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Employment Sites — Essential Tools in Today's Economic Downturn

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Even with the current surge in layoffs, recent reports reveal that the demand for qualified candidates remains high and the e-recruitment industry continues to flourish. Studies by leading recruiting specialists report that over 75% of laid-off executives post their résumés online and use the Internet to research employers (*Fortune Magazine*, 4/2/01). Today, it is essential for companies to have an effective, online employment section to compete for top executives, technical staff and other professionals. "If [companies] are not posting employment openings on [their] own company Web site, [they] probably are missing out on some good job candidates in today's tight labor market new research suggests," reports CNNfn.

Deploying and managing a successful employment section on a Web site often involves extensive security measures, network access, Web-based applications, experienced technical skills, customer service programs, marketing solutions, and well-proven software capabilities. In fact, *Newsbytes* reports, "constructing a corporate Web portal is not something that a firm should take lightly, as it involves several components and cannot be classified in a single category such as software." Due to high competition levels among service providers and lower prices, companies can outsource their e-recruitment needs cost-effectively and provide site visitors with beneficial resources.

When preparing a new Web site section, remember that it is important to offer more than employment-related data to appeal to passive job seekers (approximately 84% of the work force per the U.S. Department of Labor). Provide information that is valuable to a wider audience. This will help to increase company awareness, site traffic and job response rates. Try to utilize the following, popular items:

1. Detailed company description

This is an opportunity to market a company's work environment. Write enticing descriptions of all benefits offered to capture the attention of potential employees. Include easy access to information on the company's culture, business model, news and events, industry trends, professional topics, student/mentor advice, and local community facts.

It is also nice to provide special features specifically for job seekers such as unique searching and response tools, ways to e-mail job listings to friends, résumé and cover letter submission options, and links to career resources. Well-crafted verbiage can increase the interest of potential candidates and return site visits.

2. Company profile

A company profile generally consists of a company description and logo with links to current job openings and the career section of a company's Web site. An e-recruitment solution provider may be able to post these profiles across its Internet-based, job board network. This helps to drive applicants to a company Web site and project a brand that visitors and job seekers will react to favorably.

It is possible to create, edit and activate profiles at any time with Web-based software. This is an effective way to announce up-to-date job openings and promote a company's image and culture to a large network of potential applicants. Interested candidates, and passive job seekers surfing the Internet, can easily learn about a company, access a current list of open positions and instantly apply online. For businesses that cannot afford a Web site, this is an excellent way to have an online presence and advertise job openings to a large network of Internet users.

3. Valuable information – fast

Successful company employment sites project a professional appearance and give visitors beneficial information quickly. Try to offer the following key features to accomplish this:

- Fast loading pages
- Easily accessible, complete contact information
- Up-to-date information
- Correct spelling and grammar
- Functional links
- Detailed job descriptions with easy, online applications
- Unique searching and matching capabilities
- Online privacy and security policies
- Other valuable tools specific to a targeted audience

Currently, there are effective and affordable opportunities available to help companies utilize the speed and networking benefits of the Internet for their recruitment needs. For a successful employment Web site that attracts top candidates, take advantage of cost-effective service providers and offer visitors valuable, hassle-free information.

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