



Getting Started & Creating a Job Search Strategy

Researching Job Search Opportunities in New Zealand

The Traditional Job Market

One way to find out about job opportunities in New Zealand is through the traditional job market.

This includes finding out about opportunities by:

- Researching Vacancies advertised on the internet, social media, or in newspapers
- Approaching recruitment agencies to see what work is available

While this is how most job hunters prefer to find job opportunities, **only 30% of jobs** are filled this way.

The Hidden Job Market

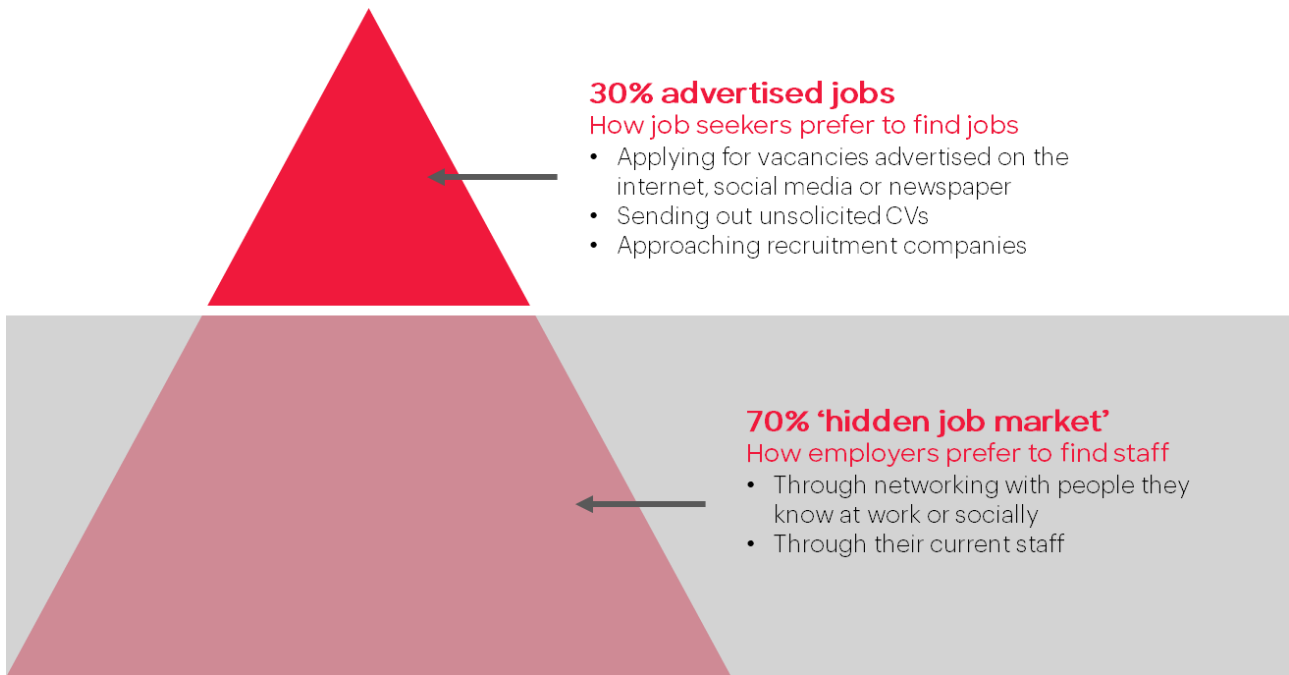
Another way to find out about job opportunities is through the hidden job market, where jobs are filled through employers using their connections and networks instead of through advertising.

Networking and developing connections is the best way to find out what opportunities exist in the hidden job market. Networking is about making connections with people who can give you information about potential job openings, or who can introduce you to other people who have this information.

While this might sound challenging it can open up a whole lot more opportunities for you, and means it is more likely that you are going to find a role that is right for *you*. You can meet people with similar interests and create networks to help with your job search in many ways, including through digital channels.

About 70% of jobs in New Zealand are filled through the hidden job market, so exploring is an important part of researching job opportunities.

Ways of finding work



Creating a Job Search strategy

So, if you just wait for jobs to come up online or on social media, you will only see around 30% of available jobs. You will need to be strategic and proactive if you want to access the other 70% of jobs.

Here are some steps you can take to increase your networks and create connections with businesses.

- Figure out exactly what you want to do. Are there any industries you particularly want to work in? Which sort of organization would you like to work with (small, start-up, local, global etc)?
- Research companies that fit the type you'd like to work with. Make a list of them and then do some in-depth research of their websites and social channels to see if they have the types of roles you are interested in
- Get active on LinkedIn. Create a profile and start connecting with these companies. Get your friends to endorse you for skills you have. If you have any written references, see if you can get them up on your profile. Invest in a good, professional photo.
- Check [Eventbrite](#) regularly for business and industry events in the city. Take a friend along with you and introduce yourself to people. This is how people connect in Christchurch. People will remember you – if you turn up at a few events you will find familiar people to speak with and who will introduce you to their networks.
- Have your elevator pitch ready (more details below)

- Follow up with people you meet afterwards and connect with them on LinkedIn.
- Think about what *you* can offer these businesses. It's a two-way street. One student got a job after connecting with a company owner at an event and then forwarding the owner useful research she came across while studying. When she graduated she reached out to the owner to see if there were any jobs available within the organisation – there wasn't really, but the owner had been so impressed with her that she offered her a job!
- Tell people what sort of job you're looking for and why (ie. What can *you* offer *them*?)
- Be realistic – don't go for a Senior position when you have very little experience
- Another good way to meet people is through sports clubs, community groups or volunteering. This is also a great thing to put on your CV (employers like to see you have interests and are active in the community). If you have graduated and are job hunting, you should have some time to commit to these activities – make the most of it.

Try to be proactive and use as many channels as you can. Continue checking job vacancy and recruitment websites, government, council and industry organisation websites, social media, professional and industry journals, cold calling, and going to Career expos or promoting yourself at industry networking events.

Networking

Networking means building up a network of professional relationships and connections with friends, family, work colleagues or business people to help you find unadvertised jobs.

Networking should be an important part of your job search strategy because of the hidden job market that only happens through one person telling another person about a job vacancy.

How do you network?

There are many ways to meet people with similar interests and create networks of connections to help with your job searching, including using digital channels

- Local community groups that focus on common hobbies, languages and issues
- Meetup.com is a website for meeting up with people with similar interests
- LinkedIn.com is a popular business networking website and some companies use it to advertise
- Social media channels like Twitter and Facebook are useful, but be selective about who you connect with
- Eventbrite regularly lists business and industry events in the city

Spend time identifying your existing and potential networks

People I know well back home and in New Zealand	Former colleagues, managers, alumni, family, friends, friends of friends and other connections	Ask for referrals and connections
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People I don't know well or those I have met briefly and who could help	Guest speakers, fellow students, people I have met at community networks	Connect online to LinkedIn
People I don't know	Those who are currently in my ideal job, my ideal or target organisation	Follow online comments, ask questions
People I could help	Pass on voluntary and part-time work to others	Your future network

The “Elevator Pitch”

An ‘elevator pitch’ is a quick synopsis of your background and experience. The reason it is called an ‘elevator pitch’ is that you should be able to present it during a brief elevator ride. Done right, this short speech helps you introduce yourself to career and business connections in a compelling way.

Spend some time getting your elevator pitch right before you attend networking events.

Example Script

My name is _____

I am a _____

I have ___ years of experience in _____

I have experience in _____ (skills profile)

Currently I am _____ (student, part-time, full time)

I am really keen to work in the area of _____

Writing online profiles

Professional networking sites like LinkedIn have become popular with employers. Sixty percent of hiring managers say they’re less likely to give you an interview if they can’t find you online. Make yourself visible to employers online.

- Use social media platforms like LinkedIn and Twitter to boost your profile and highlight your skills
- Sign up with industry-specific social media, for example pond.co.nz for teachers or builderscrack.co.nz for builders
- If you are creative, set up a professional website just for job seeking that has links to your CV, a short video bio, examples of your work, and images of hobbies or interests
- Use Instagram or a blog to show off your creativity if you work in a creative industry.

Check your social media

- If you make it to the interview stage most employers will have looked you up online. This means they will check your Facebook and Instagram pages if you have one. Before you start your job search, make sure you don't have any images or posts that would reflect badly to a potential employer.
- Google yourself with a quick name search to find out how you come up online. If you like what's there, then you're fine. If something you wouldn't want an employer to see comes up on Google, have it removed or made private. If nothing shows up, raise your profile by tweeting or building a LinkedIn profile.
- Keep your private life private by triple checking your privacy settings and if in doubt, don't post or "like" posts.