



Published vs. Unpublished Job Markets

Published Job Market

When conducting a job search most people often limit themselves to searching the classified ads in their local newspaper or popular job posting sites on the Internet. This is referred to as the *Published Job Market*. Ironically, the published job market only represents about 20% of the total jobs filled in a given year.

When responding to published job leads the competition for the job is greater simply because most employers are inundated with resumes. When reviewing the resumes, the employer will quickly scan the resume and within 20 seconds or less determine whether that the candidate is *unqualified*. They may make several passes through the vast number of resumes "weeding out" unqualified candidates before they are left with a select, more manageable number in which they will review in more detail.

The published job market consists of:

1. newspaper ads (print and electronic)
2. recruiters or staffing agencies
3. Internet job banks
4. job fairs

Even though the published job market results in a small percentage of jobs filled, there are definite strategies which you should follow to increase your chances of success. They are as follows:

- Most job seekers will dismiss a job if they do not have all the skills, experience or education listed in the ad. Often a 70% match will qualify a candidate, especially if the company is having difficulty finding all the skills they desire in one candidate.
- When responding to print ads, you should wait five to seven days to submit your resume and cover letter. This prevents your resume from being rejected simply because the recruiter is weeding through that initial batch of resumes received.
- For Internet or web-based ads, you should respond immediately since online postings are sometimes closed once a certain number of responses are received.
- Use a *T-Bar Cover Letter* which clearly compares the job requirements to the candidate's qualifications.
- Don't provide salary history or requirements in the cover letter. Studies show that a large percentage of employers will still consider you as a viable candidate. This is just another tactic by the employer to "weed out" candidates.
- Make sure you respond to the ad by sending your resume in the proper format. The most popular resume formats include:
 - o Microsoft Word document
 - o Plain text (contains no formatting and is often referred to as a scannable resume)



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- Email (contains no formatting and is conducive for emailing your resume in the body of your email message OR copying and pasting into an online form)
- HTML (convenient since the employer can open and review your resume with their web browser)
- If you post your resume online make sure you choose only two or three job boards, record your username and password, check their privacy statement, and make sure there are procedures for removing your resume when you're ready. You should also update your resume (or make some type of change) at least every two weeks. This increases the number of "hits" to your resume since some recruiters search by *date posted* or *date modified*, which would cause your resume to be overlooked.
- When attending job fairs make sure you present yourself as a professional, take ample *error-proof* resumes printed on quality paper, be prepared with your 60-second commercial, and collect as many business cards as possible to use in later follow-up calls.

Unpublished or "Hidden" Job Market

The unpublished job market (where an opening is filled without being advertised) represents about 80% of the total jobs filled within a given year. Although this strategy is not as easy or convenient as responding to published jobs, it is by far a more effective strategy to use. Sources or methods for tapping into the hidden job market includes:

- Networking with friends, family, associations, coworkers, and strangers. In essence, everyone you know or meet can become a potential networking contact for you.
- One of the best sources for gathering information about what's happening in an occupation or an industry is to talk to people working in the field. This process is called *informational* or *research interviewing*. An informational interview is an interview that **you** initiate - you ask the questions. The purpose is to obtain information, not to get a job. This will also increase your networking contacts as well as open up new opportunities.
- Cold call or send a direct approach letter to targeted companies. Similar to a cover letter this letter simply describes your most marketable skills, the type of position you are pursuing, and the value you bring to a potential employer. Include a copy of your resume and indicate in the letter that you will follow up in two weeks. Follow up by phone as indicated in the approach letter to double your response rate.
- You can use the Career InfoNet website at www.acinet.org to locate employers by industry, by state, by city. This web site also provides company contact information.
- Scour the local newspaper or trade journals for information about employees promoted within an organization, companies experiencing a news-worthy event



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(i.e., National Beverage Company Opens New Facility in Cincinnati), or press releases which may provide useful insight to internal changes within a company. Send the company a direct approach letter (and resume) tying your inquiring to the recent news article.

- Though it may seem farfetched, it is not uncommon for people to approach a company in pursuit of a new position where the candidates skills, experience and education meets a company's need or provides great value to the company. Persistence and a well-thought-out plan would be vital.