

# jobs

## How to find hidden jobs

BY ERIN LINDHOLM • Special to amNewYork

Ever wonder why you've never seen your dream job posted on an online job board? It's because the most competitive and most coveted positions are often filled without ever being posted. amNewYork asked local career experts for their tips on tapping into the hidden job market.

### THIS WEEK'S JOB FAIRS AND EVENTS

#### Today

**Technology, Engineering and Security Clearance Career Fair**  
Location: Radisson Martinique on Broadway, 49 W. 32nd St.  
Time: 11 a.m.-3 p.m.  
To register: FREE. For more info e-mail adam.felix@tjfairs.com.

#### Tomorrow

**NYC Pitch Party & Holiday Networking Event**  
Location: Capital One Bank, 277 Broadway at Chambers Street  
Time: 6:30 p.m.  
To register: \$20 with RSVP, \$30 at the door. Search "NYCBNG" on meetup.com.

**NY Entrepreneurs Business Network Holiday Party**  
Location: The Delancey, 168 Delancey St., at Clinton Street  
Time: 6 p.m.-11 p.m.  
To register: FREE with RSVP, \$20 at the door. Search "NYEBN" on meetup.com.

#### Wednesday

**Society of Publication Designers Holiday Party**  
Location: The Lott, 55 W. 21st St., btwn Fifth and Sixth aves.  
Time: 7 p.m.-10 p.m.  
To register: \$5 for members, \$20 for non-members. Buy tickets online at spd.org.

**Nonprofit Networking Mixer**  
Location: Medgar Evers College, 1534 Bedford Ave., 2nd fl., Brooklyn  
Time: 8 p.m.  
To register: FREE. To RSVP call 718-804-8850.

#### COMINGS & GOINGS

**Paul O'Regan**, former VP of public relations at Oscar de la Renta, has been named European director of marketing and communications at Burberry.

**Ron King**, a former sales manager at Southern Living, has been named VP of corporate sales at Time Inc.

**Margaret Popper**, former banking producer at Bloomberg TV, has been named senior producer and editor at CNBC.

**Tunku Varadarajan**, a writer-at-large for the Daily Beast, has been named international editor at Newsweek Daily Beast Co. (AMNY)

## Certified Home Health Aides

Or register for **FREE TRAINING** to become a Home Health Aide

Bilingual Training is available in English, Russian, Spanish, Mandarin, and Cantonese!

### \$10.88 OVERTIME

- \$200 Employee Referral Bonus
- Yearly Anniversary Bonus
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FLEXIBLE HOURS – DAY & NIGHT TRAINING

Interviews: Monday – Friday, 10am – 2pm

If already certified please bring: HHA Certificate, 2 references, physical, and proof of eligibility to work in the US.

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THE STATE UNIVERSITY of NEW YORK  
Manhattan Educational Opportunity Center

## FREE

Adult Education & Career Training

### Information Session

Tuesday, December 14th, 2010

11:00AM or 6:00PM

8th Floor

212.961.4400

**Register Now!**

#### Learn About

- Admission requirements, test dates and registration process
- Programs, tutorial & counseling services and job placement assistance
- Convenient day and evening hours

ESL  
GED  
College Prep  
Development Assistant Program  
Certified Nursing Assistant

Certified Microsoft Office  
Security Officer Training  
Job Readiness Training  
Personal Money Management  
Civil Service Prep Exam

#### Eligibility Requirements

- ✓ 18 years of age or older
- ✓ New York State Resident
- ✓ Must Meet New York State Low-Income Guidelines
- ✓ Non-College Graduate



163 West 125th Street, 15th Fl., Adam Clayton Powell Jr. State Office Building, NY, NY 10027



Administered by Borough of Manhattan Community College/CUNY

#### Use informational interviews to open doors.



"These kinds of discussions expose people to the way you think and help them see how you might operate within the organization. It's important to remember that these should be authentic meetings seeking out information and not a veiled attempt at getting a job. Once they begin the hiring process, they may ... think of you."

—Executive coach  
Alisa Cohn

#### Do as recruiters do.

"Whenever I get a search, the first thing I do is to announce it [on LinkedIn]. It automatically appears on Twitter as the two accounts are connected. I will also place job descriptions on my blog. ... Most recruiters will not place an ad online or in print. Why? Because if that's how they find their candidates, then why would an employer want to use them? It would be cheaper for the employers just to run the ads themselves."



—Bruce Hurwitz, president/CEO,  
Hurwitz Strategic Staffing

#### Be entrepreneurial.

"Go beyond the typical Monster.com search and learn how to market yourself. Spend time at Meetups and mixers to meet the movers and shakers of your field. Consider creating your own opportunities — start a blog, promote a service or volunteer your time to gain more visibility."



—Jennie Mustafa-Julock,  
The Audacity Coach,  
coachjennie.com

#### Tap the Twitterverse.

"There are 500 jobs posted per minute on Twitter. Use tweetajob.com, twitjobsearch.com or set up a feed to follow the Twitter keywords that pertain to the company and/or position you're looking for. You can also follow #Tweetmyjobs to see what's being offered and spend some time on just-tweetit.com to find the right people to follow. ... Commit to spending at least an hour a day following, Tweeting and replying."

—Michelle Ward, founder, whenigrowup-coach.com



**80**

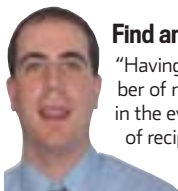
estimated percent of jobs that are never advertised  
(DAN SCHAWBEL, AUTHOR, "ME 2.0")

**4,000**

number of employees being hired per month nationally (BUREAU OF LABOR)

#### Find an inside advocate.

"Having a current employee submit your resume [on your behalf] is beneficial for a number of reasons: They may get a referral bonus if you are hired; it makes them look better in the eyes of management by finding quality people and they are now entering the circle of reciprocity with you. If they help you now, they can ask you for help later."



—Lavie Margolin, author, "Lion Cub Job Search: Practical Job Search Assistance for Practical Job Seekers"