



The network for women studying Science, Engineering,
Technology and the Built Environment in Scotland

Do you know YOUR MARKET?

This may sound like business babble, but it is very important to **understand the industry sector** that you want to gain a job in. We all want to ensure that we are selling ourselves to the best of our ability and understanding the market that we are doing this in will help us to be at the top of the list.

The first step is to find out who the **major and minor players** are in your market. This allows you to become familiar with the company names and what they do, as well as allowing you to create a hit list of companies in order to focus your recruitment strategy.

You then need to **keep an eye on the recruitment activity** of these companies in order to understand what is happening in your market. If companies are advertising lots of vacancies, this suggests that they have lots of work on, and therefore the industry sector as a whole may be doing very well. If they are not advertising many roles, this could indicate a downturn in the market, that companies could be going through a restructuring process, or they may have just completed a large recruitment campaign and therefore do not require any more staff. By monitoring the recruitment of your hit list companies, you can also get an idea of their recruitment cycle and what types of roles that they recruit for.

Speaking to people, i.e. **networking**, is invaluable. Don't be afraid to pick up the phone to a Recruitment Manager or a HR Manager to find out more information. This shows initiative and most managers would be happy to discuss their current requirements and any potential future vacancies that you may be suitable for.

When you attend recruitment fairs, take the time to speak to the company representatives rather than just nabbing all the freebies. This is the ideal opportunity to find out what the company does, what their recruitment process is and the current vacancies that they are looking to fill.

The most important element for knowing and understanding your market is that of **timing**. If you know when a company has its main recruitment intake and you keep an eye on the vacancies being advertised, you ensure that you do not miss any opportunities to apply for jobs. Many companies, especially those that take on large numbers of graduates on an annual basis, start advertising roles as early as January for a start in August. This means that, although we are concentrating on our final exams, we also need to keep in mind the timings of a permanent recruitment process.

The task of knowing our market may seem daunting and even a little scary, but if we follow the advice of Marie Curie ("Nothing in life is to be feared, it is only to be understood. Now is the time to understand more, so that we may fear less") we can achieve anything!

Written by Clare Nisbet, Interconnect Student Champion (and ex-Graduate Recruitment Consultant)

Interconnect holds a number of networking events throughout the University year – so please keep an eye open for "Meet the Professionals" lunches, "What Employers Want" workshops and company site visits.

Please feel free to forward our newsletter onto friends and colleagues. A PDF version is available on our website.

Kind regards

Allison

www.interconnect.org.uk

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Lorna tweets at www.twitter.com/theICnetwork

To be the first to hear about Interconnect events and receive our e-newsletter, please add your name to our mailing list:
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