be open to the possibility of taking on an intern or offering work experience?*
 - *Are you on LinkedIn, and if so, can I connect with you there to keep in contact?*

6. Follow up with a thank you email with your CV attached. Example:

Hi (person's first name),

I truly appreciate the time you gave to meet with me recently. I learned a great deal about ...

If you do have any upcoming opportunities for me to do work experience with (company name), I would love to hear from you. See my CV attached for further details.

*Many thanks,
(your name)*

Tips:

- Don't let your first question to employers be "do you have any jobs".
- Double check all your spelling and grammar in emails.
- Make sure your CV is as good as possible.
Tailor it specifically to the organisation/industry, and get it proof read.
- Keep track of who you have contacted with details, dates and key information.
- Create a good first impression by dressing professionally, smiling, shaking hands firmly and using polite manners.
- Think about specific ways you can add value or contribute to their business.
- Get some business cards printed for yourself, so you can hand them out to employers.

Other Networking Methods

- **Personal Contacts** – Word of mouth is powerful! Let your friends/family/lecturers/neighbours/community contacts/sports teams/religious groups know you're looking for work.
- **Social Media Networking** – Employers are increasingly recruiting using social media.
Set up a good LinkedIn profile: www.linkedin.com – find out about and follow relevant companies.
- **Volunteering** – www.volunteeringauckland.org.nz.
This is a fantastic way to gain skills, experience and confidence, and can lead to paid opportunities.
- **Internships** – doing a relevant project or work experience is invaluable on your CV.
- **Job Shadowing** – employers may be willing to let you observe a staff member for a day
- **Door Knocking** – try visiting employers face to face
- **Join a professional body / association** relevant to your area of study e.g. iitp.nz (IT)
- **Attend association / industry events**
- **Advertise yourself** – e.g. on noticeboards and online such as www.neighbourly.co.nz

Advertised Vacancies

- Unitec Student Job Site: www.career.unitec.ac.nz (Register)
- Student Job Search: www.sjs.co.nz
- www.seek.co.nz & www.trademe.co.nz (beware – there is a lot of competition here!)
- Organisations' websites – search "vacancies"

If you apply for an advertised position, contact the organisation to ask questions about it.

*Note: For more information, read "What Colour is Your Parachute" by Richard Nelson Bolles.
(available at the Unitec library)*