

Thinking space paper No.16

Successful search for a job online

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How to start when looking for a job online? The seemingly endless possibilities the Internet offers, might feel overwhelming at first. Companies post job vacancies online; recruiters use professional online platforms to find fitting candidates. What is expected, what shall be taken into consideration, where to look for a job, how to present oneself? All these questions need to be answered to lead to the perfect match. This paper focuses on answering the above questions, shows opportunities the Internet search offers, and gives advice on how to best find a job online. Also, it provides an overview of (currently) interesting job websites in Spain, Italy, Greece, Poland, countries supported by the YES! project ¹.

Just like in the real world, in the online world you need to answer some important questions before you look for a job: What do I want to do the next couple of years? What is the direction I would like to head to and where do I want to be? If you don't know what you want, you will not get anywhere.

Next, you need to know what your strengths and interests are. What are your abilities, what would you like to do and offer? Thereafter think about how to best sell it. If you are not clear, it is advisable to seek help. While this is not different to the real world, the Internet offers much more opportunities to find what you are looking for. As this might be confusing, you need to be even clearer what you want.

Some of the adapted effectuation technique questions ("Bird in the hand principle")² that can be seen in figure 1 are used for entrepreneurs, but also fit very well into the search for one self's identity. Having answers to these questions simplifies the job search, as it concretizes it and emphasizes potentials. With clarity on the aspects above, the next step is to go online and use the information when creating online profiles on various sites.

In preparation for an efficient and effective job search, it is fundamental to have an updated curriculum vitae (CV) on hand when looking for a job online. Depending on the tools the candidate might use,

¹ *Young Entrepreneurs Succeed (YES!)* is a trust-based partnership engaging 8 public & private institutions from Germany, Greece, Italy, Poland, Spain, and United Kingdom with wide experience promoting entrepreneurship among underserved youth.

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² *Effectuation* - website for the purposes of sharing effectuation knowledge, inspiring others to apply our corporate effectuation body of knowledge in their daily business activities, <http://www.effectuation.nl/en/effectuation#/bird-in-hand-principle>, accessed 02.06.2020

creating an online profile on search platforms is advisable as it saves a lot of time to have the CV ready to be uploaded or copied into the profile beforehand.



Figure 1 adapted effectuation technique questions (“Bird in the hand principle”)

Advice on “How to boost online appearance” can be taken out of the Thinking Space Paper No.12³.

Not only for the CV development, but also for the online search it is good to know oneself well, in order to lead to the perfect fitting job (e.g. LinkedIn, Facebook), job boards (e.g. Monster), job search engines (e.g. indeed) or google are different tools that can be consulted.

- Networking sites show job offers in addition to contacts that work in the wished-for company and make the entry easier.
- Job boards are normally up-to-date and financed by the employers that post vacancies. Specific industry job boards support a more precise search.
- Job search engines accumulate the resources of different companies’ pages, job boards and more. They therefore offer a bigger variety but one needs to check their currentness.

³ © 2020 YoungEntrepreneursSucceed, *Thinking space paper No.12: Application process – how to boost online appearance*, https://youngentrepreneursucceed.com/space_category/job-placement/, accessed 09.06.2020

All these sites can be configured so that they regularly send relevant job suggestions via email. Again, it is essential to know what you are looking for to be reached out to with suitable offers. Well-known for wide-ranging searches is 'google' that can also be taken into consideration when looking for the right position. The table in figure 3 gives a general, not exhaustive but supportive overview of sites available in the four **YES!** countries.

Tip:

A quick look at interesting job offers show the essential qualifications that are looked-for, which then need to be added into the own CV as keywords.

Not only having a look at the candidates search side, but to also consider the employers side, it can be very helpful when uploading online applications. Sourcing programs like Airs Sourcepoint⁴ are used by hiring personnel as they can look for certain qualifications or aspects automatically without having to spend valuable time. Considering this, one needs to have another critical look at the CV and make sure all the keywords, job titles and skills are mentioned as it raises the chances to be found. Also, listing the accomplishments and keywords first, makes tracking for the fitting candidate easier and paves the candidate's way to visibility.

Next time looking for a search online, try to remember the summarizing checklist in figure 2 and let it guide you through the online application jungle.

- Checklist
- ✓ Know what you are looking for and what your strengths are
 - ✓ Prepare your CV (with keywords!) and upload it to various job offering websites
 - ✓ Make a list of your login-data to not forget/confuse it and to keep track
 - ✓ Let platforms send you emails with fitting job offers
 - ✓ Keep the search up-to-date! Interests might change over time.

Figure 2 Checklist for your search online

⁴ Doyle, Alison, 2011, Internet your way to a new Job (3rd Edition), Cupertino, USA, Happy About, p. 79

Country	Networking sites ⁵	Job boards	Job search engines	Other
Spain	Es.Linkedin.com	infojobs.net/ ⁶	Es.indeed.com ⁷ jobbydoo.es ⁸	experteer.es ⁹ adecco.es/ ¹⁰
Italy	It.Linkedin.com	infojobs.it/ ¹¹	it.indeed.com/ jobbydoo.it	adecco.it/ experteer.it Subito.it ¹²
Greece	Gr.Linkedin.com		https://www.xe.gr/jobs/ https://www.kariera.gr/ gr.indeed.com/	randstad.gr/ adecco.gr/ manpowergroup.gr/ ¹³
Poland	Pl.Linkedin.com Pracuj.pl ¹⁴	Gazetapraca, Pracazagranica ¹⁵ , further portals/job offer ag- gregators (e.g. Jooble, Adzuna, Praca.Money, Nuzle, Leto, Sercanto, Neuvoo)	Pl.indeed.com Aplikuj.pl ¹⁶	Lento.pl Gumtree.pl olx.pl ¹⁷

Figure 3 Overview of YES! country job search sites

⁵ LinkedIn as number one networking side is used world-wide and each country has its own link.

⁶ Infojobs.net is a subsidiary of Adeventa (international company compiling local digital marketplaces based in Norwegian, <https://www.adeventa.com/>, accessed 09.06.2020) has 34.000 job offers in 16 countries, founded in 1998 and works in co-operation with 550.000 companies looking for new talents.

⁷ World-widely used job search engine is indeed.com with the two-letter-country-code before the URL. Founded in 2004 and based in Standfort, USA it aggregates thousands of job searching websites in 60 countries, translated into 28 languages.

⁸ Job search engine (founded 2012 in Pavia, Italy, known as: jobbydoo/jobted) finding jobs in nine countries (amongst which are Spain and Italy), <https://uk.jobted.com/>, accessed 09.06.2020

⁹ Career and recruitment market place based in Munich, Germany, founded 2005. Experteer's first international expansion was in the UK and PAN Europe, in 2007. Individual country versions for France, Switzerland, Italy and Austria were launched in 2008. Further expansion in the Netherlands, Spain and US took place in 2009 (*Heinemann, Gerrit. "Erfolgreiche Internationalisierung Von Online Pure Plays. Web-Exzellenz Im E-Commerce: Innovation Und Transformation Im Handel, Pg. 221"*.)

¹⁰ Adecco in 60 countries, 34.000 employees, 5300 subsidiaries: connects vacancies to candidates. Main headquarters: Switzerland since 1996. Candidates can send/upload initiative applications for the agencies' portfolio to be contacted in case of a fitting vacancy.

¹¹ Job board "infojobs.it" is the Italian URL of infojobs.net, where applicants can upload their CVs search for job of diverse branches, <https://www.infojobs.it/>, accessed 08.06.2010

¹² Dig. company (Milan since 2007): selling, offering services and renting over 11 mil. users/month (comparable to Ebay.com).

¹³ Other websites or HR agencies (Randstad, Adecco, manpowergroup) represented online. Candidates can send/upload initiative applications for the agencies' portfolio to be contacted in case of a fitting vacancy.

¹⁴ Grupa Pracuj is one of the largest Polish private companies (Forbes, November 2017), supporting companies in the recruitment, retention and development of employees. 40 thousand customers from 40 countries, https://grupapracuj.pl/firma?_ga=2.22732667.1591915222.1591114239-1140420831.1591114239, accessed 02.06.2020

¹⁵ A Polish job board platform. Pracazagranica = "work on the other side of the border" offers jobs with concrete salary information, job description and jobs without having to have foreign language knowledge (only for team leader positions one needs these additional skills), <https://pracazagranica.pl/>, accessed 02.06.2020

¹⁶ The Aplikuj.pl portal enables employers and employment agencies to publish offers, and candidates to browse current advertisements from the region (over 1,700,000 hits/month, 515,000 active users/month. It provides candidates with useful tools free of charge, including templates of application documents etc., <https://www.aplikuj.pl/o-serwisie>, accessed 02.06.2020

¹⁷ Lento.pl, Gumtree.pl and olx.pl are platforms comparable to Ebay, (offering goods or services), <https://www.olx.pl/>, <https://www.gumtree.pl/>, <https://www.lento.pl/>, accessed 02.06.2020