

JOB SEARCH STRATEGIES THAT WORK

Tapping into the Hidden Job Market: Conducting Company Research

When to Research

1. Before Networking or Cold Calling

Purpose at this stage - To determine which companies to target and to show that you are interested and informed about the organization you are phoning or meeting with

What do you want to know at this stage?

- Names of companies I may want to target
- Products and services
- General Industry information & trends
- Organizational and mission goals
- Staff profiles (any positions named?)

How to research at this stage

- Directories, company websites, books, directories, annual reports, Google search, newspaper articles, trade journals, etc.

2. Applying for positions

Purpose at this stage - to tailor your cover letter and resume to fit with the company

What do you want to know at this stage?

- Products and services
- Organizational and mission goals - look for company values
- History and corporate culture
- Locations
- Organizational structure
- Profiles of individuals you are meeting

How to research at this stage

- Company websites, Google search, newspaper articles, trade journals,
- Informational interviewing

3. When you have a job interview

Purpose at this stage - to be able to showcase your knowledge of the company in order to demonstrate initiative and interest; useful for generating questions to ask them

What do you want to know at this stage?

- Products and services
- Organizational and mission goals

- History and corporate culture
- Locations
- Management style
- Salary ranges for the position (based on your experience & qualifications)
- Size, organizational structure
- Opportunities for growth
- HR issues such as diversity initiatives, training programs
- Profiles of individuals you are meeting
- Competitors

How to research at this stage

- Company websites for more specific information
- Informational interviewing
- Salary Calculators on Workopolis, Monster, etc.

Resources for General Occupational Research

- Career Cruising - www.careercruising.com
 - Username: **yorku**
 - Password: **careers**
- National Occupational Classification - www.hrsdc.gc.ca/en/workplaceskills/noc/index.shtml

Resources for Researching Organizations

Businesses:

Online Resources

- Yellow Pages - yellowpages.ca
- Career Centre's links to online resources - www.yorku.ca/careers/students/onlineresources.htm

Print resources available in Career Centre Library

- Canada's Top 100 Employers
- Ontario Businesses
- Contact Toronto
- Financial Services Canada
- The Canadian Summer Job Directory
- The Canadian Hidden Job Market Directory
- Financial Services Canada
- Ontario Legal Directory
- Scotts Business Directory
- The Canadian Student and Grad Job Directory
- Canadian Environmental Directory
- Pharma & BioPharma Canada 2006

Non-Profit Organizations or Government:

Online Resources

- Charity Village - www.charityvillage.com/
- Career Centre's links to online resources - www.yorku.ca/careers/students/onlineresources.htm

Print resources available in Career Centre Library

- The Blue Book
- Canadian Environment Directory
- Scott's Directories: Government Index
- Directory of Canadian Healthcare Personnel
- Directory of Disability Organizations
- Directory of Canadian Schools
- Associations Canada