

How to Create a Job

Even when no job is open, someone may hire you if you can show them that **you will give your employer more value than you cost**. To do this, you will need to know what you can do for an employer that will outweigh the costs to the employer of hiring you.

Here are some examples of things that employers see as “costs” when they hire a new employee:

- your **salary**
- your **benefits**
- **resources** you’ll need to do your job (e.g. computer, supplies)
- **time** of other staff members to **train** you
- **time** of your supervisor to **oversee** your work

As you can see, you will need to demonstrate to an employer that you would bring them **more** value than simply covering the cost of your salary. Here are some examples of things that employers may see as valuable:

- increasing **profits** by getting more **sales**
- increasing **profits** by reducing the company’s **costs**
- **freeing up** your boss’s **time** so he can do more **important** work
- **reducing** your boss’s **frustration** by doing tasks she doesn’t like doing herself

For example, a busy event planner might hire you to be her assistant if you can convince her that, with your help, she could do more of the tasks she enjoys and fewer of the tasks she doesn’t enjoy, while being able to take on more events and earn more money.

Likewise, an organization that could be used for events (such as a local attraction, caterer, private club, or rental company) might hire you to set up an “events department” if you can convince them that you can increase profits by getting more customers.

To create a job for yourself, you will need to deal directly with someone who has the authority to hire new people. This does **not** mean contacting the human resources (HR) department of a large company. The HR department fills positions that already exist. If you want to create a new position, you will need to speak with the appropriate **department manager** or, in the case of a smaller company, the **owner** of the company.

You will need to meet with this person and learn what they need to be able to figure out how you can create value for them. It's best if you can establish a relationship with someone through networking. However, you may even be able to create a job through cold calling. For example, here is the type of message you might leave on someone's voice mail:

Hello (name of potential employer), **this is Eva Event planner. I am an experienced event planner, and would like to meet with you to discuss how I could help** (insert name of potential employer's company) **increase profits by having me market your services to companies for events. Please call me at** (insert your phone number) **so we can schedule a time to meet.** (If you actually reach the person, simply change the last sentence to ask when would be a good time to meet.)

If the company is looking to increase profits, as many companies are, this call is **more likely to get returned** than a call simply asking if there are any job openings. You may need to be persistent and make a lot of calls, but if what you are offering is something that will bring a company more value than it costs, you can create a job!

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