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Online job boards: Getting maximum exposure



People

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The job hunt is on. Where should you begin? Online recruitment websites, also known as job boards, probably come to mind first, but you may not be sure what the pros and cons are. Should you target specific boards in your search or register with as many as possible?

The days of combing through classified ads in newspapers and trade publications have been eliminated by the advent of the home computer. Pursuing new opportunities in any industry can be tedious and frustrating. When you are employed in a specialized or niche industry, such as the tradeshow industry, the search can prove to be even more challenging. Online job boards are beneficial to both employers and candidates because of their immediacy. Online searching is convenient but, like most avenues, it has its pros and cons.



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The most distinct advantages of online job hunting are the speed and level of efficiency of using keywords to search specific job categories. The convenience of 24-hour access, along with being able to conduct an employment search from the comfort of your own home, is certainly an attractive component of online searches.

Additionally, most sites are free and offer anonymity to those who are searching for a new gig while still employed. Applicants gain visibility in the job market by having the ability to publish their resumes to be reviewed by employers. Candidates also have the convenience of search tools, such as daily alerts. New job postings can be viewed and sorted according to relevance daily. This helps aspirants stay abreast of current opportunities.

Drawbacks to online searches include the competition factor and lax updating practices. The number of applicants per job is vast.

When job postings expire, they are often not removed from the job boards in a timely manner, resulting in hopeful candidates pursuing nonexistent opportunities. Another issue arises when prospective employees have questions. It is often impossible to get answers.

Reaching a person via email or telephone is unlikely. Ambiguity can be problematic as well because many job banks do not post company names anywhere. This means that a candidate's resume can end up anywhere.

Public job boards, also known as e-recruitment sites, employ technology to get the attention of job seekers. E-recruitment is comprised of company website advertisements and third-party job boards like CareerBuilder.com, Indeed.com and Monster.com.

These larger boards are good because of the large number of employers who post and the number of applicants registered. Sometimes the large size of an e-recruiting site can be a disadvantage because of the potential for over-saturation. Job seekers may find that locating industry specific positions is difficult or overwhelming due to the scope of the larger sites. This is where niche job boards are better suited to meet your needs.

For example, Theladders.com is tailored to the needs of employers and candidates seeking positions with salaries exceeding \$100,000. There are niche job banks for police and fire jobs, the dental profession, child care professionals, and many more industries.

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In certain industries, this may require a little more research. You may have to turn a few rocks to find the job board that fits your needs. Specialized positions in the tradeshow industry certainly fit this bill. Roles within the tradeshow industry are very specific and highly specialized. Exhibit sales representatives (account executives), account managers, designers, CAD detailers, project managers, graphics production managers, and executive-level positions are not the easiest to find on the more well-known job boards. When they are posted, they often attract candidates who are not truly qualified, which makes the hiring process more challenging for employers.

Social media sites such as Twitter and LinkedIn are popular ways to network and explore new opportunities. Without a doubt, social media is an effective tool when it comes to branding yourself and even finding employment that is a great fit. It should be part of your approach if you are in the market for a new opportunity, but its scope and a candidate's exposure can be limited by the number of followers or connections they have. If you are searching for a new opportunity while employed, social media posts are not even an option.

What is the answer for tradeshow professionals? Until now, there really were not any alternatives to the large job boards, social media, and those among your professional network whom you comfortable reaching out to.

Recently, ExhibitPeeps.com was launched. It is industry specific and allows you to maintain your anonymity. You create a profile or multiple profiles based on your experience. This is a free service for job seekers. Employers reach out to site administrators when they are interested in a candidate. You are contacted to determine your interest. Your information is only shared with your explicit permission.

Job boards are one of the most important tools you have at your disposal. Industry specific e-recruitment sites are invaluable because they help you gain access to your target audience and widen your bandwidth with exposure to potential employers.

Jaynie Ellison is the Director of Recruitment Services at ExhibitRecruiter, Inc. Established in 1998, ExhibitRecruiter has been the premier recruitment agency specializing in the exhibit and event industry for over a decade. ExhibitRecruiter has partnered with companies of all sizes throughout the United States and Canada that specialize in exhibits, museums, environments and events. ExhibitRecruiter focuses exclusively in the experiential marketing sector. Her complete bio is on LinkedIn at: <http://www.linkedin.com/in/jaynieellison> She can also be reached at jaynie@ExhibitRecruiter.com Her direct line is 1-800-491-5434. For more information, go to www.ExhibitRecruiter.com.

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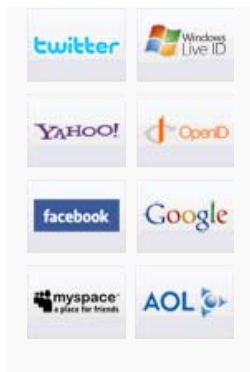
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