



Small Businesses Relying More on Online Job Boards Than Traditional Media Since Last Year, According to Study

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Pasadena, CA — HR managers at small businesses now use online job boards more often than other, more traditional recruiting tools, according to a study by the Inavero Institute for Service Research. The study stated that out of the 1,000 hiring professionals who participated in the study, more than 50% said that they relied on online job boards and other online sources for recruiting people. EmploymentCrossing, one of the leading job boards in the US, agrees that there has been a tremendous influx of job seekers to online sites like EmploymentCrossing itself.

“We give job seekers what they want,” says A. Harrison Barnes, founder and CEO of EmploymentCrossing.

“EmploymentCrossing consists of more than 90+ industry-specific job boards which cater to the needs of millions of job seekers around the world who seek jobs in various sectors like manufacturing, marketing, information technology, financial services, healthcare, construction, etc.”

According to the Inavero Institute’s study, people who seek hourly jobs or blue-collar jobs still conduct their job searches through traditional media like newspapers, while professionals usually prefer online job boards like EmploymentCrossing when conducting their job searches. The study also found that though hiring people through traditional media is relatively costly, online job boards can attract more than double the number of job applicants at a far lower cost.

The study also reviewed job applications coming from job fairs and compared them to the responses received from online job sources. It was found that even though job fairs provided the greatest number of interviewed candidates, only 4% of recruiters ultimately hired such candidates. Meanwhile, online boards generated a much higher rate of hiring, with 12% of recruiters opting to hire from an online source.

Barnes adds, “EmploymentCrossing posted a whopping 162,803 jobs in the last week itself. This is testimony to the fact that online job boards are way ahead today in terms of providing jobs when compared to traditional media. After all, where else can you find such a huge number of jobs all under one roof?”

According to Barnes, the top job types listed on EmploymentCrossing’s website are:

- Managerial jobs (204,522 jobs)
- Healthcare jobs (217,076 jobs)
- Information technology jobs (156,975 jobs)
- Engineering jobs (116,541 jobs)
- Accounting jobs (78,891 jobs)

“With a highly trained team of researchers who personally screen each and every job posted on EmploymentCrossing’s portals, EmploymentCrossing seeks out, edits, approves, and tracks an elite collection of jobs on an ongoing basis,” Barnes says.



Press Release

“EmploymentCrossing is not for everyone — we are exclusive and private, and only members have access to our job-opening research.”

Unlike other job boards that simply herd masses of job listings without looking back, EmploymentCrossing ensures quality and accuracy to prevent users from wasting time with outdated or filled jobs. There are more than 2 million job listings at present on EmploymentCrossing’s site, and the number of jobs is expected to receive a major boost in the coming days. For more information, log on to www.employmentcrossing.com.

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About EmploymentCrossing

EmploymentCrossing is a powerful and comprehensive organization dedicated to helping professionals find jobs that will enhance their careers. EmploymentCrossing consists of 90+ industry-specific job boards which consolidate every job opening they can find in one convenient location. The website also offers a seven-day free trial to new members.