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Corporate Career Sites---The Bermuda Triangle of Resumes

Introduction

This is the results of what we learned from the recent survey on Corporate Career Sites---the places where energy firms post jobs and solicit resumes.

Like the Bermuda Triangle, it's a place where resumes and responses simply disappear.

We knew before we started the polling that most people are not enthusiastic about these sites. The data say that it's worse than that.

Comments ranged from:

Submitting a resume through such sites "actually hurts your chances of getting placed there" to

"didn't present me in a good light by not allowing me to stress aspects more important than the other."

Question 8 was "If you submitted a resume for a specific position, what response did you generally receive?"

No response:	27%
Automated response:	63%
Email requesting more information:	1%
Personal email from the company	6%
Telephone call from the company	4 %

Question 13:

Overall, how would you describe your feelings about these career websites?

<u>Answer</u>	%
Well worth effort required	2
Worth doing, even it doesn't result in a job	28
Total waste of time	38
Other Answers (generally negative)	18
No Response	14

Survey Details

Look on same website page as this report, and you'll find links to the actual survey details.

Conclusions and Comments

It Does Work, but for More Junior Applicants

For those who were looking for a new position (and not just shopping), **10% received** a job offer from the process that started with a resume submitted via website.

Most of these positive responses were more junior candidates with excellent credentials.

It can actually impede your campaign to work for a particular company

As a recruiter, we think these sites actually can create problems for candidates getting a new position from the company. One reason is that many companies feel that once they get a response and resume direct from an applicant, that resume “belongs” to the company. Recruiters cannot submit resumes for the same individual and get paid for the introduction. This embargo can last for a year or FOREVER.

So, there’s no incentive for the recruiter to work with you, introduce you to select hiring managers within the firm, or shepherd your resume through the human resources process.

So, the files of the company websites get fatter and fatter each year, and very little happens.

Why doesn’t the firm respond to well-qualified candidates, either upon first submission or subsequent matching of job to resume?

Junior or less-qualified human resource staffers are frequently assigned to this duty. It’s a great deal of work, requires some true understanding of what the job requires, and is best done by someone who’s incentivized to do a good job. This is seldom done effectively. Moreover, human resource departments are chronically undermanned, and this job of talent scouting on a systematic basis doesn’t get a high priority.

A number of my friends in human resources would love to do a better job, but there’s not generally the time.

Our position as a recruiter is never send your resume directly to these sites. Send them through a recruiter, or send them to an internal sponsor who in turn will get it to the right person. Or, if you don’t have a friend in the company, send it to the line manager who appears to have the type of work you want.

Highlights of The Survey

93% of all people surveyed visited these types of sites, even if they’re not truly serious about a new job. We all want to know what’s out there, and what various companies might offer in the way of jobs.

This same group visited as many as 6 or more sites, so the sites are reasonable well-reviewed.

For those who were truly seeking employment, 82% applied for positions.

Initially, no one received a personal email or phone call from the firm; it was all either dead silence or an automated acknowledgement.

In response to submitting a resume for a specific position, 12% received an email requesting more information, a personal email or telephone call.

After the initial submission and response, 37% got no further communication from the firm, 51% received 1-3 communications.

Wrapup

As recruiters, we don't think we are the only entry point to a company, but we're certain that these sites don't work to the advantage of the applicant or the company.

Our view—to be expressed in another article in the future--- is that job seeking requires the accuracy of a rifle shot, not the scattered approach of a shot gun. You need to target a specific position, write a resume for that job, get introduced to the hiring manager, and get feedback.

At best, anything short of this is of no value. More likely it can diffuse your job search, present you to a hiring manager in a less-than-flattering light, and stamp you as a commodity whose resume is being shopped to the entire world.

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