

Direct Employer Engagement

The Hidden Job Market



About 70% of jobs are actually unposted

Before employers post an ad, they will often:

- Increase staff work capacity
- Hire a contractor
- Ask current staff for referrals

This is the best time to reach out to employers, before they open the floodgates.

It's the space where recruiters and labour agencies operate.

Reach out Directly to Employers

Disadvantage of Advertised Positions

More applicants

Lengthy application process

More competition

Dependant on third parties

Role requirements are fixed

Control lies in hands of other parties



- Pitch value contribution directly.
- Talk to the boss about how you can help their business.
- Showcases proactive thinking and behaviour. Don't wait, get on the front foot. Show them your initiative
- Have a real conversation. Once we enter the recruitment cycle, process takes over. Employment is about people.

Finding the right employers



Using Google Maps – search the business type and find local organisations that you can apply for

- Company Name
- Address
- Phone Number

Think of:

- What industry is suitable for me?
- What value can I bring to the business?
- What role can I do?
- Why do you want to work for this company?

How to Search via Industry



1. Type in your suburb in Google Maps
2. Delete the suburb name and type in a industry term:

*Accounting Firm, Marketing Agency,
Engineering Company etc*

3. The red dots will appear
4. Click on the red dot to view the company details

Q X

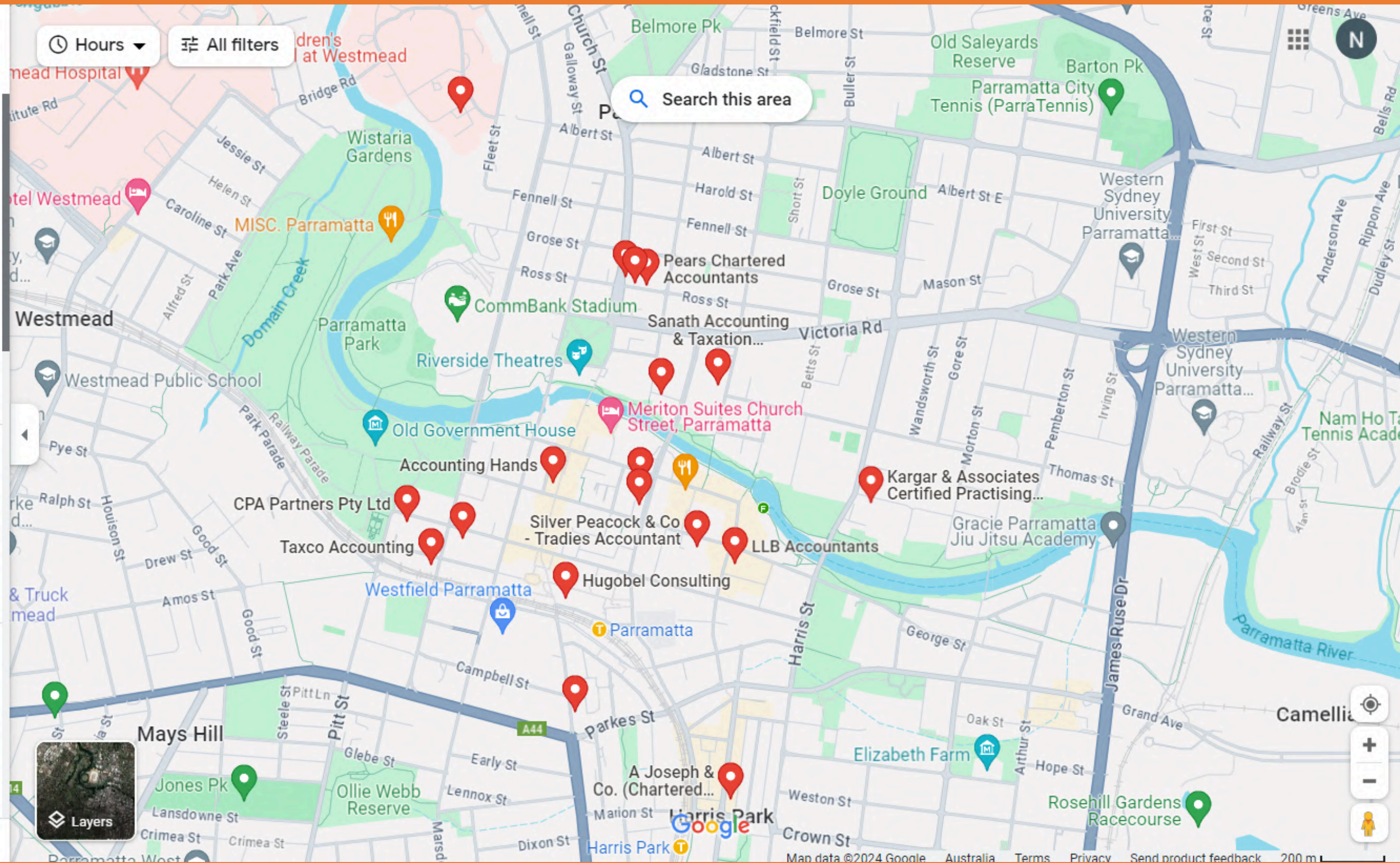
Directions

0416 502 209

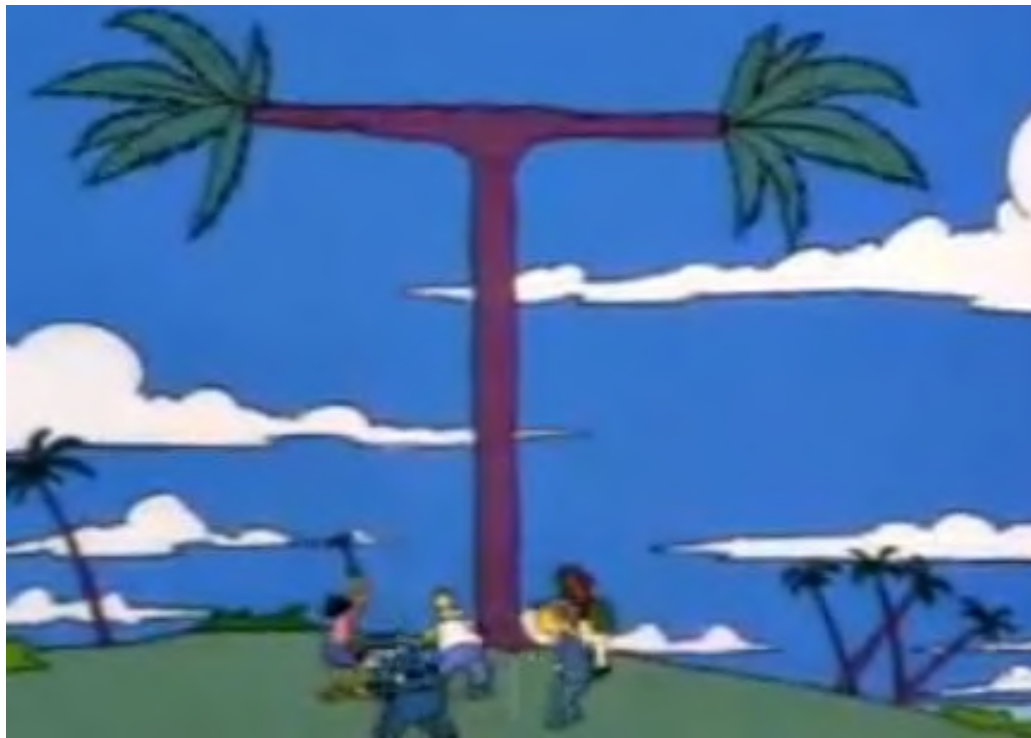
(02) 7807 0589

Directions

(02) 9891 3822

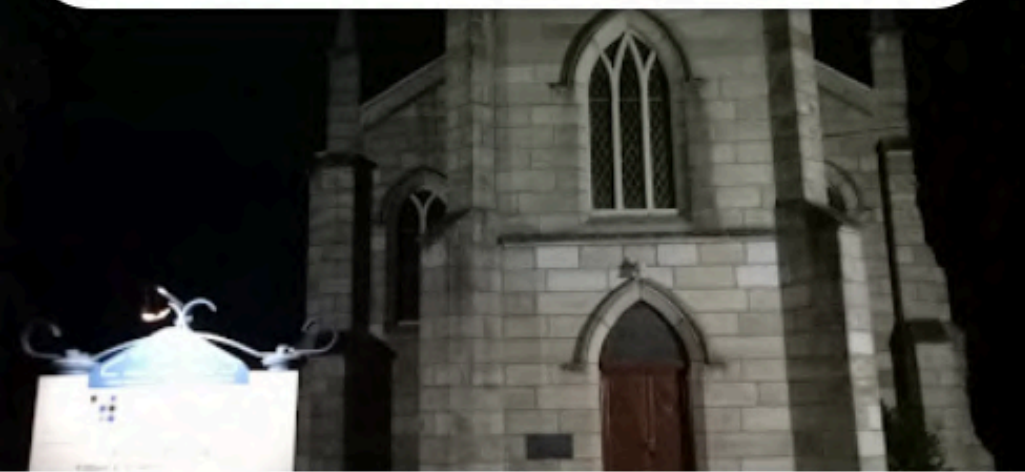
☐ Update results when map moves

How to Search via Location



1. Type in your suburb
2. Click on Layers and change to “Satellite” view and zoom out.
3. Look for grey areas
 - Commercial Areas
 - Industrial Areas
 - Retail Areas
4. Zoom in until you see the company names
5. Look for companies with websites

Wentworthville



Wentworthville

New South Wales 2145

Mostly cloudy · 26°C
11:01 am

Directions

Save

Nearby

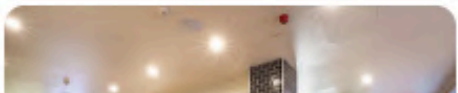

Send to phone

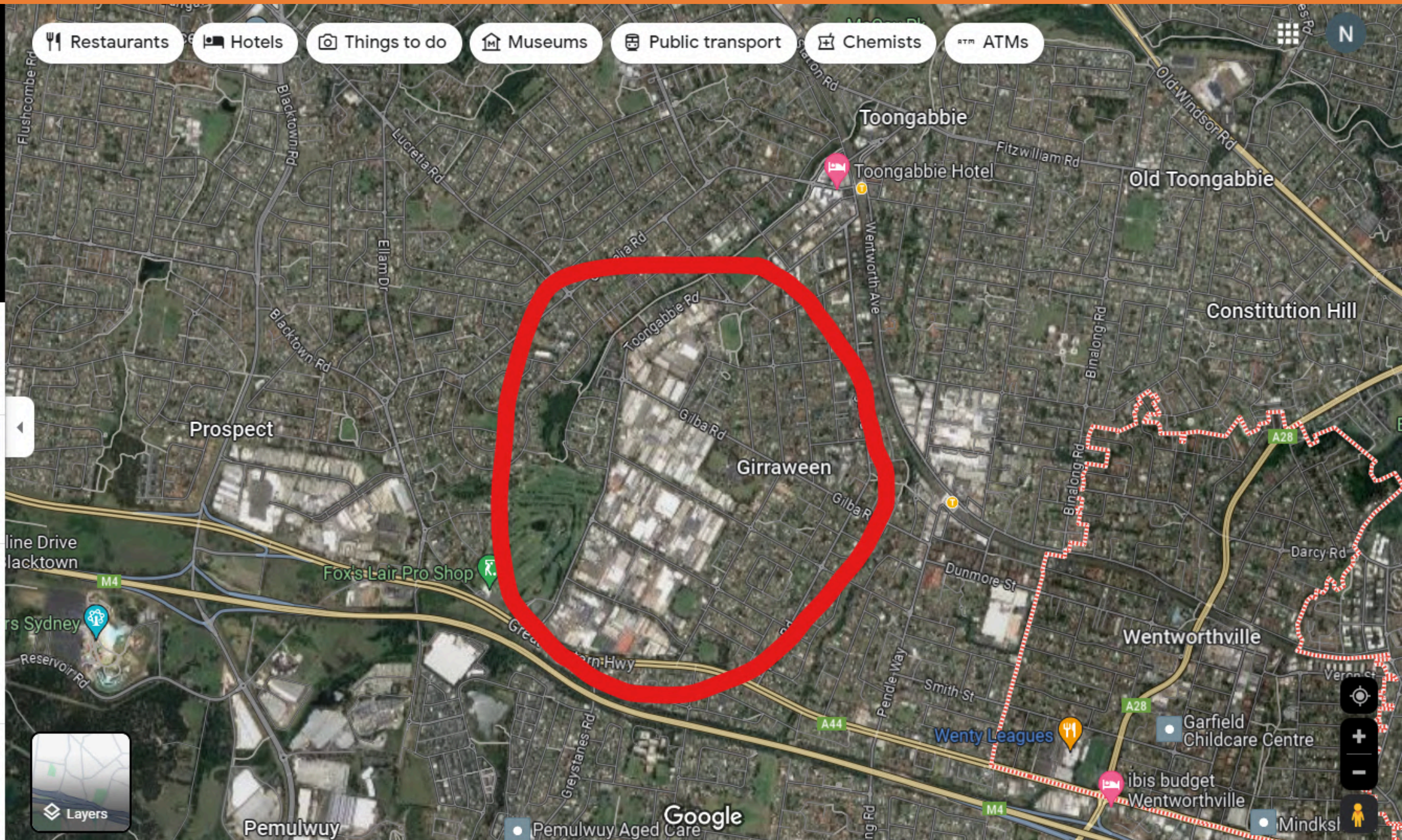
Share

Quick facts

Wentworthville is a suburb in Sydney, in the state of New South Wales, Australia. Wentworthville is located 27 kilometres west of the Sydney central b... [More](#)

Hotels





Engagement



- Check the company website and try to find the right contact.
- Work on your pitch.
 - Pt 1 - Who you are, what you do, what you want.
 - Pt 2 - What value do you bring, what are your usable skills, why this employer.
- Determine how best to reach out. The more direct the better

Face to Face



- Dress appropriately. If not interview wear, then ready to work wear may be appropriate. Consider this for labour positions.
- Choose the right time to door knock. First thing in the morning doesn't always show how keen you are.
- Bring a CV
- Ask directly for the hiring manager.

“Can I speak to the person in charge of hiring?”

- Get your spiel part 1 down to 30 seconds. Bosses are usually busy.

“Do you think there’s anything I can do here?”

- Wait for employer response. Use part 2 to overcome any objections.

“Maybe I’ll try again when... (objections have been overcome). Thanks for your time”

Phone Calls



- You will often to redirected to their formal hiring channels, or told that there are no positions at the moment.
- Often there will be a receptionist who will be screening calls. You'll have to beat them first.

“I was wondering if you could tell me a little bit about what it's like to work here as a”

- Ask to speak directly for the hiring manager for further details.

“Is there anyone I can speak to about a career here?”

- Refer to previous face to face example at this point
- Get their direct contact details and followup with a SMS or email thanking them for their time, along with your CV.

Example email



Hi xxxxxxxxxx,

I am writing to you to express my interest in working for ***“insert company name.”***

I have had related experience for over ***“X”*** years working for organisations such as ***“insert past experience.”*** I am a capable individual who can add the following value to your organisation.

“insert unique selling point”

“insert strength”

“insert flexibility – availability, location, language”

I am currently seeking a role as a ***“Insert your desired occupation”*** and open to any available salary.

My resume is attached for your convenience, please do not hesitate to contact me for a further discussion.

Regards

Stay motivated



- Identify at least 50 organisations to contact
- Contact 5 organisations a day, and follow up the next day.
- The more direct, the better.
- Follow up!
- Manage your expectations
 - $5\% \times 50 \text{ contacts} = 2\text{-}3 \text{ interviews}$
 -
 - $2 - 3 \text{ interviews} = 1 \text{ job}$
- Don't think of it as just getting a job, think of it as building a connection.