

Smart job searching

SESSION SUPPORT GUIDE

Careers Service

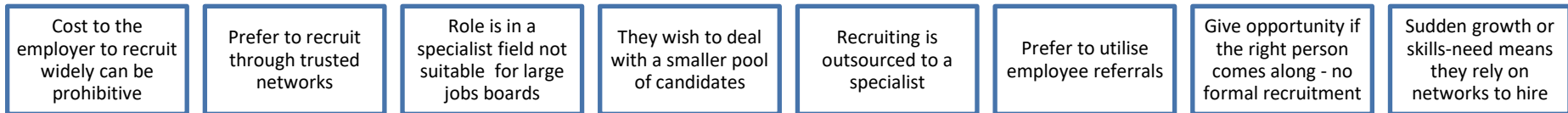
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The 'hidden labour market

The 'hidden' labour market is made up of **unadvertised roles**, roles that are **limited in advertising range** or preferably **filled by an alternative means** than advertising. It can also include jobs that don't exist yet. It is made up of permanent and temporary contracts. There are many reasons an employer might limit their advertisement of a vacancy away from recruitment campaigns, multiple jobs boards or careers fairs and events. These include:



What are the benefits?

- Often a more personal experience of recruitment
- You can find roles more suitable to your skills and talents by talking with people in industry
- You can find roles in a wider variety of employers by expanding your search
- You will make more well researched and considered applications
- You will normally spend less time being recruited to roles once you find them.

How it might be different – or unexpected

- Your research is not always about *what* you are looking for, but *who* can help you get there
- You are likely to do more detailed research
- When you start it will feel like it will take a while to get any pay-off as you are building contacts and a network towards a role
- You will rely on less formal methods
- You will find yourself with a presence on multiple platforms
- Making speculative applications and reaching out to potential contacts can take bravery - nothing you can't handle

Who might you encounter that you had not considered?

- Small Medium Enterprises (SMEs)
- Start-ups
- Senior employees who make decisions
- Recruitment agencies
- Alumni - both as employers and supporting peers
- Organisations you have not heard of before (not household names) that require more detailed research
- Temporary contracts or part-time roles

How the hidden labour market can work for you

Don't think about making connections as wasted time

- When you approach an employer, recruiter, employee etc directly and they do have a role that's suitable then you can find the recruitment process is quicker and more personal to you.
- The process of finding a role through alternative means, can mean the 'finding' process takes longer than a traditional graduate application process, but you are also building up a bank of resources you can keep utilising
- You are also building up connections at the same time – feeding your potential network, so it is not wasted time.

Investing in your job search means you are investing in finding something right

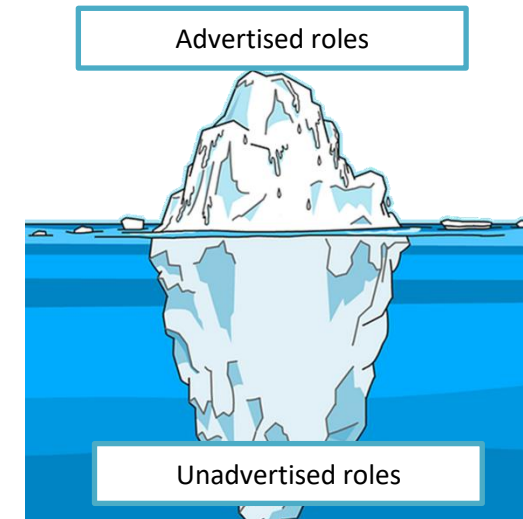
- When you look for roles in less mainstream avenues you can find a wider range of roles with a wider range of employers, meaning you can find roles more suited to your specific talents and experience.

Don't just think about jobs; think about the people connected to that job

- The 'hidden labour market' means it can be a much more research-intensive process than a traditional job search. You are not always just looking for roles but the people and connections that might help you to find the roles available and more details on the sector you want to enter.
- You may find yourself using less formal methods, such as social media, contacting people via email or telephone – and you may find that you are having to use networking and communication skills that are new to you.
- Alumni are not only a source of career inspiration and knowledge; they are also employers – so think about your Alumni search with that mindset

Be open to exploration

- You will find that you are encountering employers that you had not previously considered, such as SMES, Start-ups and organisations that you simply had never heard of. Don't close off an opportunity because it isn't what you were originally aiming for – careers are life-long and this could be your first step to getting the skills and experience you need for a long and sustainable career.
- You may also find you are thinking differently about the type of sector you want to work in – this is a positive step – for example, if you are interested in finance – that doesn't mean you have to work in a financial institution.
- Consider how strictly you are limiting your geographical choices and why – could you relocate for a short-term.



Barriers when job searching

It is easy to come up against barriers when you are searching for a job, especially if you have been applying for a while. Here are some barriers and some tactics that you can consider to support your job search. The careers service has resources to help you with these topics which can be found in the [resource section of this document](#) – particularly on self-reflection and career planning.

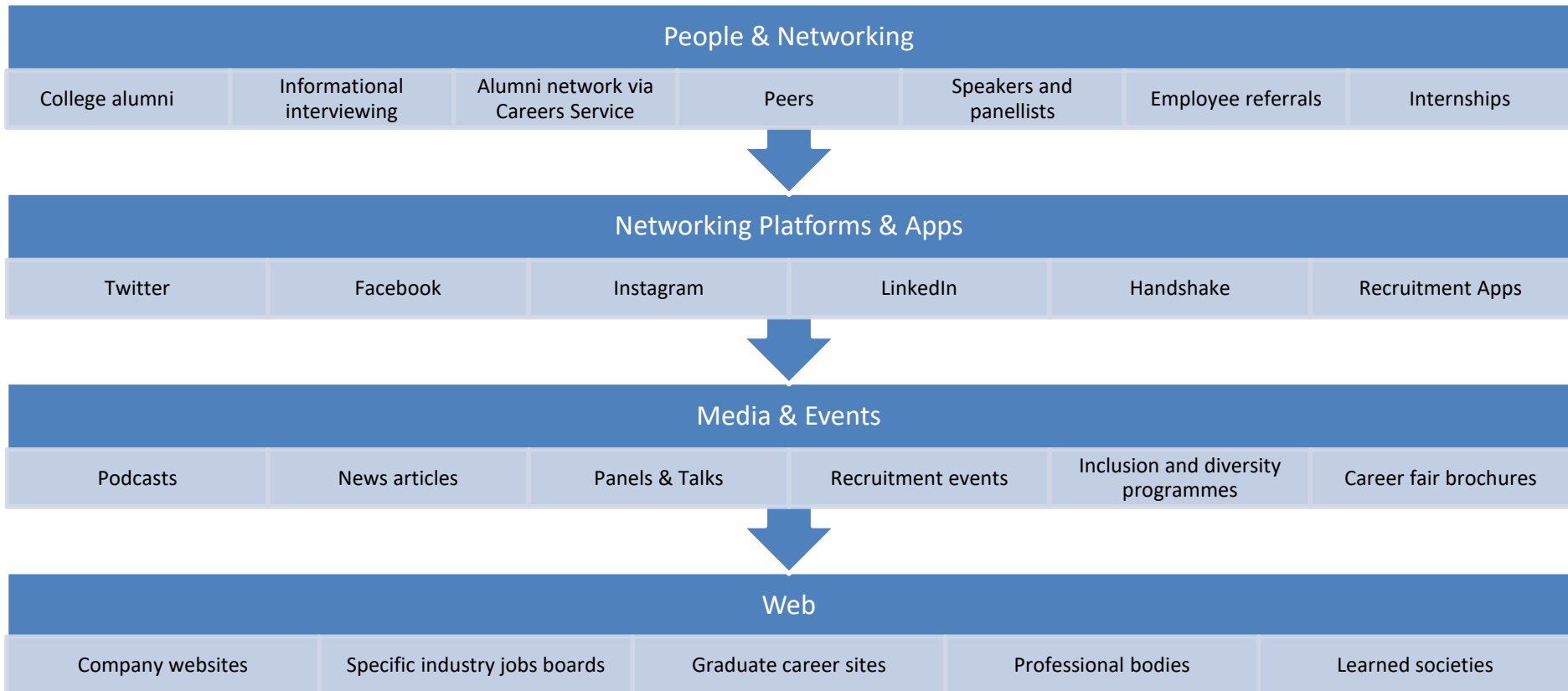
Roles
<ul style="list-style-type: none"> • I feel like the roles are not relevant to me • I cannot find roles that are industry specific • I find the job titles confusing, too specific or not specific enough • I see roles but I am not sure I can do the job

Approach
<ul style="list-style-type: none"> • I don't know what to look for or where to start • I am using the same resources and lacking fresh ideas • I don't have enough time • I feel fatigue keeping up with the job search



Sources of research

It can be helpful to review the sources that you are using for your job search – take stock of your approach and use them to refresh your strategy. Below you will see some categories of resources for your job searching. You may like to add you own to this list – you may also be getting started and these resources will service as an introduction. You can see more detail on each type of resource in the following pages with specific links in the resources section.



People & Networking

College alumni office & Alumni network via Careers Service

- If your college has an alumni office it is worth checking what events they are running. If you have already been to events and can't find a specific industry represented, ask directly of the office if they have someone on their 'books' who might be willing to talk to you.
- The careers service has an Alumni networking tool where you can search Alumni by occupation. You can reach out and ask for a chat – rather than for a job.

Alumni employers & Recruitment Events

- Many alumni go on to found their own organisations, research groups and start-ups etc. It is always worth finding out who your employer is – the Cambridge connection might help. Many reps at Cambridge-run careers fairs are Alumni, too.

Peers & Staff

- How well have you utilised your circle of friends and connections? You never know 'who knows who' or 'what' - share your job search journey with friends and peers to see if they have any research they are sitting on- or even contacts.

Speakers and panellists

- Speakers and panellists who give talks and presentations can be valuable contacts. If they are from Cambridge that's helpful, but it's not essential. It can feel one-sided but do reach out to someone after a talk – at least ask a pertinent question with direct advice on job searching for their industry

Employee referrals

- Some employers recruit through internal referrals – this means that a current employee can make a recommendation about a suitable candidate. There is normally remuneration for the person that makes the recommendation – so they aren't just helping you out!

Societies (current and alumni)

- If you are part of a society, this is a useful network. They often have past members who you can tap into, but even better, you may have more access to talks from people that can help you – or you might even be working on a project for a potential employer. If you don't have a society role – ask your event coordinator who they are in touch with on a regular basis, or your treasurer who your sponsors are.

Networking platforms and Apps

Social media and networking platforms can be a useful way of searching for roles with large employers and niche roles alike. They are equally a way to keep up with industry news in real-time. It is cheap and easy for employers to post roles and get them shared with potential candidates, so you can find roles here that are not advertised elsewhere. As a rule, always ensure your profile is set-up professionally if you plan to engage with potential employers and remember to [stay safe online](#), being careful of fraudulent opportunities. Handshake is the Careers Service jobs board – the [resources section](#) has guides to help you get started. Handshake also has an app – there are specific apps you can use for job searching, you can find articles on these in the [resources section](#) too.



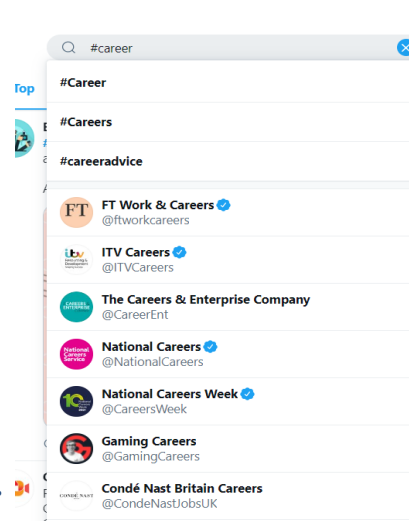
3 <https://twitter.com/KPMGRecruitment>



2 https://twitter.com/GJ_Graduate



1 <https://twitter.com/NHSGradScheme>



Twitter

- **Good for:** following people and orgs in industry to find out what's being said. Recruitment teams have accounts and make recruitment timelines easy to follow – jobs are also posted on twitter and updates will be more frequent than websites.
- **Be careful:** There is a mass of information out there and you can feel overwhelmed – you also want to be safe in your search and ensure anyone you reach out to is genuine. Get your own profile in order if you plan to contact anyone – but remember you can keep any profile private if you just want to use it for research.

- **Top tip:** set up lists so you can categorise who you are following and separate out individuals you want to follow for interest and official employer accounts.

Jobs on Facebook

Search for jobs Nearby Accounting and finance jobs

JOB TYPE

- Contract
- Full-time
- Internship
- Part-time
- Volunteer
- All job types

CATEGORY

- Accounting and finance

AstraZeneca

Project Manager, Tax - 12 month Fixed Term Contract
Full-time
Cambridge, England, United Kingdom [Apply Now](#)

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Arts Council England
13 July 2011 at 02:19

Jobs at the Arts Council: Desktop Support Engineer, Manchester
<http://bit.ly/0310qt>

Job Details | Arts Council
gs12.globalsuccessor.com

Arts Council England
1 March 2011 at 08:19

Jobs at the Arts Council: Assistant, Office Services, East Office

Places: Manchester, United Kingdom > Arts Council England > Posts

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Visitor photos

18,891 Total Likes 19,787 Total follows

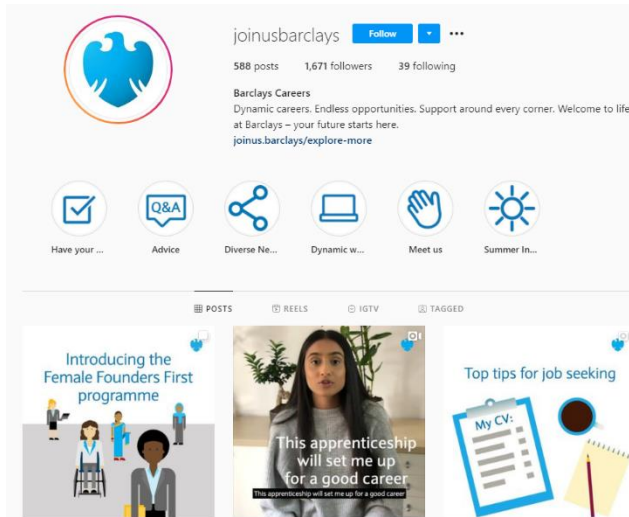
Places: London, United Kingdom > Royal Society of Biology > Community

English (UK) · Polski · Español · Português (Brasil) · Français (France)

Facebook

- **Good for:** accessing jobs via a keyword search on industry pages and community feeds. Recruitment teams also have accounts where you can follow posts and sometimes interact with teams through games and quizzes – which they use as a way to engage talent.
- A deep-dive into industry membership boards (e.g Association, trade memberships) can be beneficial to get an understanding of what's going on in industry from people in real-time and any job vacancies.
- **Be careful:** as with Twitter, there can be a mass of information and individuals who post on community sections are not always representative of their industry – though they should be moderated.
- **Top tip:** keep your personal profile separate from your personal one and set up a professional profile to support your job search

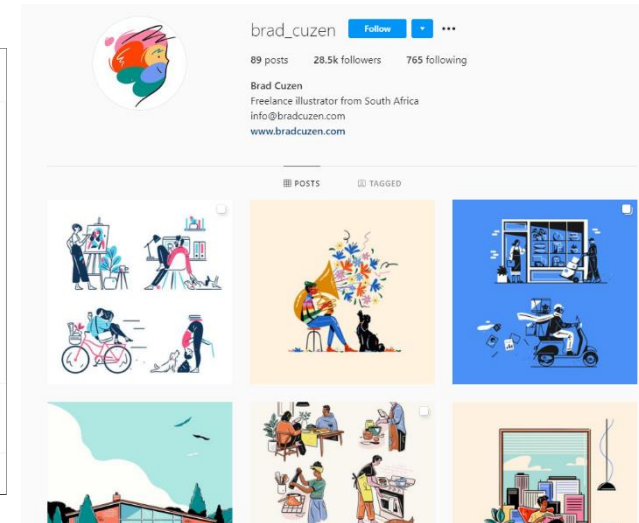
Instagram



54<https://www.instagram.com/joinusbarclays/?hl=en>



4<https://www.instagram.com/explore/tags/hiring/>



6https://www.instagram.com/brad_cuzen/?hl=en

- **Good for:** Instagram is useful if you are looking to build a brand, show your skills and experience (for example, in the visual or creative arts – such as image 3 above) and keep up to date with people in industry. If you are using your profile to showcase examples of your work then ensure you put a link to your profile in your CV, LinkedIn and any other places you have visible to employers.
- Recruiters and recruitment sites also have profiles which you can follow for up to date notifications about future roles.
- **Be careful:** Instagram has a vast number of accounts to follow, so don't be afraid to curate who you follow as you work out who you find useful. There is a 'gloss' that is added to some accounts that might not represent the realities of industry – so use your intuition.
- **Top tips:** Hashtag searches for key words such as #jobs are likely to bring up less helpful results than searching for specific employers you are interested when you get started. Use the hashtags #hiring or #hiringnow to get better results.

My Jobs | Job Alerts | Salary | Skill Assessments | More Post a free job

Search for your next job

Search by title, skill, or company | City, state, or zip code Search

Job searches

- loreal (1 new)
United Kingdom · L'Oréal
- marketing (1 new)
United Kingdom · L'Oréal
- marketing (2,007 new)
United Kingdom
- loreal (14 new)
United Kingdom

LinkedIn

- **Good for:** finding roles that are not advertised elsewhere, setting up job alerts and connecting with professionals. If you are looking for a first step into finding roles not seen elsewhere, this is it. Recruiters also use key words to find suitable candidates too.
- **Be careful:** your profile is the absolute key to your success in making a good impression. You can set up your profile before you make it public so you can get to work without sharing your profile until it is ready. The Careers Service has guides to help you set up your profile, as does LinkedIn Learning.
- **Top Tip:** You can set up job search alerts by name and location, as well by type (e.g internships) and set your profile as being 'open' to recruiters. It is also helpful to utilise # (hashtags) in your search, follow industry boards and employers.
- The Alumni search tools can be very helpful in finding connections from Cambridge who are working in roles that you have interest in.
- If you have an employer in mind you can visit their page and hit the 'jobs' tab for all their advertised roles.
- Don't always include 'graduate' in your job search unless you are looking for a specific trainee role for graduates (e.g a graduate scheme with a large employer) – not all employers are specifically looking for a graduate but their role might be absolutely suitable for your search.

Using media channels and Events

Types of roles and interesting employers can often emerge from some unusual research – or by chance of reading an article or listening to a podcast about an industry that interests you. Though it might seem like a ‘deep dive’ into job research media and event resources can refresh your job search.

Podcasts

- The Careers Service allows you to listen to our previously recorded sessions and guest speakers via Handshake or YouTube. You can also find industry podcasts via mainstream providers and specialist industry sites. Listen for the names of speaker to help build your network and research their career journey, but also listen for any advice on entering in to a sector and names of any organisations or employers you can look into further.

News articles & News organisation jobs boards

- It is not just well known organisations that make the headlines – up and coming, newly founded and emerging businesses feature in industry papers and articles. These can be useful for finding lesser known employers to approach for roles where the market might be less crowded.
- Some news organisations also have jobs boards (for example, *The Guardian Jobs*) and their industry pages also have ranking lists for service providers (e.g Top consultancies in the UK or Emerging tech companies of the last decade)

Panels & Talks

- Guest speakers to panels and talks don’t just provide contacts, they also provide names and insight into some lesser known employers too. Make a note of any organisations that are mentioned, that you want to research after the event.
- Talks and panels are also a key way to get some insight into an industry before applying. It can also uncover job titles and roles you hadn’t heard of previously.

Recruitment events

- Recruitment events are not just for contacts. Researching events and employer listings in brochures can add to your library of potential employers.
- The Careers Service keeps a digital copy of past brochures on Handshake but if you sign-up to an external fair, take a screen grab of any employers for later reference. Braden out your search away from industry specific careers fairs and get curious about new types of employer who might need specific skills.

Inclusion and diversity programmes

- Many employers and special organisations run equality, diversity and inclusion events and seminars, even internships and specific recruitment events. These are worth tapping in to as they can fast-track your access to roles. This includes any competitions that they run.
- Most large employers and sectors will have these platforms – there are also industry specific programmes, such as Aspiring Solicitors.

Bloggers/Vlogs

- Blogs and vlogs can be a useful way to stay up to date with industry trends and new opportunities.
- Whilst they may not post jobs they can turn you on to new organisations to approach and career paths to be inspired by.

The 'Web'

Company websites

- Company websites (the direct host of company information) can hold much more information than at first sight. They often have blogs, newsletters, insights, and case studies of their staff. Importantly they have a wider jobs board than graduate vacancies, which are usually well worth scanning and setting alerts for - if you are keen on the employer. They can help you to:
 - Widen your job search
 - Get information on making speculative applications
 - Give links to their social media channels to help you keep on top of updates

Specific industry jobs boards

- Specific industry jobs boards are much more focused by nature and will give off less 'noise' than generic jobs boards
- Some employers may only advertise on industry boards, so you are more likely to get a wider range of vacancies
- Smaller and specialist orgs will use these boards, so don't worry if you've not heard of an org, it won't diminish the quality of the opportunity - but will take a little more research on your behalf. Gems hide in interesting places!

Graduate career sites

- Graduate career websites are those that are designed to specifically connect or inform graduates about the labour market. They can connect you to employers through specific events, post jobs and offer blogs and advice. They can offer:
 - Many provide job profiles to aid research into roles, understand training and qualifications, salary and typical employers
 - Case studies of graduates working in roles to help give you an insight into what it takes to thrive in a role
 - Lists of specific industry jobs boards to aid your research into finding more specialist roles

Professional bodies & Learned Societies

- Professional bodies and learned societies offer a wealth of information on training, qualification and accreditation needed for careers in specific industries. This can help with your career planning and they will often have comprehensive materials support your research.
- They may hold their own events and will often provide case studies on professionals' career journeys - these can help you see the typical journey into a role and get inspiration for your next step - they can even mention employers they have worked for which will help your research into potential job sources.
- Many bodies and societies will have jobs boards, you may need student membership to access these, but often they are open access. These can be valuable in directing you to specific vacancies that might not be available elsewhere.

Practical advice for boosting your job search

These are some quick 'get started ideas' to help you deepen your research, this list of resources is indicative of helpful sources of information.

Finding sector specific information, including links to professional bodies and sector specific jobs boards

- Use the [Careers Service 'A – Z of Careers'](#) and see if there are any useful links to external sites for your specific career area
- Visit [Prospects.ac.uk](#) and use their job profiles, which, when you choose a job title, will give you links to external sites.
- Visit the Government list of ['Approved professional organisations and learned societies'](#) (A – Z)
- Our YouTube video on [using online tools](#) for jobs research gives an overview of useful sites and online tools.

Staying organised in your job search



Protect time for job searching



Search when you feel productive



Set up a new email



Keep track of applications



Follow-up with speculative applications



Be ruthless in your approach

- Set up separate email accounts and social media accounts from your personal accounts, to keep things separate. Some social media channels have a 'lists' function – so if you can categorise who you follow, do so.
- Add any alerts and organisation emails to your 'safe senders' list so that they do not go into your junk mail
- Keep a spreadsheet of organisations you have researched or would like to contact in the future, this will both keep a record of your research and show the progress you are making. You can also use an app (such as Trello) to organise your goals.
- Bookmark websites and social media channels into your favourites – subscribe to any newsletters and channels you are interested in so that you don't miss them.
- If you find you are getting too many emails then unsubscribe for a while but set an alert to check their website – or, if it is an option, change the frequency of the emails in your settings. Cull or unsubscribe any alerts or emails that aren't serving your job search after 3 months. A clear inbox can help you stay focused – you can't read everything.

Open your job search (and your own chances of being found)– key words, sectors and titles

- **Use the jobs board for organisations** you are interested in, rather than just heading for the graduate careers section
- **Adjust your location specifications** – organisations aren't always accurate when they register a vacancy (e.g they might list as 'London' as that's where their head office is, but they have regional offices. Also key to remember that working from home will be much more prominent, so there could be negotiation on where you are based.
- **Rethink your strategy** – are you casting your net too wide or too small? Could you change the type of role you are looking for? For example – a temporary contract or graduate internship, before taking on a permanent role? Remember that 'part-time' work means >37 hours (apx) so a part time role could be 33 hours – so do consider how many hours you can afford to work if there is a role you are particularly interested in.
- **Recruiters use 'Boolean' search terms** to find candidates, so it's important that you have key words and skills mentioned in all of your searchable profiles. Tip: use job descriptions to help you include the skills needed for various roles. You can also use these key words to search for roles.
- **Look beyond popular graduate employers** – they have the budget to advertise their roles, but that doesn't mean they are the 'be all' and 'end all' of where to find roles. [Use sector specific boards](#) to help broaden your choice.

Resources to support you

- [Careers Service Website](#) *University of Cambridge's Careers Service home website featuring podcasts, sector information, CV and application guides and access to external subscriptions. Use Handshake for employer lists and vacancies.*
- [Finding Alumni on LinkedIn](#) (YouTube)
- [Getting started on Handshake](#) (YouTube)
- Graduate Digital Resources: <https://cam.joinhandshake.co.uk/articles/147>
- LinkedIn ['Who is hiring in the UK'](#)
- [LinkedIn Learning 'Become a Successful Job Hunter'](#) (LinkedIn Learning – use your CRSID to gain access)
- [Using LinkedIn](#) (introduction)
- Making speculative applications [advice pages](#) (Careers Service)
- Our ['Job Searching'](#) playlist on YouTube (Careers Service)

- [Vault.com](#) *Industry insights and careers advice, in-depth insight into sectors via rankings and guides (you can access Vault via the Careers Service using your crsid@cam.ac.uk address)*

Useful graduate-level job vacancies sites (A – Z)

This is not an exhaustive list but will offer you a starting point for a number of career areas – visit the [sector pages](#) for more. It is worth noting that many recruitment sites also have Apps to make searching ‘on the go’ a little bit easier.

Stay safe: The Careers Service do not use these jobs boards as actively as our users do, so if you find you are being asked for any payment for services or personal information that you don’t think is quite right, remember to [stay safe online](#) or get in touch with us to check it out. Read our notes on Recruitment Agencies [here](#).

- [Angellist](#) – a site dedicated to jobs in start-ups and the start-up ecosystem
- [Artsjobs.org.uk](#) – Theatre, arts administration, teaching, touring, galleries, outreach and arts education roles from Arts Council England
- [Bright Network](#) - Career advice, vacancies, employer listings, virtual internships and e-training
- [Cambridge Network](#) – Sometimes offers graduate roles listings in the Cambridge area
- [Charityjob.co.uk](#) – Leading job site for jobs within the charity sector, including internships and volunteering
- [CUTEC](#) – The technology and enterprise club at Cambridge has a small listing of Start-ups looking for talent on their job pages
- [Debut.careers](#) – Graduate jobs board geared towards employers contacting candidates
- [Employment for students](#) – Offers job listings for students and graduates across a number of roles and industries
- [Escape the City](#) - Good range of non-standard job and internship opportunities in non-profit, start-ups, and international roles
- [Genchi](#) – Student only opportunities to help boost experience, such as committee or student project positions in Cambridge
- [Gradcracker](#) - Useful site with graduate schemes across STEM subjects
- [Graduate Recruitment Bureau](#) – Graduate Recruitment Agency
- [Graduate-Jobs](#) - Good-sized job listing with selection by location or degree, some interview feedback, forums, blogs and advice
- [Graduateland](#) – Career portal and job listings across the UK and Europe

- [Guardianjobs](#) - Large grad section, plus particular strengths in media and marketing - nice interface
- [Handshake](#) - Handshake is the University of Cambridge Careers Services' vacancy and events platform
- [Inside Careers](#) – Specific industry boards for pensions, insurance, IP, actuarial and accountancy
- [Joblift](#) - a UK job search board which draws content from many partner job boards
- [Jobs.ac.uk](#) – Site for academic and academic support roles, including professional services
- [Lawcareers.net](#) - Search training contracts and pupillages by closing date
- [Milkround](#) – Graduate jobs and internships across a number of sectors
- [Otta.com](#) – Jobs at tech companies, London focused. Includes start-ups and established firms
- [Prospects.ac.uk](#) Prospects is a careers research and vacancy portal featuring example job profiles
- [RatemyPlacement](#) - Internship opportunities across a number of sectors (filter by length for best results)
- [Save the Student](#) – Graduate jobs board for all types of student and graduate roles
- [Schemes for Talent](#) – a list of schemes for people wanting to work in film, television and media
- [Sifted](#) – jobs board for Start-ups featured by Sifted, not specifically graduate roles
- [Talentpool.com](#) – jobs board for roles at start-ups, scale-ups, SMEs, creative agencies and boutiques
- [TargetJobs.co.uk](#) TargetJobs has a focus on recruitment advice and vacancies with large employers
- [The Times Top 100 Graduate Employers](#) annual guide to Britain's most sought-after and prestigious graduate employers
- University of Oxford list of [Think Tanks](#) – to help you research and apply to Think Tanks (UK and International)

Large generalist boards

Large generalist boards can be frustrating to use because of the sheer mass of roles. But they are good for exploring a range of roles and you don't mind sifting through some dud vacancies to find the gems. You will likely find more results by using keys words and using any 'graduate' categories as these boards often cater for all types of employment. Read our notes on Recruitment Agencies [here](#).

- [Monster](#)
- [Reed](#)
- [Totaljobs](#)
- [Fish4Jobs](#)
- [Indeed](#)

- [Glassdoor](#) – useful for company research
- [Adzuna](#)
- [Hays](#)
- [CV Library](#)

Equality, Diversity and Inclusion specific resources

If you are interested in a specific employer, you can search for their equality & inclusion schemes on their graduate career pages

- Careers Service list of '[Disability resources and funding](#)' resources
- [The Diversity Dashboard](#) - lists roles from employers who are specifically seeking to recruit individuals from underrepresented groups.
- [Stonewall](#) – Top 100 Employers for LGBT people list published each year
- [Aspiring Solicitors](#) – supports students to access the legal profession from a wider range of socio-economic backgrounds
- [Change100 Internships](#) - Change 100 is a flagship programme of Leonard Cheshire, providing paid summer work placements, professional development and mentoring. It matches university students and recent graduates with any disability or long-term condition with employers
- [EmployAbility](#) – Internships and graduate programmes for neurodiverse and disabled university students and graduates
- [Schemes for Talent](#) – a list of schemes for people wanting to work in film, television and media
- [Stafford Long Diversity Solutions](#) – firm that run events to support their client's recruitment campaigns to attract diverse talent
- [Evenbreak](#) – accessible job site for disabled job seekers
- [Disability Confident Employers](#) – job listings with employers in the Disability Confident Scheme
- [Auticon career openings](#) – for autistic job seekers interested in IT
- [Enna Jobs Board](#) – for neurodivergent applicants
- [Civil Service](#) Summer Diversity Internship Programme
- [AHEAD](#) – Work mentoring programme for graduates in Ireland
- [MyPlus students club](#) – Events and jobs for disabled students and graduates

Sites for international students

All the above jobs boards are useful for all, but international students may like to use the following links to support their search.

- Careers Service '[International students' support pages](#)
- [Student Circus](#) - lists jobs and internships exclusively from employers willing to sponsor the Tier 2 visa, and who are licensed and verified with the Home Office as credible and compliant with immigration rules.
- [TargetJobs.co.uk](#) – Guides for International Students working in the UK
- [GradLink UK](#) – opportunities for international students across the world

Work across the world

- [TargetJobs.co.uk](#) – Working abroad guides
- [Prospects.ac.uk](#) – Working abroad guides
- [GoinGlobal](#) - [GoinGlobal](#) contains information to help you plan your international career. The Careers Service has subscribed to this service, and it is available via the links on this page to Cambridge students, staff and alumni only.
- [GradLink UK](#) – opportunities for UK and international students for roles across the world

Learn more about businesses in regions of the UK

- Use your [Local Enterprise Partnership sites](#) (LEPs) to learn more about the labour market in a particular region, including infrastructure and industry developments that are being focused on in each area. There are 38 LEPs in the UK. You can access each of them from the [LEP Network](#).
- The [British Chamber of Commerce](#) brings together regional chambers to campaign for and champion business growth in the UK. They can be a good source news and information on how each chamber is supporting local development and offering business support.

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