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Peer Learning and Leadership Network

Beyond Job Boards: Finding Job Leads

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Cleaning Up Digital Dirt for the Job Search

May 12, 2011
 1 p.m.

Presenter:

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Webinar Layout

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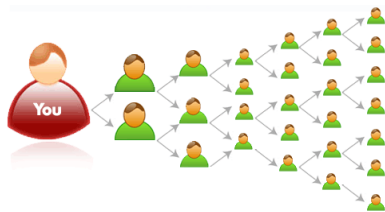
Michele Martin

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Agenda

- How employers find applicants
- Types of job openings
- Finding/accessing advertised job openings
- Finding/accessing unadvertised job openings

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26.7% of *external* new hires come from **referrals**
One hire for every 15 referrals
Number one source for hires

Source: CareerXRoads 2010 Survey
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22.3% come from company website

Source: CareerXRoads 2010 Survey
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13.2% come from job boards

CareerBuilder and Monster two top sites



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Two Types of Job Openings

Openings that Exist Now

Openings that Are Created for the Right Candidate

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Openings that Exist Now

Advertised

20%

Unadvertised

80%

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How You Spend Your Time

Advertised

80%

Unadvertised

20%

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Finding Advertised Openings

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Job Boards

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The Challenges

- Many openings outdated
- Multiple postings for one opening
- Too much competition
- Employers find least qualified applicants here
- Employers using boards less

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Disability “Niche” Boards

- Pros
 - More targeted to people with disabilities
- Cons
 - Disability first, person second
 - May be advertised to satisfy EEOC/ADA requirements
 - Only a subset of available jobs

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Tips

- Don't spend a lot of time on boards—LEAST effective form of job search
- Use boards primarily for research
- Search locally
- Search specifically
- Use industry/occupational “niche” boards where possible
- Find lead and then go to company website to apply.

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Monitor the Web for interesting new content
Google Alerts will email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
Enter the topic you wish to monitor. Then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:
• monitoring a developing news story
• keeping track of a competitor or industry
• getting the latest on a company or brand
• keeping tabs on your favorite sports teams
You can also [click here to manage your alerts](#).

Google Alerts

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Tips

- Refine search before signing up for Alert
- Make searches as specific as possible—occupation, industry, companies, skills, geographic location

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- Professional social network
- Way to research businesses and individuals
- Professional “branding” opportunity



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“Jobs You May Be Interested In”

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Keyword Search in “Jobs”

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The screenshot shows the TwitJobSearch website interface. At the top, there are navigation links: "Browse", "Directory", "Blog", "Buzz", and "Recruiting". Below this is a search bar with the text "What do you want to do?" and "NJ warehouse" entered. The search results section shows "583 results found in 0.227 sec.". A list of job listings is visible, including "SQL Application Developer SSS", "Warehouse Technician - Reach and Counterbalance - Essex", "Floor Supervisor, Warehouse - Secaucus, New Jersey", and "Assistant Vice President Mortgage Warehouse Lending Credit". The footer of the screenshot contains the URL "http://www.twitjobsearch.com/" and the text "DiscoverAbility NJ WORK. EASY. THERE.".

- United States**
 - @jobs_new - all kinds of jobs
 - @ITJobs - high tech jobs
 - @jobintech - more high tech jobs
 - @indusjobs - even more high tech jobs
 - @mobilejobs - Jobs for the Mobile Web and Digital Media in Silicon Valley, Seattle, LA and NYC
 - @medialjobs - medical jobs or just adjacent, like special education
 - @hiringnews - human resources jobs
 - @jobs4usa - all kinds of jobs
 - @design_jobs - design jobs
 - @phoenixtechjobs - IT jobs in the greater Phoenix area.
 - @phoenixjobs - more IT jobs in the greater Phoenix area.
 - @portlandjobs - Portland Tech Jobs, part of the Portland Twitter Jobs network, which also covers 70 other industries in the Portland, Oregon area like green jobs and non-profit jobs.
 - @sdjobs - San Diego Tech Jobs
 - @simplyjobs - IT jobs
 - @sewjobs - SEO jobs
 - @job4usa - all kinds of professional jobs
 - @NewYorkTechJobs - IT jobs in the greater New York area from Careerbuilder.com
 - @MiamiTechJobs - IT jobs in the greater Miami area.
 - @ppsjobs - Search and Internal marketing jobs
 - @socialmediajobs - Social Media jobs in the US
 - @MarketingMgAUS - marketing manager jobs in Austin, TX
 - @SATS_Jobs - jobs in Austin, TX from Craigslist
 - @lookshere - all kinds of jobs
 - @nymarketingjobs - New York jobs for professionals in marketing, advertising, sales, fashion, events, media, and PR.
 - @jobs_ny_nyc - jobs in New York
 - @BoulderJobs - Keeping you updated with available jobs in Boulder, CO
 - @edlightnet - Tech job aggregator
 - @ecomjobs - jobs in e-commerce, whether technical or otherwise
 - @SocialMediaJobs - all kinds of jobs, mostly pulled in from Monster or SimplyHired
 - @LA_WebJobs - Los Angeles web jobs
 - @jobsearchengine - general purpose job listings from the LA Times
 - @jobsearchlando - general purpose job listings from the Orlando Sentinel
 - @jobsearchusa - student & entry-level jobs
 - @myfrpspycheck - listings, advice, and resources to help learn find jobs.
 - @AccountingNYC - account management jobs in New York City.
 - @SummerJob - seasonal jobs. Some are for students, some are summer contracts for professionals.
 - @EngineerJobsUSA - engineering jobs
 - @AdJobsUSA - advertising jobs
 - @BurbankJobs - Web 2.0 related jobs in Los Angeles.
 - @WebJobsNYC - Web 2.0 related jobs in New York City.
 - @MarketingJobs - various jobs in Reading, California
 - @pharmaceutical - pharmaceutical jobs
 - @HireBioMedical - HireBioMedical is dedicated to helping pharmaceutical, biotech and biomedical job seekers connect with the talent they need, to improve the lives of others.
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Finding Un-Advertised Openings

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For Unadvertised Openings

- Focus on:
 - Developing relationships with the right people
 - Being a resource
 - Matching your applicants to the culture/needs of the organization

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1. Find and Connect to Recruiters & Hiring Managers

- Events/Associations
 - Society for Human Resource Managers (SHRM)
 - Industry/Occupational Associations
 - Chambers of Commerce
 - Conferences
- LinkedIn
- Twitter
- Company websites/blogs
- Email lists/newsletters

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2. Listen

- Follow/read what they post
- Join their groups to see what they're discussing
- Sign up for their newsletters
- Ask questions
- Probe for "pain" and problems

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3. Engage

- Comment and RT
- Provide resources, information that solve problems and address their “pain” points
- Connect them to people and resources
- Answer questions

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4. Research

- What problems/unmet needs do they have?
- Did someone just leave the company?
- What are growth/skill/hiring trends in industry? In company?

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Openings that Don't Currently Exist

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Openings for the Right Candidate

- Match between company needs and applicant skills/experience/personal characteristics
- Sold on applicant through personal contact
- Easier through network referral



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Creating Openings

- Know pain and problems
- Show how applicant addresses pain or solves problem
- Show how applicant matches culture/skill needs of the organization
- Coach applicant to sell him/herself!

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