



CAREER VISION

Recruitment Trends

Most of us are aware that we can post our electronic resumes on large job boards such as Monster.com and Careerbuilder.com. What we may not be aware of is the emerging trend toward profile-based recruiting that employers are using to source candidates. According to iLogos Research, in 2002, 31 % of Fortune 500 employers allowed jobseekers to create and maintain a candidate profile on their careers website, up from 17% in 2001. This trend can be expected to continue in the future.

Profile-based recruiting permits employers to use a structured approach to electronically capture candidates' profile data; that is, the essential components of what is typically contained in a resume. This eliminates the high cost of managing duplicate candidate files, which occurs when resumes are stored electronically.

Employers and job candidates alike profit from profile-based recruiting. It offers businesses an efficient and effective way to store candidate relevant data to match job candidates with current openings. Once the employer defines the profile of skills, certifications and interests required for a given position, candidates can be sorted and matched against the criteria. Since the basis of selection is the candidate relevant data and not the resume, corporations can search and respond more quickly to their hiring needs.

There are other advantages as well. Profile-based recruiting also supports "job agent" functionality, which automatically sends email invitations to candidates who have information stored in the database, inviting them to apply for jobs that match their profile as they become available. This automated recruitment technology frees up time for the employer and keeps the candidate connected to future openings. By tossing your name into the talent pool of employers that you consider interesting, you may invite opportunities for yourself. Be sure to provide complete information about your skills and interests, and keep your contact information current.

© Copyright 2004, Career Vision. Article may be reprinted with permission.

Direction. Decisions. Satisfaction.

800 Roosevelt Road, E-200 • Glen Ellyn, Illinois 60137-5866 • 630.469.6270 tel • 630.469.6279 fax •
www.careervision.org