

Revamp for job portal

As the Internet matures, the job seeker's expectation of online recruitment is changing and there is much room for improvement in this area for many online recruitment websites. A response to this is the new version of South African job portal Jobs.co.za that launched yesterday, Monday, August 2008.

Launched in 1997, Jobs.co.za is one of South Africa's oldest recruitment websites that has been under the new management of experienced online recruitment and Internet marketing professionals since 2008 (it was acquired by bidorbuy.com, the parent of the South African bidorbuy earlier this year). The new site Jobs.co.za has been designed for needs of small- to medium-size recruiters.

Says Jobs.co.za CEO, Gillian Meier, "It is no longer sufficient to simply advertise job vacancies online. Many job seekers now expect recruitment websites to provide personalised services to support their job search

“Job seeker-centric”

“Jobs.co.za differs from many other online recruitment websites in that its approach is to be highly job seeker-centric. The website is geared towards being extremely sophisticated but uncomplicated, thereby ensuring that it offers features and functionality that resonates with generational members.”

Jobs.co.za offers job seekers the option to create or upload multiple CVs within a secure profile, allowing a more customised targeted application to be delivered to the recruiter quickly and effortlessly.

The new Jobs.co.za job portal further introduces matching technology that supposedly accurately matches jobs to CVs, saving time for both seekers and recruiters. Comments Meier, "As with any search engine, it is vital that our keyword search terminology and technology returns the best possible accurate and meaningful results ranked by the most relevant and freshest matches to the search term used."

The job matching and search functionality will allow job seekers to receive real-time job preference notifications via an RSS feed or email and they will illustrate how closely the seeker's profile matches that of the job.

Web 2.0

As a further step towards introducing a Web 2.0 job hunting experience, job seekers are asked to rate the quality of the job advertisements placed by recruiters to encourage recruiters to provide more detailed, accurate and effective job criteria on their adverts.

Job Seekers are also encouraged to complete a poll demonstrating to the recruiter why they possibly did not reply to the job vacancy advertised online.

Says Meier, "We are committed to providing an engaging experience for online job seekers that will improve and grow as more job seekers become accustomed to using a job site that offers this level of transparency and interaction."

Interactive career advice will be offered through blogs, videos and many other services.

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