

Keyways to approach your job search

- Contacting employers directly to discover possible hidden opportunities (Proactive)
- Applying for advertised vacancies (Reactive)
- Show availability to work on LinkedIn and other job sites.



Hire from within
Recommendation
Accidental Meeting
Agency
Advert

It is advisable to use every resource and opportunity when seeking employment.

Be creative in your job hunting! Most employers are busy, so advertising is last on the list.

As a job seeker think like an employer! Who can recommend you? What public events or talks can you attend to meet someone? What professional bodies can you join to meet people in your industry?

Contacting employers directly

It is a good idea to contact possible employers by using some of the approaches discussed below. These networking methods are the most successful ways of finding a job.

- Personal contacts: Jobs can often be found through word of mouth, friends, whanāu and their contacts, so let everyone know of your job search, your skills and goals.
- 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. www.volunteeringauckland.org.nz
- Target specific organisations by doing your research. Send your CV and covering letter to the key contact and/or their current vacancies. 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.
- 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 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. Unitec hosts Industry Employer Connect Events during the academic year where you can meet and network with employers related to your study area.

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 and have your CV beside you.
- Find out who you should talk to i.e., the name of the manager or person who recruits staff.
- Keep a record of each employer contacted and progress made.

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 discussing 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 and if they know anyone else.
- 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.

Where to find jobs online

- Unitec Career and Employability Directory hosts organisations with Internship and Graduate opportunities.
- Online. Register with Student Job Search for tertiary student and graduate jobs. www.trademe.co.nz and 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.
- 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.

Applying for advertised vacancies

Ensure you review your CV and cover letter to match yourself to the job by using the words from the advertisement, for example, skills required and values you both share. (See CV and cover letter handouts