

### Two key ways to approach your job search

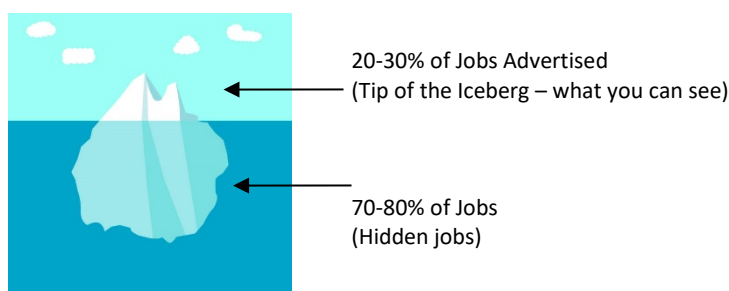
- Contacting employers directly to discover possible hidden opportunities (*Proactive*)
- Applying for advertised vacancies (*Reactive*)

It is advisable to use *both* methods and every resource and opportunity when seeking employment. Be creative in your job hunting!

#### Contacting Employers Directly

Only 20-30% of all jobs are advertised so to access the other 70-80% it is a good idea to make contact with possible employers by using some of the approaches discussed below. These networking methods are the most successful ways of finding a job.

#### The Iceberg Theory



- **Personal Contacts:** Jobs can often be found through word of mouth, friends, family and their contacts, so let everyone know of your job search, your skills and aims. Make a list of all the people you know – it may surprise you!
- **Volunteering/Temporary Assignments/Job Shadowing:** Volunteering your time, taking up temping or project work, or spending time in an internship, will allow you to gain experience, network with people and take opportunities as they arise. See [www.volunteeringauckland.org.nz](http://www.volunteeringauckland.org.nz) for volunteer opportunities
- **Target Specific Organisations:** that you may like to work for by looking on the internet, in business directories etc. Find out the *name of the recruitment or hiring manager* by searching on their website or phoning the company. Send your CV and Covering Letter to that person and follow up with a phone call a few days later to check they received your CV and about upcoming work. Alternatively, you could phone and ask for an appointment to meet them. (Read 'Informational Interviews' information sheet)
- **Door Knocking:** Visit organisations: introduce yourself, ask for the manager, enquire about any employment opportunities and talk a little about your skills and experience to offer. You may also offer to leave your CV and/or follow with a thank you. If there is no current opportunity, check how you might keep in touch. Be open to recommendations of other people or businesses looking for staff. Be polite, professional and thank them for their time as you would if this was an interview.
- **Advertise Yourself:** Choose a method that best suits your type of work. This might include developing your online profile through creating your own website, Instagram or other social media platform e.g. [The Big Idea](#). Although used less often advertisements via newspapers, shop windows, on community noticeboards and online noticeboards about the skills you offer and how to contact you for work. Print some Business Cards.
- **Social Media Networking:** Develop your online presence. Employers use social media to find new talent and It is also an effective way to connect online and find out about companies. Create a [www.linkedin.com](http://www.linkedin.com) profile of your skills and experience
- **Attend Professional Association/Industry Events:** Meetings, conferences, exhibitions provide opportunities to network with people and learn about your industry. E.g. [www.nzaee.org.nz](http://www.nzaee.org.nz) and [www.engineeringnz.org](http://www.engineeringnz.org). Unitec hosts *Industry Employer Connect Events* during the academic year where you can meet and network with employers related to your study area.
- **Events** that are a great way to meet employers from your industry. Key an eye out for <https://www.unitec.ac.nz/alumni/alumni-connect> and *Unitec Alumni Connect on LinkedIn*. Many professional organisations have student/alumni membership options.



## Contacting Employers by Phone

Phoning a company directly when seeking employment can be a good way of investigating the hidden job market and creating networking opportunities. Even though it may not be easy at first, persevere. The following points may make the process a little easier.

### Prepare!

- Find out as much as you can about the organisation before you phone
- Practice what you are going to say – refer information sheet “The Words to Say When Approaching Employers” to guide you
- Find out who you should talk to i.e. the name of the manager or person who recruits staff
- Write down details of each employer you contact in a notebook and keep a record of progress
- Read through your up to date CV and have it beside you

### Step-by-step

Once you have contacted the right person:

- Introduce yourself. Tell them about your background and skills and explain briefly what stage you are at in your career/studies
- Say why you would like to meet with them. This could include finding out more about the organisation or industry or to discuss the possibility of work if an opportunity arises and how you could contribute to the organisation (Don't let your first question to employers be “do you have any jobs”)
- If they do not have time to see you, ask if you can send your CV to them to keep on file
- Thank them for their time and send a thank you note with your contact details

### Alternatively – send your CV and cover letter first

- Send it to the manager or person who recruits staff
- Phone this person one week later to discuss possible opportunities

### Applying for advertised vacancies

If possible ask for a job description/person specification before applying, this will help you understand what the job involves and tailor your application. Alternatively, ring the employer to get more details about the job.

- [Unitec Career and Employability Directory](#) hosts organisations with Internship and Graduate opportunities.
- **Internet:** Register with [Student Job Search](#) for tertiary student and graduate jobs [www.trademe.co.nz](http://www.trademe.co.nz) and [www.seek.co.nz](http://www.seek.co.nz) are popular job seeking sites in New Zealand.
- **Company websites:** Most organisations have a *Careers, Jobs, Vacancies, Work with us* option on their website. Use this to explore options for now or in the future.
- **Printed or online news:** May be a source of job vacancies and career tips. This also includes Situations vacant in local papers
- **Recruitment /Employment Agencies:** Register with and leave your up to date CV with agencies who specialise in your area of work
- **Industry Association websites:** May have a career and employment section for job seekers and employers looking for workers.

