

The Hidden Job Market.

The hidden job market is all the job opportunities that are filled by other methods than through a public job advertisement. Those other methods may be an internal transfer within the company, head hunting from a competitor or related industry, as well as through LinkedIn searches, employee referrals and direct applications.

In a conservative market, 80-90% of jobs will be filled via the hidden job market, leaving only 10-20% through the public domain.

The hidden job market offers a lower cost and risk than hiring through the public domain, so employers will tend to exhaust the hidden job market first.

TYPICAL
ORGANISATION
RECRUITMENT
SEARCH

Available
positions

Accessing the hidden job market is most successful when you're clear on what you want and what you offer and talk to people that can refer you on.

Available
candidates

Government
roles will access
all five steps
simultaneously.

HIDDEN JOB MARKET

Internal Promotion

Related industry
and competitors

Direct Applicants
Referrals
LinkedIn

Recruiters

Job Boards

There's a greater chance
that organisations will
redesign a role to fit the
right candidate within
the hidden job market,
than by the time it's in
the public domain.

PUBLIC DOMAIN

TYPICAL
INDIVIDUAL
JOB SEARCH

Recruitment is a human decision, regardless of
ATS and automated systems, accessing the hidden
job market is about connecting with people.

Relying on the public domain for job opportunities tends to work for candidates with a linear career path, but may be difficult if your career story has had twists or turns.