**Networking: Producing Results in the Hidden Job Market**

**Strategy 1: Exploring your current company**

Brainstorm potential job functions, business units/departments, or projects that you would like to explore in your current organization.

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| **What job functions would you like to explore?** | **What business units/departments are you interested in?** | **What new projects would you like to learn/take on?** |
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Brainstorm people in your organizational network that can be helpful for exploring career advancement who fit the following role (are a Subject Matter Expert, have Hiring Authority, provide Mentorship).

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| **Who could you reach out to that would be a helpful subject matter expert in the area you would like to learn more about in your organization?** | **Who could you reach out to that would have hiring authority in the area you would like to work within your organization?** | **Who could you reach out to that would be able to provide mentorship within your organization?** |
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**Strategy 2: Reach out to existing contacts**

Who could you reach out to share your career vision, goals, and express the value you bring?

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| **Professional organizations/Affiliations** | **Family and friend circle** | **Community organizations/Church family** |
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**Strategy 3: Leverage social media to target contacts related to your “dream job”.**

Leverage Linkedin to reach out to targeted contacts to share your career vision, goals, and express the value you bring to your dream job.

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| **Recruiters at dream organizations** | **CEOs/Executives/Directors/Managers at dream organizations** | **Professionals in your “dream job” at dream organizations** |
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**Creating Value in Networking**

**When you think about creating value for others as a networking strategy there are 4 key areas list below. Based on each area brainstorm ways that you can provide value. Refer to the “*Networking for the Hidden Job Market”* document as a reference for how you provide value to others.**

* What connections can you share that would provide value?
* What experience can you share that would provide value?
* What resources can you share that would provide value?
* What opportunities can you share that would provide value?

**Common Networking Questions**

* What are your primary job responsibilities?
* What experience did you have to get your job?
* How long have you worked here?
* What is your own background and experience?
* What is a typical work day like?
* How long is your work day?
* How much variety is there in your work?
* How much training/supervision do or did you receive?
* How much client contact do you have?
* How much contact and what kinds of interactions do you have with individuals or groups outside the office or organization?
* Does your job require that you travel?
* What do you like/dislike most about your work?
* What are the toughest problems and decisions you handle?
* What do you wish you had known about your position/the field before you started?
* What type of professional and personal skills does it take to succeed at this type of work?
* What is the size and makeup of your organization?
* What is a typical starting salary for someone with my experience?
* What is the salary ceiling for an experienced lawyer?
* What do you see as the major issues/ trends in the field today?
* What books or journals would you recommend that I read?
* Which professional associations should I join?
* Do you recommend that I enroll in any particular classes (clinical or otherwise)?
* What opportunities for advancement are there in this organization or in the field?
* What would be a typical next career move for someone in your position?
* What recommendations do you have for me regarding a job search strategy?
* What other people do you recommend that I talk with? May I tell them that you referred me to them?

**Using the Job Management Sheet**

**In order to systemize your job search, follow the steps below.**

1. **Searching for Jobs** – Research jobs that fit your career interest via job search engines such as Indeed.com, Linkedin etc.
2. **Pooling Jobs into your Job Management Sheet** – As you’re researching jobs of interest make sure you pool in the jobs that you would like to apply for
3. **Ranking the Jobs** – Once you’ve pooled jobs into your job management sheet, take some time to reflect on how each job fits with your career goals, your values, interests, skills etc. Rank each job 1-10. Those jobs that rank 7 or above should be those jobs that you would apply for.
4. **Finding recruiter info or point of contact** – Use Linkedin, Google and company websites to find recruiter information or points of contact. For every job you apply for you want to send a message to the best POC telling them you’re interest in the role and organization.
5. **Applying for jobs of interest** – For every job you apply for make sure you make a targeted effort with your resume, cover letter and any other application materials. Do not send a generic “catch all” resume to every job you’re applying for.
6. **Reaching out to recruiter or point of contact** – If possible, take the time to send a message to the point of contact for each job you apply for. You might not be able to find a POC for every job.

**Phone Call Script for Hiring Manager or Human Resources**

* **If you get in contact with someone over the phone**
  + Hello, my name is \_\_\_\_\_\_\_\_\_\_ and I am calling to get into contact with a hiring manager or someone from human resources about employment opportunities.
  + I have \_\_\_\_\_\_ years of experience in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a lot of transferable skills such as \_\_\_\_\_\_\_\_\_\_\_\_\_.
  + I am interested in positions related to \_\_\_\_\_\_\_\_\_\_\_\_\_ and I was wondering if you had opportunities related to these areas?
    - If they do have opportunities then possible follow-up questions include…
      * Can you tell me what type of skills, experience or qualifications you’re looking for?
      * Do you have a timetable for screening and interviewing candidates?
      * I have a lot of skills and experience but I am changing fields so I was wondering do you all hire people that are fairly new to the industry?
      * What type of training do you all provide?
    - If they don’t have opportunities then possible follow-up questions include…
      * Do you anticipate your hiring needs changing in the future?
      * What recommendations would you give me for becoming more qualified in this field?
  + Thanks for your time and feedback. I look forward to future opportunities with you all. I will be sure to stay in contact. Have a great day!
* **If you don’t get in contact but leave a voice message**
  + Hello, my name is \_\_\_\_\_\_\_\_\_\_ and I am calling to get into contact with a hiring manager or someone from human resources about employment opportunities.
  + I have 30 years of experience in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a lot of transferable skills such as \_\_\_\_\_\_\_\_\_\_\_\_\_.
  + I am interested in positions related to \_\_\_\_\_\_\_\_\_\_\_\_\_ and I was wondering if you had opportunities related to these areas?
  + Whenever you get a chance, I would love to hop on a quick phone call or virtual chat to learn more about the work you all do at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + Let me know your availability.
  + My contact information is (phone & email) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + I look forward to hearing from you. Thanks in advance for your time and consideration.
  + Best, (insert name) \_\_\_\_\_\_\_\_\_\_\_\_\_

**Use these templates to send a message to someone in your Target Contact list.**

Hey Jake,

I can’t believe it’s been 4 years since we last saw each other for Brittany’s birthday. I hope you’re doing well and your family is enjoying Florida.

I’m actually reaching out because I’ve been doing a lot of research on EAB and it sounds like a great place to work due to its community engagement and professional development initiatives. I would love to contribute my 6 years of education technology experience. Given that you’ve been at EAB for the past 3 years, I’m curious if you have any recommendations or advice on how to best stand out. I can only imagine how competitive it is to work for EAB!

I would greatly appreciate any feedback that you can give. I’d love to connect sometime when you’re free and discuss ways that I might be able to provide value to you!

Thanks,

Darrell

**TIP:** If you know them well enough to be direct with your request, feel free to ask! Personalize your message based on your relationship. Be clear and state why you’re reaching out, while demonstrating the reason is important enough to you that you’ve put some thought or research into it.