



JOB BOARD SELECTION

I've been recruiting since 1995 and have seen job boards come and go. I have seen Headhunter.net become Careerbuilder; Occ become Monster.com; and other boards make it, fail, or become acquired. So where does one start when selecting a job board? According to Weddles.com, there were over 5,000 job boards to choose from. Sure, everyone knows Monster, Careerbuilder, and Hotjobs due to their deep pockets and vast marketing skills. But does bigger mean better? According to Careerroads 2004 Hire study, out of 40 companies surveyed the top three job boards only filled 22.8 % combined. When selecting a job board you should take these factors into consideration:

1. What is your job board budget?
2. How many jobs are you looking to fill?
3. Who is your target job seeker?
4. Do your research.
5. What are your expectations of job board?
6. Selection summary.

Job boards can range in price for subscription packages, to purchasing individual postings, to purchasing job packs. The first step in the selection process is to gather your recruiting budget numbers and be prepared to talk turkey when you are sourcing a job board. Certain boards will give discounts based on the number of jobs you are going to be posting, or give you a reduced rate to search their resume database. By understanding your budget, you can start weeding out services that maybe too expense for the goals you are looking to accomplish.

The number of jobs you are looking to fill is essential for selection. Do you need to a purchase a year subscription, a couple of months, or maybe a couple of jobs? If possible, it's best to understand your hiring needs for the year, and then purchase in bulk. Try to understand not only what you currently have for needs, but what your future hires are as well. Another important number to look at is your attrition rate. This will help you understand your future openings. This won't be an exact science, but it will give you a ball park figure on how many job postings you will need to purchase.

Does your company have a hard time filling certain positions, or does your company only hire for one certain industry? It's better to understand who your target market is when selecting a job board. Earlier I mentioned that the top three job boards only filled 22.8% of the positions - the other percentages were filled by niche boards. By understanding your target market, you can narrow your job board selection. If your positions range from janitor to CFO, you may want to focus on a general job board, versus a niche job board. The goal is you want to serve job postings to the right target audience to acquire more quality job seekers.

Your information is now compiled. You understand your budget, how many jobs you have, and the future potential of open jobs, as well as whom your target audience is. Now it's time to do your research. As I mentioned, there are over 5000 job boards. The first place to start is the Human Capital Institute job board directory. (<http://www.humancapitalinstitute.org/hci/jobboards.guid>) The site will give you a good breakdown of niche, general, industry, college, and a great selection of everything you would need. You will have to register to get the information, but it will only take a couple of minutes to do so. Another good source is the Electronic Recruiting Exchange Vendor Directory. (<http://www.ereexchange.com/erenetwork/vendors/>) The directory isn't as vast as the HCI directory, but it will give you another avenue to learn from. While on the Electronic Recruiting Exchange it's worth while to join and search the forums and bulletin boards. Recruiters often talk about job boards, so you'll get first hand experience on what people think of certain boards and if they are worth the money that was spent on them.

Now that you know what's available to you the next step is to understand what a job board will offer you. Not only will they allow you to post jobs and search resumes but they'll let you know what kind of applicant response you can expect. Will you get flooded with hundreds of unqualified candidates? Will you receive only a couple of candidates to choose from, or will you receive no candidates at all? Your perception of what the job board will offer you and what you actual receive may be different. When selecting a job board, ask the company the tough questions. How many resumes should I expect? How will you market my jobs? Do you have any testimonials from companies like mine, or do you have any references I may contact? I can't tell you how many times I have paid for job postings and didn't receive so much as one resume.

You have selected your job board, you have purchased your services, and now you're away and running - right? Not hardly. It takes as much your effort as the job board to get qualified candidates. Make sure you have written a job description effectively with keywords, and also make sure your job title matches your job description. Make sure to ask for or search the reports that the job boards have given you. The real testimony of the job board is a hire; not an interview; not an offer; but a direct hire from your ad on the job board. Make sure to keep metrics of your selection, because when your contract is up, or your jobs have expired, you want to know if you would utilize that source again for your hiring needs. Happy job board hunting.

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