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www.seek.co.nz – browse jobs in NZ and
internationally.

www.sjs.co.nz – brings employers and students
together for all types of (o.nz-s. 8)u anNew Ze9 162(e912 1 Tf 0 ge9 162(xc2(e9nxc2((owsoCo(ow fane obstiliecGoing globalj EM0 Td0 scn /GS0 gs 9 Td0 9 2.5 0157 366.0453 Tm [(Going Global pr faae eoaeaee
Gain inside career knowledge helpful in preparing
for work overseas. https://online.goinglobal.com/

Employer websites

Employers can advertise opportunities through
their own websites (including their social media platforms). Often you can sign up to their job mail
to be notified of any new vacancies.

Professional associations

Professional associations uphold standards and
seek to further a particular profession or industry.
Becoming a member of an industry specific body
allows you an opportunity to engage, participaou caRg cTm15 0 0 11.5 214. lunipfsanalgoi38 (inclu

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E-Hireability

Learn more about how to manage your online footprint, how to make yourself more e-hireable, how to use social media in your job search, and how to use LinkedIn and build a virtual network. See resources and tools at
www.canterbury.ac.nz/careers

Tapping into the hidden
job market
The ‘hidden’ job market refers to jobs which are not advertised, and is particularly important if you are seeking work within organisations who are relatively small or are in highly competitive sectors. You may be familiar with this approach, having successfully gained holiday or part-time work through networking and/or directly approaching an employer.

The following job hunting strategies and activities can assist you in accessing the ‘hidden’ job market.

Networking
Networking involves identifying the people and organisations that could be helpful to you in your job search and developing mutually beneficial relationships with them. Your aim of networking is to:

• Obtain more information about sectors and
employers that interest you.
• Decide where best to concentrate
your e orts.
• Uncover job leads and key contacts.

When networking it is important to see yourself as embarking on a marketing exercise. The ‘product’

you are marketing is yourself and
your chances of success in this venture will depend on:

• Identifying the appropriate market for
your skills.
• Understandini Und e r s t s .

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The direct approach
This means approaching employers directly for work, whether in person, by telephone or by sending a cover letter with a CV (by post, email or via websites). This type of activity is used as a legitimate method of finding work in most areas of the labour market.

Accurate targeting is crucial in this approach, so the amount of time you spend researching the company and who to target within it, will
be much greater than the amount of time you spend making the contact. As with networking, clarity about what you have to offer, plus a businesslike approach, are essential to making a good first impression.

When you make contact
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Informational Interviews

As you are not interviewing for a job, it is up to you to ask the questions. Therefore, always go to an informational interview well prepared with questions. Even if the informational interview is very informal or spontaneous, you will get much more out of it if you put time into thinking about
what you want to know.

The following questions are a guide.
Ask questions that are going to give
you relevant information to assist you to make an informed decision. Remember: use open ended questions that elicit more than a ‘yes’ or ‘no’ answer.

• How did you get into this type of work/
industry?
• What kind of background (education,
skills, experience and attitude) do people have who work in this eld?
• What is a typical day in this job really
like?
• What do you most enjoy about the work
that you do? Least enjoy?
• What are the biggest challenges facing
your sector? How do you think they will be tackled?

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Possible questions to research When approaching an organisation for a job, or when invited to attend a job interview, it is important to have background knowledge of that organisation. Researching a prospective employer demonstrates your level of interest in working for them and enables you to show a ‘match’ between you and their organisation at the job interview.

Some of the information you might want to research may include:
• What type of business they are.

• Where they operate from, where they have
branches, subsidiaries etc.

• What their major products and/or services are.
• Who their clients/customers are.

• What their future prospects and plans are.

• Current issues and challenges, for that
company, specifically, and for the industry.
• What their financial situation is.

• What the name of their Personnel or Human
Resources Manager is.

So, how can you identify organisations to research? Refer to the resources listed below. Information on some small businesses may
not be as easily accessible through the sources mentioned; however, it is still important to find out as much as possible before your interview. Ask your industry contacts (colleagues, lecturers, other students, community members) what they know about the business. If possible, speak to someone who works for the organisation.

Information sources

Organisation websites

For a start, check out whether the organisation has a website. Use a search engine or one of the online directories to locate their website. See www.canterbury.ac.nz/careers/students/do-your-research/. Read the information provided on organisation websites and consider the questions listed above.

Most organisations have their annual report accessible on their website. Typical website headings under which annual reports can be found include: investor information, corporate information, about our business and
financial information. Also look for information about the organisation’s purpose and values, and their current projects.

Social Media

Don’t forget to use social media channels for references to, or posts by the organisation you’re researching. These sources can give extra insight into the values and activities of the organisation, and public perception of them.

UC Careers Resource Area & Website

Organisation information
In the Careers Resource Area, brochures, newsletters, and other literature are sometimes supplied by employers recruiting during Student & Graduate Recruitment. Some companies and organisations will have websites specific to ‘graduate recruitment’ or ‘careers.’

Publications and directories

In the Careers Resource Area you will find publications and directories you can read, such as:
• The NZ Company Register. An Investment
Yearbook of NZ companies listed on the
New Zealand Stock Exchange plus top Australian Companies.

• NZ Government Sector Directory.
• TAKOA Ruo Mano – Information on Marae, Iwi,
Social Services, Business, Justice, Education, Government, Training, Arts, Health Services and Education Scholarships.

Online directories

Many directories are available on the Internet. See www.canterbury.ac.nz/careers/students/do-your-research/

Puaka-James Hight/Central Library, University of Canterbury

The Puaka-James Hight/Central library has NZ and international company information and financial reports online. Search by company name via the Library’s MultiSearch option www.canterbury.ac.nz/library. You can also explore options under the subject guides for Business & Economics and New Zealand History or ask a librarian for help.
http://canterbury.libguides.com/bsec

Christchurch City Libraries

Christchurch City Libraries also provide access to newspaper and magazine articles, annual reports and business directories:
https://christchurchcitylibraries.com.
Try searching the “eResources Discovery Search” by company name.
Please note: to access information via the Christchurch City Libraries website you may need to be a member. Information on how to join is available on their website.

Researching the organisation