



Job boards are not all they may seem

If you're in the market for a new career path, the chances are that you're thinking of posting your profile on an online job board, like Indeed, Monster, Total Jobs, eFinancial and others. One of the benefits of these boards is that there are a host of options to choose from.

On the other hand, a major downside of job boards is that.... there are a host of options to choose from. In other words, it's easy to feel overwhelmed when faced with the challenge of choosing a site or sites that will work best for you.



See...and be seen

Their shortcomings don't stop there. Another major downside to job hunting via online boards is that everybody is doing it. These platforms sell themselves as convenient ways for candidates to promote their particular skills set, so millions of job hunters are using them. In fact thousands of well-qualified competitors could be vying for the very job you're trying to secure. That's if you can find it in the first place. The search capability on most online boards is often clunky and poorly refined, making it difficult and frustrating to target opportunities in your specific sector.

So how do you give yourself real standout in this competitive job board environment? The answer is '*with great difficulty*'. Most jobs boards rely heavily on the traditional curriculum vitae, but a CV is a blunt instrument which reveals little detail about your innate skills.

It is also subjective and open to bias. For example, most Hiring Managers are already aware that 85% of the CVs they read will contain false or inaccurate information¹ (not your CV, obviously). The converse applies too – employers have been known to be economical with the truth when it comes to describing themselves to potential candidates.



The real you

At best, a CV will show your work history and touch superficially on your abilities and interests. What it won't disclose is anything about your personality or your inner qualities, such as your creativity, adaptability, drive, leadership, teamwork and organisation skills. This is important because, when it comes to finding the best fit for their company, more and more hiring managers are adopting a science-based approach to recruitment, using data-driven personality and cognitive insights gained from scientifically-backed assessments.

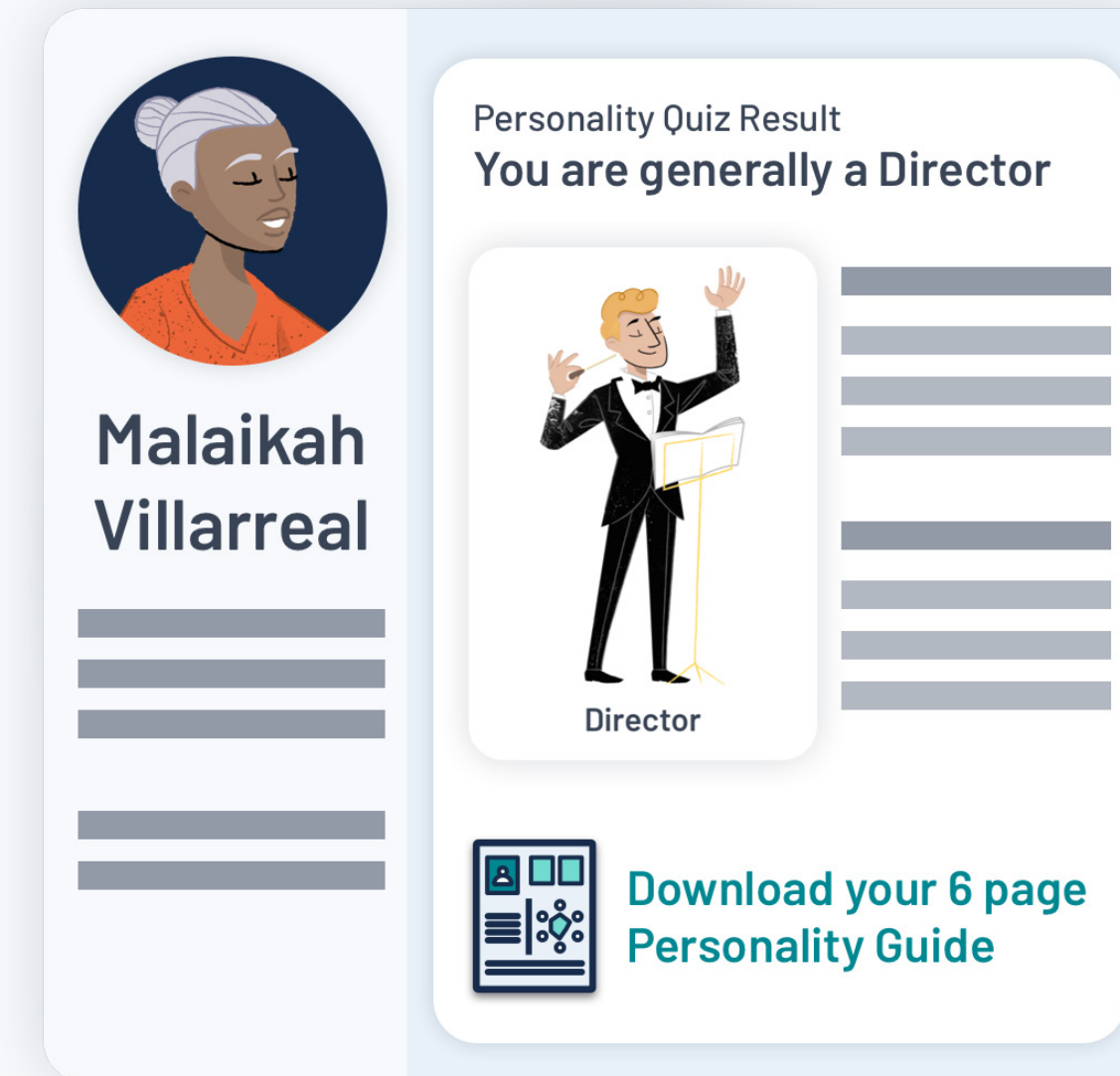
That is why you should seriously consider creating a bespoke personality and cognitive profile on a platform such as **PeopleHawk**. By doing so, you immediately open the way to giving recruiters an insightful and impartial understanding of why you're the right candidate for them to explore further.

On open view

Then there is the issue of privacy. Job boards, whether general or niche, are open to more or less anyone. This increases the chance of your details being seen by someone you would rather did not see them – such as your current employer – or your information falling into wrong hands through a breach of privacy. What is more likely is the mundane fact that your CV will simply get lost amid the vast sea of other CVs on the job board.

One of the biggest down sides to online boards is the flood of pestering follow-ups, junk emails and advertisements that they inevitably attract. So, once you have loaded your CV onto your job board of choice, be prepared for your inbox to be filled with a series of alternative job options, junk mail and get-rich-quick advertisements.

peoplehawk.com



Our advice

- **Do your research:** limit your posts to boards which specialise in what you are looking for. This makes it easier for recruiters to find you.
- **Use mainstream channels too:** when it comes to finding the job of your dreams, traditional networking still has its place.
- **Give hirers the information they need:** personality and cognitive assessments are game changers for the hiring process. By providing meaningful insights to who you are, you'll be better placed to achieve your career goals.

References

1. O'Donnell, J. (2017). 85 Percent of Job Applicants Lie on Resumes. Here's How to Spot a Dishonest Candidate. Retrieved from <https://www.inc.com/jt-odonnell/staggering-85-of-job-applicants-lying-on-resumes-.html>