# A4TD
## ASSOCIATES FOR TRAINING & DEVELOPMENT

ADVANCING WORKFORCE DEVELOPMENT FOR MATURE WORKERS SINCE 1983

# Network to Work Meeting
## May 2018
## RESOURCE MATERIALS –
## *SEARCHING & APPLYING FOR JOBS ONLINE*

## Searching for Jobs Online

### Components of your Job Search Process

In the search for a job, the goal shouldn't be simply to get hired. It should also be to find a job that's satisfying, at an employer that's a good fit, and that pays appropriately for the role and for your skills and experience. To make that happen, you need to take advantage of every resource at your disposal. Your job search process should include:

- **Networking** - Telling everyone you know that you're looking. Most jobs are found through networking.
- **Informational interviewing** with people who have the job you want, and asking them how they got where they are today.
- **Searching and applying for jobs online** using general and niche job boards, job search engines, and employer websites.

### Searching Online for Jobs

Job listings can be found online on employer websites, job boards, and on job search engines.

**Company websites** are a good source of job listings, especially if you know what companies you are interested in working for. You can go search for and apply for jobs online directly on many company websites. At most company sites, you can apply online for positions of all levels – from part-time hourly jobs to top management positions.

*Whenever possible, you should apply directly on the company website, even if you find the listing elsewhere.* Your application will go directly into the company's applicant tracking system and you'll be able to monitor its progress.

A *job board* is a website that posts jobs supplied by employers. With job boards, companies have paid a fee specifically to list their open positions and often accept job applications directly through the job board.
- *Monster*, the largest and best-known job board, is a general board with postings across a broad range of industries.
- *Indeed* offers a wider array of jobs including contract positions, work-at-home opportunities, summer jobs, and volunteer work.
- *CareerBuilder* is focused more toward people with a Bachelor's degree.

There are also more specialized job boards that focus on a particular industry or segment of the job market. (More on these below).

*Job search engines* scour the web to find job postings from job boards and employer websites and then combine these listings together. They allow users to search the major job sites, company sites, associations, and other online job sites by keyword and location.

- *Indeed* and *SimplyHired* are two of the most popular job search engines and they collect millions of listings on their platforms.
- *Indeed.com* searches jobs on job boards, newspapers, associations, and company websites, including most of the Fortune 1000 companies.
- *LinkUp* searches through the websites of small, medium, and large employers without including input from job boards; all the listings you get will be current openings.

Like with job boards, there are also niche job search engines, like www.JobsOnTheMenu.com, that collect jobs from various industry or career-specific sites.

**Job Boards vs. Job Search Engines:**
It can be confusing to tell the difference between a job board and a search engine, but it's helpful to know where the job listings you find online come from.

Both job boards and job search engines have their pros and cons. On **job search engines** you will find a wider variety of job postings because they have listings from many sources. This lets you search for jobs across various job boards and/or employer websites at one time. Therefore, they typically list more jobs than job boards which can save you a lot of online job search time. However, job search engines may also have duplicate listings and postings for jobs that are no longer available.

When you use a **job board** and find an opportunity of interest, you may have to register on that site in order to apply; some even require a fee to join. You may also deal with a lot of spam and advertisements. Also keep in mind that very few hires actually happen through job boards.

Bottom line, to maximize your job search, use both job boards and job search engines along with a variety of company websites, because no single site searches all job listings.


## Best Job Search Engine Sites
**Indeed.com**   Indeed includes millions of job listings from thousands of websites, including company career pages, job boards, newspaper classifieds, associations, and blogs.

**Google for Jobs**   Google for Jobs is a job search engine that compiles listings from many different sources, including job search engines. Instead of using a specific job board or search engine, users can simply type a job into their Google search bar. Google then generates a list of job openings.

**LinkUp.com**   LinkUp is a job search engine that searches jobs on company sites. The job postings are from small, mid-sized, and large company career sections, and are updated whenever the company website is updated.

**SimplyHired.com**   SimplyHired searches thousands of job boards, classifieds, and company sites. Advanced search options include the type of job, type of company, keyword, location, and the date the job was posted.

**US.jobs**   https://us.jobs/index.asp   US.jobs lists thousands of jobs directly from company websites and from state job banks. The site is run by the National Labor Exchange.

**Niche Job Search Sites:**
Niche job sites include jobs based on specialized criteria like type of position, career field, or industry, providing **job listings for specific types of job seekers or types of jobs**.  Niche job websites can be a terrific resource for finding job openings that aren't always available on other sites.  Here are some that can be especially useful:

***www.CoolWorks.com***   Cool Works is the best place for the outdoor enthusiasts to find opportunities in exciting natural locations.  The site lists summer, temporary, and full time jobs and internships for employers like ski areas, national parks, ranches, farms, and resorts.

***Energy Jobline*** (https://www.energyjobline.com/)   This site contains a database of over 16,000 opportunities in the energy, oil and gas, renewable energy, offshore, and power/nuclear sectors. Administrative, marketing, trade, technical, engineering, and many other categories of jobs are included and searchable by functional area.  Candidates can complete a profile and receive targeted job alerts. The site features a special section devoted to entry level job opportunities.

***Environmental Career Opportunities***   http://www.ecojobs.com/index.php.  This site contains handy search tabs for categories of environmental jobs like renewable energy, green jobs, advocacy, environmental law, environmental education, and environmental engineering. The site also includes listings of environmental internships and an index of environmental degree programs.

***FlexJobs.com***   This site is a resource for individuals who want or need flexibility as they balance work with the rest of their lives. Users can search for jobs by the following job types - part-time, full-time, freelance, telecommuting, flexible scheduling, and alternative scheduling. The database is well populated with opportunities in over 50 job categories including account management, communications, human services, project management, and science. Users need to pay a monthly fee to gain full access to the site.

***GoodFoodJobs***   https://www.goodfoodjobs.com/.  This site is ideal for candidates who want to integrate an interest in food into their career. Jobs are posted from farmers, food artisans, policy makers, retailers, restaurateurs, economists, ecologists, and more. The site contains a useful blog with colorful profiles and success stories about individuals pursuing interesting careers in the food world.

***HealthcareJobsite.com***   This site contains over 225,000 opportunities in a broad range of support, technician, nursing, and physician roles within the healthcare sector. Registrants can incorporate work samples into their profile to provide employers with tangible evidence of past accomplishments.

***Idealist.com***   This site is the premier clearinghouse for information on full-time, internship, and volunteer positions within the non-profit sector.  You can identify target organizations by their mission and specific types of opportunities within various niches. Registered users can search for contacts in fields or organizations of interest and message them for networking purposes.

***Mediabistro.com*** specializes in job postings in the social media, advertising, public relations, radio, TV, design, and publishing sectors. The site also provides advice and news as well as information on courses and events in those fields.

***SalesGravy***   https://www.salesgravy.com/JobBoard/.  This site lets candidates for sales jobs to identify opportunities that meet their specific criteria.  Job seekers can search for positions by location, salary level, and industry.

*SalesJobs.com*   This site lets users search an extensive database of over 100,000 sales positions at more than 49,000 employers.  Users can identify sales opportunities by industry including healthcare, technology, food, entertainment, pharmaceutical, advertising, and food.

*Snagajob.com* is a great place for students, part time, and transitional workers to find basic hourly employment in their area. The site contains a great number of temporary and ongoing retail, hospitality, and service jobs, and lists vacancies in order of proximity to your locale.

*USAJobs.com* is the best place to look for government jobs.  You can find jobs by location, agency, occupation, and job title. Disabled individuals and veterans can identify staff and other resources to help them secure government employment. A clear explanation of the federal hiring process is outlined.

*Craigslist.com* is best used as a way to find listings for a specific location, particularly freelance jobs and those with very small employers.  Be very cautious since the site has been a source of many employment scams. Meet in public places and validate contacts prior to releasing personal information.

## Tips on Using Job Search Engines, Job Boards, and Company Websites

**Find your favorite:** Searching many job search engines at once can be overwhelming. After checking out some of the top job search engines, select one or two of your favorites.

**Use the advanced search:** Most job search engines have an advanced job search option. This is a great way to narrow down the many job listings on a job search engine. You can typically search by company, industry or location. You can also search by salary.

**Use Job Search Keywords:**  The most effective way to search is to use job keywords.  Keywords can be more effective than the predefined search options in the job banks, because they search the entire listing (job description, job title, contact information, etc.) for the keyword(s) that you use.

Create a list of job search keywords that reflect your job interests, including the location where you want to work, type of position, industry, etc.   Search using the keywords list you created and you'll get a list of job openings that match your specifications very quickly. When you click on a job opening, you'll get instructions on how to apply and/or be directed to a company website to apply.

**Create an account:**  Some job boards and company websites require users to create an account when they apply for jobs. It's a good idea to start your online job search by creating an account on at least one of the major job boards such as Indeed.com or Monster.com.

If you find a job search engine you really like, consider registering for an account there as well. Most job search engines allow you to register and upload a resume and cover letter. You can also typically bookmark jobs or request emails with the latest job listings.

To create an account, you'll need to register with a current email address so that your account can be confirmed. Your user name will either be your email address or a name you select. You'll be able to choose a password for your account.

# Applying for Jobs Online

Your process for applying for jobs online will be most efficient if you prepare and gather all the information you'll need to apply.

## Essentials you will Need in Order to Apply for a Job online:

- Internet access

- An active email address appropriate for job searching

- An up to date resume (**tailored to each job using keywords**)

    o When applying online, your application will likely go into an Applicant Tracking System (ATS) that selects and sorts resumes by topics or keywords.  To optimize your resume for ATS, include keywords that match the job description the company provides.

    o Put your name in the title of resume when you save it online - for example, "marysmithresume.doc".

    o Have your resume available in both a Word and a PDF format.

- A  cover letter (unless the posting specifically asks that a cover letter **not** be included)
    o This should also be tailored to the specific job and use keywords.

- Your employment history

    o This will include your job titles, starting and ending dates of employment, and salary for each position.  You may need the full address of your previous employers, along with the phone number of the company and your supervisor's name.

    o It's important to provide prospective employers with accurate information.  If you don't remember the details, information from the Social Security Administration, Internal Revenue Service, and prior employers can help you recreate them.

    o Don't guess where you worked when.  If the dates don't match what the employer discovers about you when they verify your employment history, it will be a red flag and could jeopardize your chances of getting hired. You can include the months/years you worked at a company rather than specific dates of employment.

- Your employment references

- Times and days available to work
    o Especially when applying for part-time jobs, you may be asked what days and hours you are available to work. Know your schedule and availability before you apply.

## Tips when Completing an Online Application

**Follow Instructions:**  It's important to follow the company's application instructions, to submit all the required materials, and to carefully proofread your application before you click the "Submit" button.  You may need to fill out a profile, upload your resume and cover letter, and/or take an employment test as part of the online application process.

**Compare applications:**  *Make sure the application on the company website is the same as the one on the job board.* This is especially important with job-board features such as "one click apply" or "quick apply." The company site may ask for something specific, like a salary requirement, or request you email someone your resume and cover letter.

**Don't use auto-fill to apply for positions.** When using auto-fill, information doesn't always align correctly. For example, your "Position" answer might instead say which college you attended. Or prior employment dates might just show start dates. Auto-fill may also format the details of your job history in a strange or confusing way. Instead of leaving this to chance, fill in the details one at a time, double-checking as you go.

**Don't leave sections incomplete**. It can feel redundant to upload your resume and then type in your work history manually, but don't be tempted to leave that section blank. On many Applicant Tracking Systems, the information typed in for job history is more visible than the resume, which someone would have to click to view.

**Include keywords.** Don't forget to tailor these applications in the same way you would tailor your resume, matching your content to the keywords in the job description.

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Adapted from:

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