

Recruiters: Are you killing your profits with these strict guidelines and overkill job descriptions?

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By Regina Stevens

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I am in the beginning stages of developing an Information Technology job seeker newsletter profiling IT candidates who would like to work in the Atlanta, Georgia area. In my quest to find different job boards and forums I've noticed these statements made by some job placement companies:

"If you have been unemployed longer than 3 months, job hopping, or have worked extensively for contractors, please do not apply."

Well now...this makes me say "Hmmm". In the Information Technology field most of us fit into this mold because that is the nature of the beast. It is not because we want to job hop or work for 3 months – we want long term assignments. The truth is that in this day and age IT assignments are short term and difficult to obtain because of unreasonable requirements being set by folks who don't know that a System Administrator and a Website Designer are not interested in the same result nor have traveled the same educational roads for the most part. The ironic part about the statements: the companies that are imposing this criteria are supposed to be IT recruiters and they have loads of short term assignments available – go figure.

Yes, I hear complaints all the time about employers not being able to find qualified candidates. Well ask your recruiter this: "Is it possible to find one person who has all the skills I need or will I need more than one person?" Ask the recruiter to be upfront with you about what is necessary to fill your open position(s). Imagine asking for one person who can perform heart surgery, manage your facilities, custom-make your shoes, design a website, build a huge database with security, provide CPA services, etc. Does this one person exist? I think you get my point.

I know that employers want to get the most for their money, but with the IT job descriptions I have seen, employers are going to find themselves having to fix a mess in the near future – ultimately losing

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money. Wouldn't it be more advantageous to hire a System Administrator AND a Website Designer so that they can do what they do best for your company?

Regina Stevens is the CEO of Keep It Simple Websites (<http://keepitsimplewebsites.com/itemp.cfm>). She writes articles and tutorials for new computer users and articles about the IT job market.

Resume Distribution and Resume Posting Explained

By Rita Fisher, CPRW

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THE DIFFERENCE BETWEEN RESUME DISTRIBUTION AND RESUME POSTING SERVICES

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Resume Distribution Services

There are many resume distribution services on the Internet today. Basically, the way they work is that you pay a certain amount of money to them, anywhere from \$30 to \$200, and the resume distribution service will distribute your resume to their database of recruiters and employers.

Resume distribution services will let you choose your industry, geography, salary level and position title and based on these employment specifications, they will e-mail or fax your resume to those recruiters and / or employers who match your employment specifications.

The main thing to remember here is to TARGET your resume to only those recruiters and employer who match your employment specifications. You don't want your resume to be sent out to everyone in the resume distribution service's database because that will not help your job search and you will end up paying more.

Resume Posting Services

Have you ever visited CareerBuilder.com or Monster.com? I'm sure you have. These are called job search sites or job board sites. These are the sites where you can post your resume for free. You can also search for job openings on these sites.

Job search sites have clearly explained instructions on how you can post your resume to them. The reason for posting your resume to these sites is because that is how recruiters and potential employer will find you.

Two important items to remember when posting to job search sites:

1, You have to include industry keywords in your resume in order to be picked up by recruiters or employers. What are keywords? For example, if you are a Pharmaceutical Sales Representative, your

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keywords might be "mood stabilizing drugs", "Prozac", "Zoloft", "Paxil" etc. Just build these into your job descriptions and job accomplishments.

The reason why you want to include keywords in your resume is because both recruiters and employers will be searching for potential candidates by typing in certain keywords. (They are looking for someone with the kinds experiences your keywords convey).

2, The other important item to remember when posting to job search sites is that it is not an "active"

way of looking for work.

Only a fraction of all job seekers find employment via posting their resumes to job search sites. Job search sites have thousands if not millions of resumes in their databases so the likelihood of your resume popping up in front of a recruiter or an employer is very slim.

After briefly reviewing both the resume distribution and resume posting services, my professional recommendation is to use the first one: the resume distribution. The reason for my recommendation is that when you have a resume distribution service distributing your resume, it will be a TARGETED distribution, not a blind action in job search process (like the resume posting). To find resume distribution services, just go to google.com and put "resume distribution service" into the search engine. Good luck!

Rita Fisher, a Certified Professional Resume Writer, has received publicity for her work with job seekers on the Oprah Winfrey Show, in McCall's magazine and in many other media sources. Her professional resume writing work has been featured in "Gallery of Best Resumes" a book by Jist Publishing. You can reach her at <http://www.CareerChangeResumes.com>.

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