

E-recruit To Find Good Candidates Cost-Effectively By Melanie Rembrandt, CareerSite Corporation

Are you wary of using an e-recruitment, application service provider (ASP) to search for new hires due to budget constraints? If so, you are missing out on a great opportunity to find talented candidates and promote your company cost-effectively. Due to fierce competition among solution providers, small businesses can now afford the same powerful recruiting tools large companies use to search for new hires. These include job cross-postings, company profiles, recruitment site hosting, and Web-based, e-recruitment management tools.

A good ASP can easily and affordably help streamline your entire e-recruitment process with complete e-recruitment management software tools. A “one-stop” solution allows you to enter a job once and have it cross-posted to your own site (and free/fee-based sites), track candidates, view relevancy-ranked responses and reply immediately from one location. Look for a Web-based application so you can access your data at any time without having to deal with internal tech staff or software issues.

A few ASPs also provide valuable, fee-based services such as autoposting and applicant tracking with extensive matching techniques. With autoposting, the provider automatically removes expired jobs from all of your cross-posting sites, pulls new job listings from your company Web site and updates each of the cross-posting sites you’ve chosen. For more accurate results, look for an applicant tracking system with a thesaurus-based, matching tool that searches for concepts rather than simple key words.

Check for providers who offer convenient and unique benefits for job seekers as well. These include:

- Anonymous posting capabilities that allow candidates to control the release of their personal information and résumés
- Original look and feel résumé storage in PDF format
- Comprehensive searching tools and agent matches
- Access to employer information and career resources

The U.S. Department of Labor suggests that passive job seekers (those not actively looking for a job) make up 84% of the work force. To access this large group of potential candidates and promote a favorable company image, choose a provider that offers Web-based, company profiles that can be edited at any time. A company profile gives a brief description of your company with a logo and links to the career section of your Web site. Candidates and passive job seekers surfing the Web use these convenient profiles to quickly access updated company information and apply for current job openings online.

Armed with this information, you’re now ready to take advantage of a cost-effective, e-recruitment solution. Happy hunting!

Features To Look For:	Recruiter Desktop available on DigitalWork.com (90 Day FREE trial includes all 3 features)
1. Reach of job seekers in the millions	Reach more than five million job seekers by cross-posting to the best high-traffic, FREE jobs sites, and match your jobs in “one-click” with one of the highest rated candidate databases.
2. Recruitment site hosting	Have a company recruitment site with no technical expertise needed. Turn your Web site into a powerful recruiting tool.
3. E-recruitment management application	Streamline your efforts with our Web-based e-recruitment management tool. The Recruiter Desktop makes it easy to manage your cross-postings, résumés and company recruitment site.

Melanie Rembrandt is the public relations manager for Employment Specialists, L.L.C. Employment Specialists combines Employment Wizard’s newspaper expertise with CareerSite’s powerful Affiliate Solution to give affiliates everything they need to build, grow and maintain a successful career center and capture their share of the billion dollar e-recruiting market. This includes software, hosting, customer, billing and merchant services, e-mail marketing, job content, integrated access to a marketplace of leading solutions, and distribution. In addition, the Recruiter Desktop, a Web-based application, seamlessly connects users with a one-stop marketplace of the best job sites – right from their desktop. Employment Specialists currently powers over 150 e-recruiting sites comprising over 30,000 registered recruiters, over 750,000 candidates and 500,000 unique visitors per month. In a matter of days, affiliates can increase their online content value, site traffic and revenues. Melanie can be reached at mmr@careersite.com.