

LABOUR MARKET

Not all roles are advertised. Those who rely solely on job postings see only part of the market.

In the recruitment process, a distinction is made between the open and the hidden job market. The open market includes all publicly advertised roles – on job platforms, company websites or in the media. The hidden market consists of positions that are not published: they are filled through personal networks, referrals, headhunters or speculative applications. This route is particularly common for specialist and leadership roles – estimates suggest that up to two thirds of such positions are filled without ever being advertised.

Digitalisation has changed the open market: more roles are accessible online – but it has become harder for job seekers to keep track, and more time-consuming for companies to sift through suitable applications. At the same time, the hidden job market is gaining in importance through active sourcing: recruiters proactively search for suitable candidates via platforms such as LinkedIn.

Anyone who wants to be visible in the hidden market needs a well-maintained, compelling LinkedIn profile – and initiative. The hidden job market is more demanding. But it often offers the better opportunities.

Articles on the job market (all articles)

- Job search? Think like a headhunter!
- A new job through mystery shopping