

The job search guide

**Finding hidden
opportunities for jobs and
experience**

Version 2.20

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Where are opportunities advertised?

Whether you are looking for some work shadowing, work experience or a job, you will find that not all opportunities are advertised widely – if at all. This guide takes you through different strategies for looking for advertised and non-advertised opportunities.

It will show you how to use contacts to find opportunities and how to use social media sites like LinkedIn to make meaningful connections with employers. These strategies can also be used to obtain information to increase your knowledge of different career areas and routes in.

Your main job hunting strategies are:

1. Find an opportunity that is being advertised and apply for it.
2. Find an employer in the area that interests you, and see if they have any opportunities. You can also use this **direct** or “**speculative**” approach to find people (i.e. contacts) who can help you get experience or find a job.

This is commonly referred to as “networking”. It is common professional behavior, and may not only get you into a sector, but will help you find your next job too. It’s a useful skill to get comfortable with now, whilst you are a student.

Sources of advertised jobs

- CareersLink: Part-time, internship, vacation and graduate jobs. Vacancies here are only viewable by University of Manchester students and graduates (for two years following graduation). Many recruiters choose to target this University so it’s a great way to find jobs that may not be widely advertised elsewhere
www.manchester.ac.uk/careerslink
- Graduate jobsites: There are hundreds of specialist job sites. We have compiled some easy to use jobsearch links to help:
www.careers.manchester.ac.uk/findjobs/graduatejobs/grad-

[jobsearch/](#)

Or use our “Which Career pages” for more suggestions by sector:

www.manchester.ac.uk/careers/whichcareer

- Internships: www.manchester.ac.uk/careers/findjobs/internships
- Part time jobs: www.manchester.ac.uk/careers/findjobs/parttime
- Twitter: Many organisations tweet their vacancies and offer tips on applying www.twitter.com
- LinkedIn: Jobs are frequently advertised on LinkedIn and many hiring managers and agencies will use LinkedIn to search for candidates. Use the jobs tab to actively search for opportunities. Look at company profiles to find links to their current vacancies. Create a great profile so that recruiters can find you:
www.manchester.ac.uk/careers/findjobs/networking/linkedin
- Recruitment agencies:
www.careers.manchester.ac.uk/findjobs/graduatejobs/agencies
- Professional bodies/learned societies: These represent learned occupations, and are entrusted with maintaining control or oversight of the legitimate practice of the occupation. They usually host vacancies on their websites, and often you don't need to be a member to access them. Explore the sectors listed on the “Which career?” section on the Careers Service website to find links to relevant professional bodies and job boards.
www.careers.manchester.ac.uk/whichcareer
- International students – working in the UK after study:
www.careers.manchester.ac.uk/international/ukworkafterstudy
Find out where to start and what research you need to complete to improve your chances of working in the UK after your studies. You need start your job search as early as possible in order to build your experience, so make the most of your time at Manchester.

The hidden job market

First be clear about what you are looking for – it could be to seek:

- Information and advice about the sector or role
- Some work shadowing or unpaid work experience
- Paid work either short or long term

Step 1: Start by researching the sector to find out more about roles and how to get in, before you look for employment contacts.

www.careers.manchester.ac.uk/findjobs/graduatejobs/researchemployers/

Taking time to research will make you more effective when you make contact. For some career sectors, approaching organisations speculatively is a common way to break into the profession – working in the media is a good example of this. However, some organisations recruit in a more formal way, and you will need to use a different tactic. Look for opportunities like alumni events, where you can talk to people in the sector informally, to work out the best approach to take.

Step 2: Once you have found some potential contacts, what you do next depends on your objective but also who you intend to contact. You need to tailor your approach, in exactly the same way as you would tailor your CV. In some cases it may be appropriate to make a direct approach for employment but in others you may need to build up a relationship (and some credibility) first.

It may not be something you have done before, so the rest of this handout provides steps to guide you through the process.

Speculative job hunting

This is a more direct form of job hunting, where you identify an organisation doing the work that interests you, and see if they have any jobs. This will not necessarily be someone in HR, unless you want to work in HR or you have been told to direct queries to a specific recruitment officer. Instead, approach someone in a senior position in the business area or function in which you want to work, e.g. if you want to work in a lab, then look for someone with a job title like lab manager, quality manager or R&D manager; if you want to work in marketing, then look for job titles like account manager, marketing manager etc. This person is most likely to know of any possible opportunities in their area, can assess how your skills and experience match their workload, and importantly, are responsible for managing the budget from which you could be paid!

How to identify people to contact

Start by making a list of the people that you already know. These could include:

- Family
- Family friends
- Your friends
- Students on your degree course/other courses you have been on
- Any college/school friends
- Colleagues from your part-time job/work experience/volunteering
- Lecturers and other university staff
- Anyone else you can think of!

Add details next to each person:

- What do they do/where do they work?
- Where do they live?
- How have they helped you in the past?
- How likely would they be to help you now?

Expanding your circle of contacts

You may not know someone who works in the industry / role you are interested in, but maybe one of your contacts knows someone who does.

So ask your contacts “Do you know someone else you think I should speak to about a career in?”

Encourage them to think about **anyone** they know, colleagues, former colleagues, old friends, acquaintances, etc. Sometimes chance meetings and conversations your contacts have could turn up potential new contacts they can mention to you. E.g. one of their clients/the owner of the newsagent they visit every day might have a sister working in the same field you are interested in.

Always thank your contacts for any referrals they give you, and always follow up on them. When approaching new contacts, mention who suggested you approach them. This gives you much greater credibility than if you approached them as a stranger without an introduction.

Using LinkedIn

LinkedIn is a global professional networking site with over 225 million members. A LinkedIn profile acts as your online CV, useful if an employer searches for you on Google!

Building your connections and making contacts will give your profile more reach, and therefore more chance of being seen by the right people.

Start by connecting with people you know already: when you search on LinkedIn, it prioritises the results depending on your degree of connection with that individual (i.e. the closer your connection, the more information you can see on their profile).

Build your LinkedIn profile using our guide, and use the next steps tips to take your profile to the next level.

www.manchester.ac.uk/careers/findjobs/networking/linkedin

Next steps:

- Invest in your network by connecting to your friends, and those on your course or in your research group. In five or ten years' time, you will have an impressive network as you all progress in your careers.
- Connect with staff – some academic staff and research students will connect with students, or at the very least suggest groups to join
- Connect with work colleagues – especially where relevant to your career interests. You'll be surprised how many people have connections you would never have imagined!
- You can join groups relevant to your chosen career area. This will allow you to take part in online discussions with career professionals and to find other contacts with similar interests to yours. This is a great way to get noticed and build your profile. You can also follow companies too. Tip: Look at the profiles of people doing the jobs that interest you, and see who they are following and which groups they are members of.
- Join “The University of Manchester Alumni Association” or a specific Alumni group for your subject. This doesn't mean you automatically have access to contact details of other group members, but it increases the chances of finding someone in the group who has a mutual contact, which is how you generally approach people through LinkedIn.

Approaching contacts on LinkedIn:

- Always personalise your connection requests. The mobile apps don't always allow you to do this so always use the desktop version.
- Send connection requests from the person's actual profile to ensure you can use a personal message (DON'T use the “connect” option on either the search results page or the People You May Know page).

- View their public profile BEFORE you connect with them, as some people monitor who has viewed their profile. Remember to change your privacy settings first if you usually keep your search activity private.
- Use the personal note to establish the reason why you wish to connect or what you have in common with them (e.g. studied the same subject or interested in their career area). If someone you know has suggested them as a contact, remember to mention this too. There is a 200 character limit so be concise. See the example connect message on page 23.
- You may need to build a relationship before asking about opportunities. You could ask about the industry, what their job is like, how they found it and eventually where they would recommend looking for opportunities.

Using social media

Your current social media contacts may be able to help you. Make sure your profile images look professional, and on Facebook you keep private any images you wouldn't want a contact or potential employer to see (e.g. adjust the privacy settings that allow friends to tag you in images).

Why not "Google" yourself to see what a recruiter might see?

Tip: If you are a heavy user, consider having two accounts for Facebook or Twitter – keep one for professional use and the other for social use.

Facebook

- In addition to your own contacts, you may be able to find support and information by joining groups or liking pages.
- The Careers Service has a number of Facebook groups including one for your School. These are closed groups only for University of Manchester students but you may find other members who can help with advice or contacts.
- Liking employer pages allows you to keep up with news from your preferred employers, and increasingly, interact directly with them.

Twitter

- Twitter is widely used by professional organisations, and can be an excellent tool for job hunting and networking with recruiters and professionals.
- Twitter is frequently used by employers to advertise internships and jobs, promote events and competitions, and communicate with potential job applicants.
- For some sectors, e.g. media and marketing, employers will often expect you to have an active Twitter profile. Some jobs and work experience may only be advertised via Twitter, so if you are not using it, you can miss valuable opportunities.

You can find advice on using social media for making career contacts at: www.manchester.ac.uk/careers/networking

You can connect with the Careers Service on Facebook, Twitter and LinkedIn at:

www.manchester.ac.uk/careers/services/socialmedia

Making and finding new contacts

At events

You can make contacts at a wide range of events, including the following:

- Careers fairs and events
- Employer presentations/coffee chats/open evenings
- Alumni networking events like “Meet the Professionals”
- Professional body regional events (e.g. Chartered Institute of Personnel and Development (CIPD), Institute of Mechanical Engineers (IMechE))

You could meet employers, professionals working in a wide range of sectors, recent graduates and fellow students looking to enter the same sector as you. By spending time chatting to these people you could pick

up useful information about the sector, tips on how to get in, and the work they do.

- Where possible, research in advance who will be at the event and which organisations they represent, so you can focus your efforts on speaking to individuals who you are most interested in.
- Plan what you are going to say and prepare some questions in advance, to help you initiate conversations and get the most from the event. www.manchester.ac.uk/careers/findjobs/networking
- Take copies of your CV but only show it if it is relevant to the conversation.
- Where possible, as for a business card from the people you speak to.

A large number of careers events and employer presentations take place on campus in autumn and spring. You can find a list of these by logging into CareersLink (using your university username and password) at:

www.manchester.ac.uk/careerslink

You can also see a list of Careers Fairs which take place throughout the year at: www.manchester.ac.uk/careers/events

Events run by professional bodies are usually only open to members, however many professional bodies have a modestly priced student membership which provides access to events and other forms of support. If you have a specific sector or career you are interested in, a quick way to find out about relevant professional bodies is on the Graduate Prospects website. The site lists hundreds of occupational profiles with links to appropriate professional bodies:

www.prospects.ac.uk/types_of_jobs.htm

Finding contacts online

Use an advertised vacancy to get contact information. If the job advertised doesn't meet your needs but is in the right type of company,

you could contact them to see if there are any other opportunities. See the example letter on page 20

Google the name of a company and HR manager, for example, and you can often find contacts on LinkedIn or other listings. It might be a first point of contact?

Identify a list of companies to contact and use the contact information on their website. Sounds obvious but not all organisations make their contact information easy to find. If in doubt ring and speak to their switchboard and ask for a contact in HR or whichever department you would think is most relevant.

Find a mentor

As a student of The University of Manchester, you have exclusive access to our mentoring portal – The Manchester Network , where you can connect with mentors for careers-related information, advice and guidance. 'Ask me about' is open to current undergraduate students, Masters students, doctoral researchers, as well as staff and alumni of The University of Manchester.

Mentors can be approached for a range of services, including: advice via email / telephone, reviewing a CV, reviewing a job application, work shadowing (observation only), work experience, full internship, jobs, and assistance with a degree project.

www.manchester.ac.uk/careers/findjobs/networking/askme

Finding contacts outside the UK

- **Passport Career**

Passport Career is an online global career website to help you find jobs overseas and adjusting to living abroad. It includes labour market insights, local job search resources, interview information, cultural advice, professional and social networking groups,

résumé/CV guidelines, work permit/visa advice, and much more!
www.PassportCareer.com You will need the registration key:
umglobal and your university email address to register.

- Work overseas
Information on regions and countries across the world on the Careers Service website. Includes our China Portal, with advice on the role of networking in securing a job in China
www.careers.manchester.ac.uk/international/internationaljobs/internationalgrad
- International networks
Links to our University of Manchester and Careers Service online networks, including our India Manchester Graduate Network, our China Manchester Graduate Network and Pakistan Manchester Graduate Network.
www.manchester.ac.uk/careers/international

How to approach contacts

Prepare some notes first about what you will say to your contacts, whether you plan to do this verbally or in writing. It may be tempting to resort to email but if the contact does not know you, a more formal approach could be more effective. In some cases, it is better to speak to the contacts in person e.g. over the telephone, as this can yield a quicker response. Unsolicited emails may be deleted if the recipient doesn't recognise the sender's name!

Always be polite and treat any information given to you like a gift, even if it is not exactly what you want.

- Start with small requests first – information, advice, not necessarily a job (yet!). For international students, don't discuss visas or sponsorship at this stage.
- Start with warmer contacts (e.g. family, friends) first to build your confidence.
- Be succinct – detailed questions can wait until you have their attention.

- Anticipate the obstacles – perhaps they are too busy to give you what you asked for? Ask if there might be a better time – make sure you offer to fit round them.

Approaching contacts for information

Your main aim is to arrange a 20 minute meeting (or phone/Skype call if a meeting isn't possible) to discuss things in more detail. Ask for an easily manageable amount of time – 20 minutes is often long enough to get some real value from a meeting but not too long to sound off-putting. Could you offer to meet them outside their normal working day? Offer to buy them coffee before they start work, or lunch, or a quick after-work meeting.

Approaching contacts for a job or work experience

If you are applying speculatively, you need to consider **what is in it for them**. Be clear on your unique selling points – what are you offering them? Present yourself as a solution – how do your skills and experience fit with what they do? Review what you know about the employer and work out where you fit in. This could be specialist knowledge or technical skills (e.g. lab, data analysis, IT), but also transferable skills like communication (report writing, presentations, negotiation), organisation etc.

Tailor your CV and approach so that the employer can understand your potential, and where your skills fit in with their business. Look at current vacancies to identify core knowledge or competencies that reappear, and also look at LinkedIn profiles of people who work there already.

Approaching a contact in writing

A written approach is similar to a covering letter, and should outline a short summary of who you are and what you are doing currently (if they don't already know), your future plans and make it clear why you are writing to them. Include any relevant experience, research etc you have

already done related to your career/sector of interest. The less 'warm' your contact the more composed and formal your approach will need to be. You can find templates to help you phrase a letter or email to a contact on pages 19-21.

Some people can receive 100+ emails a day so an email from someone you don't know can get overlooked. If you don't get a response within a week or so, try a different approach – phone, or try a letter in the post. Receiving a real letter can be a novelty nowadays, so you may stand out. However, do give them your phone and email contact details, or even follow up with a phone call or email, where you can remind them of the letter.

Approaching a contact verbally

For verbal approaches, whether face to face or over the phone/Skype, a technique worth practising is your '30 second CV' or 'elevator pitch' – a short summary of who you are, what you have done so far (e.g. work experience, part-time work, researching careers) and what you are looking for their help with. You can make this much more informal for close contacts such as friends and family, but make sure you have something ready which you could say to a complete stranger. You never know when you might bump into someone unexpectedly, e.g. at a party or family gathering.

Example 30 second CV (including a reference to how the meeting came about):

“Hi, my name is Sam Routledge, I’m a final year Biology student at The University of Manchester. I recently finished a summer internship with Remtech Health Products over the summer and really enjoyed it, so I’m looking for a career in sales and marketing when I graduate. My uncle, David Routledge, mentioned that you work in sales: could you spare a few minutes to tell me about your job? I would really like to find out how you got into sales and how your career has developed.”

There are many videos on Youtube that show in more detail how 30 second CVs or elevator pitches work, and how you can practise. The more you practise – and do it, the easier it will get!

www.myfuture-interactive.manchester.ac.uk/network-with-confidence

When approaching contacts verbally, bear in mind that the present time might not be the most convenient for them to discuss your query. If it isn't, agree a suitable date, time and location to meet (or if that's not possible, discuss over the phone/Skype), and make sure you follow up.

What if they don't respond?

It is likely that not everyone you approach will respond to you. Don't take it personally, and before you write it off to experience consider the following:

- A recruiter may not respond quickly, even though they may want to, because they are busy with work or a deadline. It is perfectly acceptable to make a brief, polite, follow-up to bring your approach back to their notice.
- If you contacted them by traditional post, did the letter actually arrive? You could ring the person to check if your letter arrived, which is perfectly acceptable action to take. If it did, and the other person has not taken any action, you can find out why. It could be that they are not the best person for your query, so ask who you need to speak to. If it hasn't arrived, you have a chance to pitch in person – so remember to prep before you call!
- If you sent by email, you could resend it, but check the subject line – is it clear what the email is about? Would a letter or phone call be more effective?
- If it really is a dead end, move on.

Meeting a contact

Preparation

Make a list of questions for your meeting/call covering the key points you wish to explore. Use open questions (who, where, what, when, why etc) rather than those with yes/no answers, to encourage the contact to provide more information. Example questions for a meeting are provided on page 18.

Be aware that a conversation could turn into an interview if the person you are talking to is interested in you. So be prepared to talk about yourself, your skills, and your motivation and interest in this company / role.

How to handle asking for jobs/work experience

In an initial meeting it would be very bad manners to put them on the spot and ask them directly for work. It would also be embarrassing for both of you if they weren't very impressed by you and said no, or avoided making any commitments.

However, you could ask how people find work experience or jobs in their field, or how their employer fills jobs when they are vacant. You may get some good advice on which adverts or agencies to look out for, or which entry-level jobs to target. Plus, it does also open the door for them to offer some work shadowing or work experience, if they are able to help.

During the meeting

Bring your list of questions and use this to guide the conversation, as your contact will expect you to lead the meeting. Ask the most important questions first so you don't run out of time for these.

Listen for useful information/advice which may take you away from your planned questions – don't be afraid to venture 'off-script' as you could gain a valuable insight you hadn't anticipated.

Where possible, focus on your contact's career, rather than your own ambitions (they may not feel qualified to give you personal advice). Their circumstances may be very different from yours, but you can still draw lessons from their experience of breaking into, or progressing in a career.

Bring an up to date copy of your CV and ask for their feedback. Unless they ask for a copy, don't leave your CV with them, as you may wish to update it following the advice you gained, then send it to them after the meeting.

Be aware of the time, especially if your contact is at work, as they will have other commitments after your meeting.

Questions to ask in a meeting

The following questions are examples of possible topics for your discussion. It is unlikely you will be able to cover all of these in a 20 minute meeting, so tailor questions to suit the areas you wish to know most about. Ask important questions early on in the discussion so you don't run out of time for them.

- How would you describe your role & career path?
- What led you to this type of work?
- How did you get into your current role?
- What skills do you feel are important in your work (soft skills, knowledge, technical, etc).
- How do you see your career progressing (likely opportunities)?
- What kind of skills and experience would I need to get an entry level role in the sector?
- Is there anything critical missing from my experience? How could I fill any gaps?
- How do people find work experience or jobs in your field?
- How does your organisation fill jobs when they are vacant?
- What's your organisation like as an employer?
- What are the best and worst things about your job?

- What are the biggest challenges? The biggest challenges facing your organisation?
- What are the rewards like? (don't ask directly about salary/your contact's salary as that could be considered rude).
- What is a typical day/week like? Working hours? Work life balance?

At the end of the meeting

Ask if there is anyone else they could recommend who you should talk to. If they give you a couple of names, make sure you follow them up. They will probably ask these contacts if you ever got in touch with them. If you haven't, it looks like you're not very interested or that you didn't value their advice.

Thank them for their time and aim to keep things open, e.g. "If any other questions occur to me, do you mind if I get in touch?"

After the meeting

Follow up with a thank you letter or email, and enclose an amended CV just for information. This shows you have taken their advice on board and they now have an updated, targeted copy of your CV for future reference.

In your thank you letter or email, you can add the comment: 'If you hear of any jobs coming up in this field, I would be grateful if you could let me know'.

This leaves your contact with a targeted CV, your contact details and an impression of a real person. If, at a later stage, they are recruiting, this is much better than being one of a hundred random CVs landing in their inbox.

Example letter to a “referral contact”

Your address

Date

Contact name

Organisation address

Dear Ms McAllister,

I write at the suggestion of a mutual friend, James Conway, to ask if you could spare a few minutes to help me research graduate careers in theatre.

I am a final year Drama student at The University of Manchester, and have a strong interest in working in theatre after graduation. I am an active member of the University theatre group, and have undertaken work experience at the Contact Theatre in Manchester and The Tramway in Glasgow. At this stage I am researching careers in the sector in more detail.

I understand from James that you are currently Secretary of the Scottish Theatre Group and have worked in the performing arts for almost twenty years, so I would really appreciate the opportunity to learn from your experience. I would be interested to hear how you started working in theatre and progressed your career, and any information or advice you can offer a current student keen on pursuing a career in this sector.

I appreciate you will be busy so wondered if you could spare twenty minutes of your time to meet with me? I will be returning to Glasgow between 6th and 27th April. Please let me know if a meeting would be convenient and when you would be free.

I would be grateful for any information or advice you can offer, and appreciate you considering my request. I look forward to hearing from you.

Yours sincerely

Example letter to a “cold contact”

Your address

Date

Contact name

Organisation address

Dear Mr Whitfield,

I am writing to ask whether you could spare a few minutes to help me research graduate careers in marketing.

I am a second year Management student at The University of Manchester. I plan to specialise in Marketing in my final year and have a strong interest in working in marketing after graduation. At this stage I am researching careers in the sector in more detail, and would appreciate your expertise as a professional with experience in this area.

I am writing to you as I saw your profile on LinkedIn while researching your company Profero, whose recent campaign for the ‘Psychic’ Mini Roadster I find really creative. I noticed that you are also a Management graduate from Manchester. I would be interested to hear how you started working in marketing and progressed your career, and any information or advice you can offer me on pursuing a career in this field.

I appreciate you will be busy and wondered if you could spare twenty minutes of your time to meet with me? Please let me know if this would be convenient and when you would be free.

I would be grateful for any information or advice you can offer, and appreciate you considering my request. I look forward to hearing from you.

Yours sincerely

Example speculative letter using a job advert

Your address

Date

Contact name

Organisation address

Dear Mr Bellamy,

I noticed your vacancy for a Development Scientist – Cell Biology in the New Scientist. I am currently studying Cell Biology at The University of Manchester and aspire to work in drug discovery after I graduate. Although I do not have the three years' experience needed for this specific vacancy, I wondered whether there are any other opportunities within Acme Biotech Ltd appropriate to my level of experience? From researching your company, I know you have recently invested in this area of your business, and I would be excited to work for a company that is operating at the cutting edge of stem cell technology.

As you can see from my CV, I spent last summer working on a research project at The University of Manchester, where I gained further experience in using PCR for gene expression but also became proficient in using flow cytometry. I proved myself able to contribute to a live research project, working diligently to tight deadlines and building an effective relationship with research staff. My final year project will further enhance my experience in mammalian cell tissue culture techniques. I have achieved high grades for practical laboratory and other assignments throughout my degree, and am on track to graduate with at least a 2:1 degree.

Thank you for taking the time to read my letter. I feel that I have a lot to offer Acme Biotech and look forward to hearing from you soon.

Yours sincerely

Example speculative letter for work experience (1st year)

Your address

Date

Contact name

Organisation address

Dear Mrs Rowling,

I am a first year Maths student at The University of Manchester who is looking for work experience in accountancy. I aspire to work train as an accountant after I graduate and want to obtain experience to find out more about this job. After attending a careers networking event at University, it was suggested to me that spending time working in a small, specialist firm like Potter Associates would provide a valuable insight into the job; I am particularly interested in the small business sector, in which you specialise, having worked in my family's restaurant business from an early age.

As you can see from my CV, I have a strong academic record and have achieved good marks so far at University, with a 65% average in my first semester exams. I particularly enjoy the practical application of mathematics and have an interest in business, which led me to join the Manchester University Trading and Investment Society. I am also adept at using Excel to an advanced level, including using pivot tables and creating charts: I used it to create a stock management system for a relative's online business. Working at Asda for the past two years has also increased my communication skills and shown my ability to work hard.

I would be grateful for any information or advice you can offer, and appreciate you considering my request. I look forward to hearing from you.

Yours sincerely

Example contact message via LinkedIn

How do you know Lisa?

- Colleague
- Classmate
- We've done business together
 - Student at The University of Manchester ▼
- Friend
- Other
- I don't know Lisa

Include a personal note: (optional)

It was great talking to you at the Alumni event last night about your job at the BBC. It's inspired me to find out more about programme research. Please would you connect with me?

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