

How to Use Job Boards Effectively



The first and sometimes only resource used by most active job seekers is the job board. And why not? Job boards are free, straightforward, a great source of helpful advice, and best of all, there are literally dozens of them. Job boards allow you to play the numbers game: getting your resume out to as many places as possible and attracting as many recruiters as possible. The trick is to make the most of this readily accessible career boosting resource.

There are two main ways a savvy job seeker can use job boards: hunt and post.

The Job Hunt

If you're actively looking, you're a hunter. Your most important tool in any job board is the Search or Keyword feature. Learn to use it well. Most job seekers search only by job title or location. Most quality job boards will allow you to search by job categories or industries. Still others let you search by company, if your job search is that specific. Some even let you save your searches so you can run them again. If you prefer, you can run saved searches daily.

Posting your Resume

If you're passively looking for a new job or a new career, job boards can be a great tool as well. Job boards are great for getting your resume out there in the internet ether. By keeping an up-to-date resume on various job boards, you make yourself easier to find. Essentially, you make the job find you. Many employers find candidates to be more appealing if they are not actively looking for a new job, but are open to change.

More than Hunt and Post

Job boards are more than just a place to look for available openings or posting your resume. They can aid you in your career plans as well. They have other tools for candidates who are looking for more than just a list of jobs. Job boards typically have useful articles on the job search process, from how to create a great resume to how to interview effectively – and even how to use Job Boards. Many sites publish periodical newsletters which offer quick and easily digestible advice for the hungry job hunter.

Job boards can also help you find the right education if you're thinking of upgrading your skills or switching to a new career. Check out the listings of Career Fairs in and around your area.

Some of the larger boards have even more specialized sections. For example, Workopolis has a "Career Advisors" section, and Monster.ca has a section called "Own a Franchise."

Another useful tool job boards offer eager job seekers are Job Alerts. These are new or featured jobs which are automatically delivered to your inbox. Why is it helpful? Having new jobs automatically sent to you allows you to get ahead of the game.

The Little Guy

Larger job boards such as Workopolis.com and Monster.ca are rich with jobs but they're not the only ones out there. There are dozens of smaller, niche job boards in North America alone. They are especially valuable resources if the field in which you're looking is highly specialized. Feel like working for a not-for-profit? Try Idealist.com. Looking for retail jobs very close to home? There's Jobloft.com.

Niche job boards tend to have fewer applicants because they are targeted at specific people with particular expertise. So go ahead, post your resume - just remember to adjust your resume accordingly. Your resume is your ad, and you should change it to target the niche you're aiming for.

We've covered just the general uses of job boards... there's so much more for you to discover!