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+1 215.628.2293
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www.JobMetrx.com

On-Line Recruiting One Piece of a Complex Puzzle

By Craig B. Toedtman SPHR

Finding the best and the brightest - the right person for the right job at the right time - a huge challenge in today's market as the sea of applicants continues to flow. As more companies turn to the Internet to locate talent, the path to the best becomes even more complex.

We read about more and more companies establishing Internet recruiting arms, and job-posting boards are ever-present. "Name" search firms tout their online services for middle managers. Recruiters seem to be turning to "automation" to assist them with the task of sorting qualified applicants. There's one major problem, however: is on-line recruiting able to stand up to 10 million job seekers?

It is a well-known fact that recruiters continue to rely heavily on the Internet as a source for candidates. And job seekers should recognize this fact and market their personal brand through a work-in-process presence on the Internet. At the same time, Internet marketing - or utilizing social media - is only one piece of the branding puzzle.

There are no shortcuts...nor is the successful job search always completed the same way. The major challenge for a job seeker is determining the amount of time to dedicate to the various channels for employment. "Do it all" is a consistent mantra, but is that realistic? I think not.

Research concludes that positions are filled through the following channels (success rate in parenthesis):

1. Organization Web sites (21%)
2. Referrals (21%)
3. Job Boards (20%)
4. Search Firms (7%)
5. Newspapers (5%)
6. Social Networking (2%)
7. Career Fairs (2%)
8. Other (22%)

One could assume that time should be distributed based upon the success rate. However, in the words of today's financial

White Paper Summary

On-Line Recruiting

- Recruiters rely on the Internet as a source for candidates
- Internet marketing - or utilizing Social Media - is only one piece of the branding puzzle.
- There are no shortcuts, but a person cannot be expected to "do it all."
- What media to attack should be adapted to your individual brand.
- Utilize a systematic approach to design your branding strategy.
- There is not a firm and fast means to a successful search.



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forecasters, that might work - but it might not work. Realistically, after studying the numbers, it is apparent that multiple channels must be attacked - and a systematic approach to utilize each channel can be attained - the Internet being only one avenue.

It is imperative that each job seeker develop a strategy that fits the need of your individual brand. Your brand is unique...and your marketing plan needs to address each factor and what channel produces the best results. On-line searching is a major source of opportunity - but only one piece of the puzzle.