

Understanding Online Job Search Resources

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EXECUTIVE SUMMARY

There is a wealth of information available to help with a job search. So much, in fact, the challenge is often learning how to deal with the volume of information. There are tens of thousands of job boards and millions of company sites, networking sites, and research tools. Compiling a list of all the resources would take a lifetime - and the information would be out of date within hours of starting the process. In 2009, every day nearly 130,000 new Web sites were created, 120,000 blogs were started, 165,000 people joined Facebook, 83 million photos were uploaded to Facebook, and 400 million videos were watched on YouTube. And remember, these are daily figures.

On the job search front, there are individual sites listing more than two million jobs. There is a myth that a “hidden job market” exists. The truth is almost every job is posted online. It costs a company almost nothing to add a job to its Web site. Companies want to hire the best people and advertise positions accordingly. In addition, a company that doesn’t advertise a job runs the risk of being accused of discriminatory hiring practices. There are very few situations where a company will keep a hiring need confidential. When companies want to maintain some confidentiality, they will often post jobs anonymously or work with a recruiter who will advertise the job without disclosing the company name.

The challenge is not the availability of information. The challenge is being able to find, assess, and act on the information efficiently.

UNDERSTANDING ONLINE JOB SEARCH RESOURCES

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In this guide, we are going to review a variety of resources available online to help your job search. Many will be familiar to you and some are likely to be new. Each resource is a tool and can do a specific job in your job search. To be effective, you will need to use multiple resources. Pinning your hopes on a single site will not maximize your effectiveness. In addition, trying to hit every site is impossible. We will give you a roadmap for how to approach a search as efficiently as possible using a wide range of tools.

Job Boards - The most common tool job seekers use are job boards. We will outline a few you should consider (and probably already are using). More important than which sites to use, we will show you how to build a strategy to use job boards effectively.

Job Aggregators - These sites pull job postings from thousands of sites and republish the information. They offer an extremely efficient way to search for jobs, and we will show you how to integrate job aggregators into your search strategy.

Networking Sites - Everyone talks about the importance of networking in a job search. Most people do a poor job of networking, if they do any networking at all. We will show you a few sites and techniques to make your networking efficient and effective.

Corporate Research Sites - You need to do your homework on the companies you are pursuing. This will help you tailor your approach to the company's values, goals, and needs, and in turn, improve your chances of getting hired. We will show you some resources to make this research process quick and easy.

Job Search Advice - You will have questions during your search and will need to develop new skills. Resume writing and interviewing are not skills that we are born with. You need to work and practice to master them. Having a good source for advice can be an invaluable resource, and we will show you a few places to turn.

The first Web sites job seekers turn to when starting a search are the job boards.

Job boards show the jobs companies are actively advertising. It would be great if we could just scan the ads, pick a job, and go to work. Getting hired is a lot tougher than that. Scanning job postings does offer a significant benefit to your search. You will find real opportunities that are a suitable match for your goals. You will also gain information about the job market.

Picking the job boards you will want to track can be a difficult decision. There are too many to try to go to all of them. You need to be very selective. Knowing how companies advertise their job postings can help you prioritize which sites to watch.

When a company decides to fill a position, they want to find the best person, as fast as possible, while spending the least amount of money and time. In other words, they want to be efficient. For some companies, this is easy. The largest, most respected companies have tens of thousands of job seekers who visit their sites daily to check the job postings. For the other millions of businesses, life is tougher. They have to find advertising mechanisms that are efficient and effective.

There was a time when the most efficient ads were in newspapers. Today, newspaper subscriptions have dropped and fewer people read the paper. The cost of posting jobs in newspapers has continued to be high. This has propelled the shift to online advertising, where the costs can be much lower while reaching a much wider audience.

Job boards offer companies a way to post their jobs. Most companies operate a company job board, posting the positions they have on their company Web site. This can be effective, especially for very large well-known companies. For many firms, the company Web site doesn't generate the traffic needed to ensure a large pool of candidates. Even the best known companies struggle to find enough candidates through their corporate Web site. To find additional candidates, companies look to other Web sites.

Big Job Boards

It is very likely you have visited the big job sites - Monster and CareerBuilder are the largest. Because of the volume of traffic they generate, these sites are some of the most expensive for employers. The sites also offer significant volume discounts. The cost of postings has led a large number of employers, typically small and mid-sized companies, to pick their primary posting site. The result is a different mix of jobs between these big job boards. There are some duplicates, but if you are only looking at one of the sites, you will be missing out on a lot of positions that only appear on the other site.

Other General Job Boards

After Monster and CareerBuilder, there are a number of sites trying to gain market share and become one of the dominant job boards. Hot Jobs, Jobs.com, and numerous others still offer employers exposure, but to a lesser extent. Some of these sites have discounted their postings to be more attractive to employers. This does two things - it boosts the number of employers using the site (a good thing), and it encourages less valuable positions to be posted (a bad thing). These less valuable positions can even include the “get rich quick schemes” and the “work from home” jobs that are really small business startups you need to fund yourself. For many job seekers looking for full-time employment, these postings are a distraction.

Specialty Job Boards

After the general job boards, there are a wide range of specialty job boards. For operations and supply chain careers, APICS is one of the largest. So, how can the [APICS Career Center](http://www.apicscareercenter.org) (www.apicscareercenter.org) with approximately 135 jobs compare to CareerBuilder with more than 100,000 jobs? A site like APICS offers a way to target your search to the specific type of jobs you want. If you are in the health care field, an IT professional, an accountant, or sales professional, APICS isn't going to help your search. You are only going to find production management, production control, materials management, and other similar positions.

This specialization offers a very efficient way to search. You know the jobs on a specialty site will be close to your goals. Another benefit of the APICS site is that the companies advertising on the site value the knowledge gained through APICS training and certifications. They are choosing the site to advertise because they want experienced APICS members. Other companies, who don't value APICS, won't post on the site.

Companies choose to use specialty sites to improve their efficiency. A big job board may produce hundreds of candidates for each job posting. Unfortunately, most of these candidates will be well outside the requirements of the position. It is so easy for a candidate to fire off a resume; some candidates apply to anything that sounds interesting. A specialty site cuts down on the number of completely unqualified submissions since only people in the career field are likely to visit the site.

Regional Job Boards

One other category of job boards includes regional sites focused on a specific geographic area. There are thousands of sites dedicated to a city, region, or state. These sites will only post jobs located within their territory. Some of the sites are run by community groups and charge very low fees, if they charge anything. This gives

companies a very inexpensive way to advertise locally. The largest “local” site is Craigslist. Craigslist is a classified posting board broken into a series of regional sites. Some companies use Craigslist actively for their job postings, since postings have been free (although recently some fees have been introduced). The downside of a free posting board is the volume of low-quality postings. You will have to sift through a lot of junk to find a posting that will interest you. Although a free local job board can be tedious to follow, it is important to monitor local job postings. No matter how well you know an area, it is likely there are companies you do not know that could be hiring for a position that would be of interest to you.

The Strategy

Armed with the knowledge of types of sites you should visit, you need to develop a strategy. Picking one job board or even a few at random, will not maximize your chances. You want to make sure you see every advertised job that is of interest to you. The only way to do this is to visit a number of sites.

Target Companies: Develop a list of target companies. Visit their jobs page regularly. You want to learn about new postings as quickly as possible.

Big Jobs Boards: Visit Monster and CareerBuilder regularly. Assess whether you want to add some of the other large national job boards to your search list.

Specialty Sites: Select job boards specializing in your industry. For operations and supply chain roles, you should use the APICS, Institute for Supply Management, Supply Chain Council, and other job boards from industry groups. You should visit these sites and decide which will be the most valuable to you.

Local Sites: Identify the major regional sites that cover your area and visit these sites regularly.

In total, you should have a list of 10-25 job boards to check. These are likely to include 5-10 companies, 2-5 big job boards, 2-5 specialty sites, and 1-5 local sites. Prioritize these with a schedule. Some you will check daily, others a couple times a week, and the rest weekly or biweekly.

With this strategy, you will identify almost all of the opportunities that fit your goals. Unfortunately, checking a handful of sites cannot guarantee you will find everything. There is a chance some jobs will slip through the cracks. To find these, we will use another tool - the Job Aggregators.

JOB AGGREGATORS

Job aggregators are like search engines for jobs. They crawl thousands of job posting sites and republish the jobs they find. This enables a person to conduct a single search, but get exposure to a very large portion of the jobs out there. The two largest job aggregators are Indeed.com and SimplyHired. Both are very good sites. There are a few other aggregators, and we're likely to see more created in the future.

The job aggregators index more jobs than any other site. On a typical day, Monster and CareerBuilder might see 10,000 to 20,000 new postings. Indeed averages well over 100,000 postings per day. The way it does this is by copying the postings from as many other sites as it can.

You may be thinking, "If Indeed and SimplyHired index almost every job, why do I need the job boards?" In a perfect world, we would be able to go to a single site for everything. Unfortunately, there are some drawbacks to the job aggregators. To understand these drawbacks, you need to understand how aggregators work.

A job aggregator visits a Web site regularly and copies any new information posted. Each job board, whether a company site, national job board, specialty site, or regional board, has a specific design, and these vary from site to site. Some list salary information, many do not. Some sites classify manufacturing as an industry, others break this down into dozens of specialties. The number of fields and the content of the fields used on each site are far from consistent. This makes it extremely difficult for a job aggregator to consistently repost the information and make it searchable.

On a site like CareerBuilder, you can search by industry, job category, job type, salary, company, job title, location, and keywords. On a job aggregator, you need to search with the location and keywords only. There are other search options available, but they are typically not very effective.

Anytime you are limited to a keyword search, you will encounter challenges with eliminating the jobs you don't want from the search without losing the jobs you do want. This can be a problem if you are using a keyword list different from the keywords used by an employer. For example, you may search jobs seeking ERP experience, but the company posting the perfect job for you uses the term MRP in all of its job postings. These are similar enough you probably want to see both, but may not think of every variation of every keyword a company could use. This can cause you to miss jobs on the job aggregator site that would be easier to find on a traditional job board.

For this reason, you cannot abandon the job boards. You need to use both job boards and job aggregators in a complementary manner.

One final drawback of the job aggregators is the quality of the information. The first problem comes in with the low value jobs. Although the sites try to screen out

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postings that are not real jobs (the get rich quick scheme types), it is an automated system and junk does slip through. This can be frustrating, but the sites add enough value to make up for this. Another source of “junk” comes from older postings. Because the job aggregator is reposting information from other sites, you will find situations where an old job is listed as a new job. This occurs when you have multiple sites reposting the same information. For example, Widget Inc. posts a production supervisor job on the first of the month. A job aggregator picks up the posting the next day. A regional job aggregator then picks up the reposting three days later. Another site picks that posting up a few days later... and so on. Now, a month later, the original job aggregator finds the same job newly posted on a site and copies the information to repost it. The result is the job aggregator, a month later, reposts the job as new. The sites work to minimize this, but it does happen - so be careful.

Alerts

One of the greatest benefits of Indeed and SimplyHired are the e-mail alerts. You can create a much targeted search and save it as an alert. Any new postings that match your search will be e-mailed directly to you. This can be extremely powerful. If you create a series of targeted and specific searches, searches that may only yield a few postings a day or less, you will ensure you are notified when your ideal job is advertised.

The Strategy

There are two primary strategies you can adopt for your search. You can use the job boards as your primary search vehicle and the job aggregators as a backup, or the other way around.

If you use the job boards as your primary tool, you will build a search plan similar to the strategy outlined in the Job Boards section. You will then create a series of job alerts on one or more job aggregators (one is probably enough since the bulk of the information on Indeed and SimplyHired is duplicative). Try to create at least five alerts, and possibly a lot more. You want these to be very specific. Each alert might only send you a few jobs a week. The goal is to create a set of alerts to ensure you don't miss an ideal job. You are going to see the bulk of the positions on the job boards. The alerts are just a safety net catching really important listings that might fall through the cracks.

If you use the job aggregators as the primary tool, you will want to still check the job boards regularly. You don't want to miss a job because your keywords don't match the keywords of an employer. With this strategy, you will create alerts for your ideal positions. You will check the job aggregator every day for new positions. Finally, you will check each job board in your list every few days or weekly.

We've all heard the advice. You need to network to maximize your job search chances. Despite this, few people know how to network and most people fail to do much if any networking. Networking is not asking your friends for a job. You need to do a lot more to maximize the value you can get from networking. Fortunately, there are a number of online tools that will make the process easy.

The growth of social networking sites has provided a significant opportunity to job seekers. You can maintain relationships, find old coworkers and friends, and build on the relationships you have. This offers an incredible opportunity for job seekers. Unfortunately, many fail to capitalize on these resources.

Stigma

One of the main reasons people fail to network effectively in a job search is the stigma attached to being unemployed. A lot of people isolate themselves. They interact less with their friends and associates when they are out work, instead of stepping up the level of interaction. There is no magic bullet that will get you over this. You just have to do it. Stay in contact with people you know. Your friends want to help you.

It is important to remember that losing a job does not remove everything you have accomplished in your career. Many people tie their identity to their jobs. Without a job, they feel lost and their self confidence drops.

Your friends and associates will not reassess your value simply because you aren't working. Would you end a friendship because your friend lost a job? Of course not. The people you know will want to help you, and they are likely to remember your strengths and accomplishments more than you will. Reach out to them. They will help.

What Can Your Network Do?

Another challenge people face when networking is knowing what to expect. It is very unlikely that you will pick up the phone, call a handful of your friends, and immediately land a job. In a booming economy, this might happen for a few people, but today, you can't expect it to be that easy. There are three important things your network can do for you.

Identify Opportunities: You should let the people in your network know you are looking for a job. They can inform you of opportunities they see, especially with their employer. Knowing when a position opens up can give you the first shot at the job before a lot of other job seekers learn of the position.

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Research Opportunities: When you identify a position, you will want to learn as much about the job and the company as you can. Job descriptions are usually very brief and vague. They will not tell you the key priorities of the hiring manager or subtle details of the company culture. As you research a position, you should ask your network if they know anyone working at the company and ask for an introduction. You can then learn details you can use to gain a competitive edge in the hiring process.

Develop an Advocate: As you network and research an opportunity, you may develop a good relationship with someone inside the company. This person can become an advocate for you. Anytime you can get a person inside a company to recommend you to a hiring manager, your odds of getting hired go up. One research study found your odds increase by 70 times if you are referred by a current employee for a position. Not only will your contact help you get in front of the key decision maker, the contact can also coach you on how to present your resume and how to interview. This advice can be invaluable and give you a substantial advantage over your competition.

The Tools

There are a number of Web sites that can facilitate your networking and make your efforts more productive. The primary two sites you will want to explore are Facebook and LinkedIn. There are tons of other social media sites. Any site that helps you build relationships and interact with other people can help your job search.

Some people have dozens of social media accounts, such as Twitter, Digg, Bebo, Flickr, Plaxo, StumbleUpon, MySpace, Xing, Reddit, Flixster, Classmates, Ning, and hundreds of others. Some of these sites are designed to foster a specific type of interaction. For example, Digg and Reddit are sites that foster sharing, ranking, and interacting about news stories. These sites may help you develop relationships, but they may prove difficult to convert into an effective job search networking strategy.

The two sites that are most likely to help you are Facebook and LinkedIn.

Facebook is the giant of online networking. There are more than 400 million active users on Facebook. The stats on the activity on the site are staggering:

- 3 billion photos uploaded each month
- 5 billion pieces of content added each week
- The average user spends 55 minutes on Facebook each day
- The average user has 130 friends on Facebook

These stats point to one key conclusion: If you want to find someone, they are probably on Facebook.

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This is critical to your job search. Think about everyone you went to school with, from elementary, to middle, to high school, college, and post graduate. Add in all the coworkers you have had. Add to that your extended family and the friends and neighbors you have had. The total is easily in the hundreds, and probably in the thousands of people. If you are like most people, you have lost touch with most of this group. Facebook makes it easy to find and reconnect with these people. Even more powerful, each of the people you know has a network as big as yours. The people who can help you number in the tens of thousands...if you build, maintain, and use your network.

Networking takes a little work, but technology enables you to maximize your productivity. Calling your closest friends and family, one by one, and asking for a job may not yield any results and is likely to be very time consuming. A more effective strategy is to ask your online network members if they know anyone inside a company you are targeting. With a large network, it is likely someone you know will know someone who can help you. A single question on your Facebook wall, posed to your friends, can immediately lead to the internal advocate who can improve your chances of getting hired by 70 times.

Facebook is the largest site, but it is not the only one. MySpace is another huge networking site, and there are thousands of others. If you are going to only use one, check out Facebook. It will give you the most exposure. Remember, though, Facebook is a social site. The vast majority of interactions is personal and do not have a business or career purpose.

LinkedIn

If you want a purely business related networking site, LinkedIn is the answer. LinkedIn allows you to create a profile that is essentially a summary of your resume. You have a lot more flexibility in what you present on your LinkedIn profile, and the profile can be much more personal. For example, you can talk about your interests and motivations in your profile, while a resume focuses on what you have done.

LinkedIn has approximately 65 million members. This is dramatically lower than Facebook and a few other networking sites, but don't let the total number of users make you think LinkedIn is less valuable. The benefit of LinkedIn is the demographics of the users - they're almost all business professionals, and many are in mid- to senior-level management. In fact, nearly 50% of LinkedIn users are in management roles, with nearly 1 in 7 coming from the executive suite.

LinkedIn offers users the potential to establish relationships, reconnect with past associates, and leverage these relationships for a business purpose. LinkedIn is not designed to foster chit-chat or share photos of your kids. It's designed to help people maximize their business relationships.

The ability to build new business relationships on LinkedIn is so powerful; two of the largest demographics using the site are salespeople and recruiters. For years, the people who need to find and make contact with key people have used the site. There are hundreds of thousands of recruiters on LinkedIn looking for you. You should make it easy for them to find you.

How to Use LinkedIn

Hopefully, you are convinced you need to be on LinkedIn. If you aren't, go back and reread the last few paragraphs - your competition is on LinkedIn and you should be there too.

Now that you are on LinkedIn (or will be soon), how are you going to use it? The first step is creating a profile and start building links. A link is a direct connection between you and another LinkedIn user. LinkedIn will not allow you to see everyone's profile (at least not initially). You can only see the profiles of your direct contacts, their contacts, and their contact's contacts - three connections out. So, if you join and have no connections, the site is pretty much worthless. Find people you know and connect to them.

As you build connections, you can invite them to write a recommendation for you. The recommendations get posted to your profile for others to see. Think about how powerful it is if you are pursuing a job and the hiring manager reads your LinkedIn profile, only to find your last three direct supervisors have written glowing recommendations for you. Do you think the hiring manager is going to be impressed?

Now that you have a good profile, a few connections, and a few recommendations, you can start using LinkedIn in your job search. Passively waiting for people to contact you may eventually work (if you have years and years to wait), but if you are an active job seeker, you will want to be proactive. This is where LinkedIn can be really powerful.

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When you identify a job you want - perhaps a manufacturing manager position at Widget, Inc., you can then use LinkedIn to find people who can help you. Search the current employees of Widget, Inc. to learn about the company culture and key challenges in the business by reading their profiles. Find past employees and ask them about the company and the location you are considering (remembering a small percentage of past employees may hold grudges against a former boss and be overly negative). Then, once you have done some research, try to find an advocate in the company that can help you. This could be the manufacturing manager in a different facility. Learning how that individual got hired can give you an edge in the hiring process.

LinkedIn will also help you find jobs that do not exist yet. With startups, the company will often have needs for a long time before it has the money to actually hire. You may uncover one of these needs by contacting past associates. A former boss who respects you and is now trying to build a startup may hire you without conducting a job search if the boss knows you are available. Using LinkedIn to reestablish relationships can open doors to opportunities before the opportunity even exists.

Once you identify an opportunity, you need to research it. Every company has a different corporate culture and different priorities. If you try to market yourself to every company the same way, you will not be as successful as you would be if you tailored your approach. This is the same as any other sales situation, and the reason why the biggest marketers - car, soda, beer, and other companies - run completely different ad campaigns simultaneously, and tailor which campaign shows in different places. For example, advertisers often run different ads on different cable channels due to the differences in the viewers. You need to do the same in your job search with your resume and your interview answers.

You also need to learn about the company as part of your due diligence. Do you want to join a company that announced last month that it is going bankrupt and may need to lay everyone off? Do you want to join a company with significant legal troubles that could stigmatize your resume (similar to the challenges Enron and Arthur Andersen employees encountered shortly after those companies folded)? You may choose to work for a company with significant problems, but you should know what you are getting yourself into.

You also need to prepare for the interview questions about the company. Some interviewers will quiz you on what you know about their company. If you don't research the company, you will demonstrate a lack of thoroughness and will significantly hurt your chances.

The Company Web Site

The first place to turn when researching a company is the company's Web site. The Web site will tell the story the company wants customers and investors to know. This gives some good insight into the values and priorities of the company. Read everything in the About section of the Web site. Then, go to the News section and read recent press releases to see what is happening at the company.

Public Companies

Researching public companies is much easier than privately held companies. Public companies need to file financial information with the Securities and Exchange Commission (SEC), and this makes it much easier to learn about the company. Yahoo! Financial makes it easy to search for basic financial results, press releases, and information on competitors. There are a lot of other financial Web sites with the same information. Find one you like and use it to research the company.

SITES FOR CORPORATE RESEARCH

Edgar is the system used by the SEC to store filings made by public companies. It is free to use and enables you to retrieve any filing from a public company. The filings you should focus on are the 10K and 10Q. A 10K is an annual financial filing, similar to an annual report. The 10Q is similar but only has information for one quarter. The SEC filings are all text, with no photos. An annual report is much more attractively designed, but all of the data from the annual report will be in the 10k or 10Q.

Hoovers

Hoovers is a division of Dun and Bradstreet, a company that tracks the financial strength of companies. You can order a report from Hoovers on a company (costs range from \$40-180) and learn a ton about the credit worthiness and market position of the company. Buying research like this is not practical for every job posting you find. Consider it like a reference check on the company. If you are thinking about taking a position with a privately held firm and want some independent information on the company, buying a report like this may be your only option.

Message Boards

There are a number of message board sites where you can hear the opinions of other individuals about a company. The message boards on Yahoo! Finance discuss companies, with a focus on the stock performance.

Another message board to review is Vault.com. Vault is a posting site for employees and former employees to discuss their experiences at the company. You can research a company and learn a lot from the insiders. Much of the posting information is related to the hiring process, compensation plans, and working conditions. Learning details of the hiring process can give you an edge when interviewing. Vault also offers a number of resources for researching industries and career fields.

Answer Sites

There are a number of Web sites where you can post questions of the community. Most social media sites offer some type of posting board. LinkedIn offers one of the best Answer communities, where you can ask questions about specific companies during your search. Yahoo also has a very large Answers community.

Warnings

With all of the social media sites, you need to take every opinion and piece of advice with a grain of salt. It would be great if everyone who posted information was an expert and was posting for purely altruistic reasons. The truth is, many people only have limited information on a company and some have an agenda they are promoting. In the worst cases, a person's agenda may be in direct conflict with your goals. For example, one CEO hid his identity and posted negative comments on the message boards of competitor companies. His goal was to drive down the stock price of those companies so he could buy the companies at a lower cost. This behavior is extremely unethical, and possibly illegal. In other situations, a former disgruntled employee might post negative comments as a way to "get back" at the company. The venom and hate from a person like this can make a good company sound like a torture chamber. Look for a variety of postings that corroborate an opinion and try to validate these opinions by talking with people directly who know the company.

If you use one of the Answer sites to post a question, remember everyone can read your question, including the hiring manager with whom you are interviewing. It is routine for a hiring manager to Google a job seeker's name. If you post a question, keep it professional.

Very few people are “Professional Job Seekers.” It is likely you conduct a job search infrequently, with years (or decades) between your searches. Although a stable career with infrequent job searches is a good thing, it doesn't offer a person a chance to master the job search skills they need to stand out. You have probably experienced this. Just when you get comfortable interviewing and were starting to get good at it, you land a job. Then you forget almost everything you learned and have to relearn it during your next job search.

This can be frustrating and inefficient. As a job seeker, you need to maximize your performance in your search. Fine-tuning your resume and improving your interviewing skills are critical. The fact is the best candidate rarely is the one who gets hired. Candidates who get hired are the ones who do the best job of selling their background and potential.

There are a number of resources available to help you improve your job search. Check these out and improve your job search skills.

APICS

APICS offers a variety of resources to help you in your job search. There are articles on specific job search topics. APICS also offers the *Market Yourself: A Guide to Resume Creation and Job Search for the Operations Management Professional*, an excellent tool to give you advice on a wide range of topics. In 2010, APICS introduced the Ask the Career Coach column, enabling members to submit questions about job search topics to an experienced coach.

Job Boards

The big job boards have invested a lot in trying to make their sites a one-stop shop. They want to keep each job seeker on their site as long as possible. To do this, they all offer libraries of articles offering job search advice. Some offer interesting tools like interview question databases to help you prepare for an interview.

Quintessential Careers

[Quintessential Careers](http://www.quintcareers.com) (www.quintcareers.com) claims to be the most comprehensive career development Web site, and there is a good reason for this. Its site has more than 4,500 pages of articles, advice, and tools to help your job search. If you want to read up on a job search topic, you are likely to end up on the QuintCareers Web site, whether you plan on it or not. With such a breadth of articles, a typical Google search on a career topic will usually lead you to the site.

Secrets of the Job Hunt

[Secrets of the Job Hunt](http://www.secretsofthejobhunt.com) (www.secretsofthejobhunt.com) is a social media site dedicated to providing advice to job seekers. A large number of the users are recruiters who contribute content to the site. You can participate in a discussion or post your own content. You can also post questions and will often get very detailed answers from members of the community. The archives offer a ton of articles and discussions on job search topics to help you in your search.

LinkedIn Answers

LinkedIn offers an excellent question and answer site. You can pose questions about your job search, and you are likely to get a lot of well thought out answers. You can also use this site to read past questions that are archived. Many of the recruiters, HR professionals, and hiring managers who are active contributors will provide links in their answers to Web sites offering more information. Even if you never post a question, this can be a great research tool if you read past questions and answers.

Google

How did we do research before Google? There are thousands of careers sites, blogs, advice columns, and other resources on the web. When you have a question, Google it. There is a good chance someone has asked the question before on a community site and generated a significant discussion. All you need to do is find the discussion.

What Advice to Trust

Many job seekers have expressed frustration about the range of career advice. For example, one site may recommend never having more than a one-page resume, another will say two pages is OK, while a third will recommend writing as much as you want. What is the “right” answer?

Unfortunately, there isn't a “right” answer. The problem is that every hiring manager is different. A two-page resume may be perfectly fine for the majority of hiring managers, but if you send it to the one person who hates resumes over one page, you're toast. You can never know what the perfect way is to sell your background and potential to each individual hiring manager. Even if you could, you can't tailor your resume for each person within a company - you can only submit a single resume.

SITES FOR JOB SEARCH ADVICE

So, what do you do and who do you trust? First, make sure you are reading about an industry similar to the industry you are pursuing. Job search advice for operations and supply chain roles will be different from the advice for a graphic designer, health care specialist, or IT professional. Second, don't take any advice without assessing the rationale behind the advice. Think about why a hiring manager will be impressed by a tactic, and consider how hiring managers assess candidates. Third, find corroboration for the advice. Do a little more research and see if you can find other experts making the same recommendation. If you are thorough in your research, you will find the advice you need.

Expert Assistance

Adopting a DIY approach to your job search can work. Most job seekers conduct their search on their own. You don't have to do everything yourself, though. There are expert resume writers and interview coaches who can help you improve. Just as you might hire a consultant to teach your team how to implement Lean, Six Sigma, or 5S, you can hire a consultant to help you with your job search. There are a wide range of coaches and resume writers. Some are partnered with big careers sites, most operate independently. If you want help, find someone familiar with operations and supply chain careers who you can trust and work with.

SITES MENTIONED IN THE REPORT

Job Boards

[CareerBuilder](http://www.careerbuilder.com) - www.careerbuilder.com
[Monster](http://www.monster.com) - www.monster.com
[Hot Jobs](http://www.hotjobs.com) - www.hotjobs.com
[Jobs.com](http://www.jobs.com) - www.jobs.com
[Craigslist](http://www.craigslist.com) - www.craigslist.com
[APICS](http://www.apicscareercenter.org) - www.apicscareercenter.org
[ISM](http://www.ism.ws/) - www.ism.ws/
[Supply Chain Council](http://www.supply-chain.org) - www.supply-chain.org

Job Aggregators

[Indeed](http://www.indeed.com) - www.indeed.com
[SimplyHired](http://www.simplyhired.com) - www.simplyhired.com

Networking Sites

[Facebook](http://www.facebook.com) - www.facebook.com
[LinkedIn](http://www.linkedin.com) - www.linkedin.com
[Twitter](http://www.twitter.com) - www.twitter.com
[Digg](http://www.digg.com) - www.digg.com
[Bebo](http://www.bebo.com) - www.bebo.com
[Flickr](http://www.flickr.com) - www.flickr.com
[Plaxo](http://www.plaxo.com) - www.plaxo.com
[StumbleUpon](http://www.stumbleupon.com) - www.stumbleupon.com
[MySpace](http://www.myspace.com) - www.myspace.com
[Xing](http://www.xing.com) - www.xing.com
[Reddit](http://www.reddit.com) - www.reddit.com
[Flixster](http://www.flixster.com) - www.flixster.com
[Classmates](http://www.classmates.com) - www.classmates.com
[Ning](http://www.ning.com) - www.ning.com

Research Sites

[Yahoo! Finance](http://finance.yahoo.com/) - http://finance.yahoo.com/
[Edgar](http://www.sec.gov/edgar/searchedgar/webusers.htm) - www.sec.gov/edgar/searchedgar/webusers.htm
[Hoovers](http://www.hoovers.com) - www.hoovers.com
[Vault](http://www.vault.com) - www.vault.com

Advice Sites

[APICS Career Center](http://www.apicscareercenter.org) - www.apicscareercenter.org
[Quintessential Careers](http://www.quintcareers.com) - www.quintcareers.com
[Secrets of the Job Hunt](http://www.secretsofthejobhunt.com) - www.secretsofthejobhunt.com
[LinkedIn Answers](http://www.linkedin.com/answers) - www.linkedin.com/answers
[Yahoo! Answers](http://answers.yahoo.com/) - http://answers.yahoo.com/

ABOUT PALLADIAN AND APICS

About Palladian

Palladian International is led by individuals experienced with recruiting and hiring, both within corporations and recruiting agencies. We understand what makes a job seeker successful and how most job seekers make mistakes to kill opportunities. We developed a suite of coaching services to help job seekers stand out from the competition. We also publish instructional guides to help job seekers learn the skills they need to be successful in a job search.

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About APICS

APICS The Association for Operations Management is the global leader and premier source of the body of knowledge in operations management, including production, inventory, supply chain, materials management, purchasing, and logistics. Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications, comprehensive resources, and worldwide network of accomplished industry professionals.

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APICS Mission

APICS builds knowledge and skills in operations management professionals to enhance and validate abilities and accelerate careers. We help our members and their organizations successfully compete and build a stronger global economy.