

Where The Jobs Are

Fortune 500 Job Postings on Careers Web Sites & Major Job Boards Summary

*An Internet Intelligence Report
by iLogos Research*

iLogos Research
a division of **taleo**



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About this Report

The choice for allocation of job postings online by major corporations is of importance to both jobseekers and corporations. Jobseekers should know where the most comprehensive job postings appear, and depending on individual job-seeking strategies, what the best method is to view them.

Where the Jobs Are presents the findings from an iLogos Research survey of the job posting practices of Fortune 500 companies on the corporate Careers Web site and major job boards. Study findings reveal the use of the corporate Careers Web site both in total volume of job postings, and in the number of Fortune 500 companies leveraging the Careers site and the major boards.

Who Should Read this Report

This report is of importance to both jobseekers and to corporations. Jobseekers will learn where the most comprehensive postings of the largest companies can be found as well as gaining information on strategies to optimize their job-seeking activities online. Corporations will better understand the role of the corporate Careers Web site and examine the allocation of online sourcing budgets.

The audience for *Where the Jobs Are* may include:

- Vice President of Human Resources
- Director of E-recruiting
- Heads of HR/Recruiting
- Corporate Recruitment Managers
- Recruiting Sourcing Managers
- Jobseekers
- Analysts

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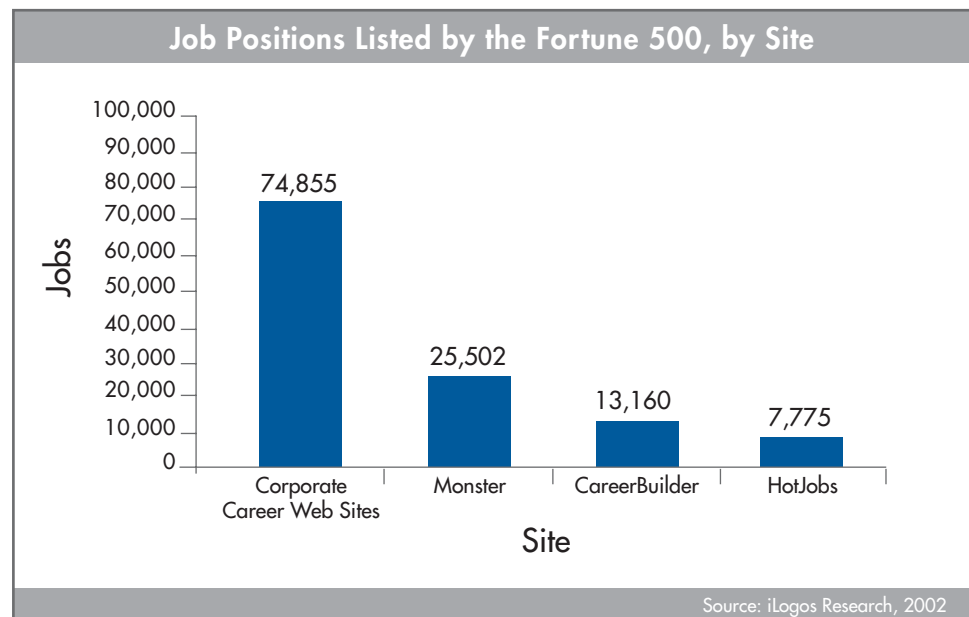
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Executive Summary

Job boards may garner the preponderance of media interest and recruitment advertising spending to date, but do they in fact post the greatest quantity of open job positions available at the largest U.S.-based companies? Do they represent the most efficient place to find jobs for jobseekers, and candidates for corporations?



iLogos Research surveyed job postings on Fortune 500 companies' corporate Careers Web sites and on the three major job boards to find out "Where the Jobs Are."

The survey found a total of almost 75,000 individual job positions were listed on the Careers sites of the Fortune 500 companies. Fortune 500 companies publicize more open job positions on corporate Careers Web sites, by a factor of nearly three to one over the largest job board sites of Monster, CareerBuilder, and HotJobs.

81 percent of Fortune 500 companies are posting on the corporate Careers Web site, compared with 51 percent for Monster, 43 percent for HotJobs and 22 percent for CareerBuilder.

Jobseekers' strategies should include:

1. Target employer(s) of interest; go directly to corporate Careers Web site to view most comprehensive job listings and research information on company.

2. To identify employer(s) of interest, use search functionality of large job boards to sort opportunities by location, by job function or industry. Then verify current and additional job postings on corporate Careers Web site.
3. Provide information to corporations in digital format only in order to streamline the recruiting process and communications (no fax or postal mail).
4. To be best distinguished as a candidate, use application tools such as profiling questionnaires to the fullest.

Corporations' strategies should include:

1. Use the corporate Web site for all job listings.
2. Monitor spending and productivity per source through automated source tracking.
3. Further streamline processes through implementation of robust back-end systems.

iLogos Research predicts that it will become a common corporate practice to list all available positions not only to the corporate Careers Web site, but also to the company intranet.

New job aggregators, such as DirectEmployers, have the potential to disrupt the job board industry if they are successful at creating a brand among jobseekers. They already post a greater quantity of Fortune 500 jobs (compared to the major job boards), and provide direct access to the corporate listings.

Companies will pay increasing attention to optimizing the Careers Web site. Most efforts will focus on integrating the corporate Careers Web site with back-end staffing management systems. Benefits of implementation will include faster response to highly time-sensitive quality candidates.

Leading companies will place the corporate Careers Web site at the center of a Web of online services – the staffing supply chain – that may include job boards and also background checking, response management and talent relationship management.

How to Order *Where the Jobs Are*

Where the Jobs Are may be ordered online at <http://www.ilogos.com> or by calling Corinne Belanger at 1+418-524-5665 x266

In electronic format (.pdf file), Where the Jobs Are is USD\$95.

A print version of the report is USD\$195 +\$25 shipping & handling.

Additional publications from iLogos Research include:

Global 500 Web Site Recruiting, 2002 Survey

Study reports corporate Web site recruiting has reached saturation among large global corporations.

(Free Download)

Trends in Fortune 500 Careers Web Site Recruiting

This report presents a view of the ongoing levels of implementation of best practices among the Fortune 500 in 2001. As well, the report gives a clear explanation of the nuances and implications of the adoption of specific best practices.

(Available by order)

Best Practices for European 500 Career Web Site Recruiting

This report analyzes the Current Practices of the European 500 group of companies, and measures them against the ideal standard set by the 20 Best Practices. The report also makes predictions for future career Web site practices and recruiting trends in Europe.

(Available by order)

Best practices for CAC40 Career Web Site Recruiting

This report analyzes the Current Practices of the French CAC 40 group of companies, and measures them against the ideal standard set by the 20 Best Practices and the Top 500 European companies. The report also makes predictions for future career Web site practices and recruiting trends in France.

(Available in French only, by order)

Perception vs. Reality: Jobseeker Behavior Online

This report is the industry's first comprehensive survey citing valuable observations about online candidate behavior, preferences and expectations to large corporations offering employment.

(Available by order)

Global 500 Web Site Recruiting, 2001 Survey

Study reports online Web site recruiting activities for large global corporations has expanded significantly in Europe and Asia Pacific.

(Free Download)

Best Practices for Fortune 500 Career Web Site Recruiting

A groundbreaking benchmark study of recruiting practices on the Web sites of North America's leading companies.

(Available by order)

Addendum: Canadian Top 100 Companies

Addendum to Best Practices for Fortune 500 Career Web Site Recruiting

(Available by order)

Global 500 Web Site Recruiting, 2000 Survey

Study on the Web site recruiting activities of the world's largest corporations finds dramatic growth.

(Free download)

Lessons from the Global 500, 1999

Comprehensive white paper analyzes Internet recruiting developments including branding, active and passive candidate recruitment, and identifies best practices.

Achieving Results with Internet Recruiting, 1998

Detailed Internet Intelligence Report evaluates early adopter Internet recruiting techniques, including online and offline advertising and job board use, and assesses associated costs and efficiencies.

All reports are available at <http://www.ilogos.com>.

About iLogos Research

iLogos Research analyzes best practices and innovative staffing technologies to provide intelligence, strategies, financial models and results-based consulting to large corporations, to optimize the assignment of human capital assets. The research driven consulting practice produces primary data on industry trends, impact of new technologies, best practice methodologies and benchmarking to provide fundamental metrics and recommend intelligence-based actions.

Published reports and studies include *Trends in Fortune 500 Careers Web Site Recruiting*; *Best Practices for European 500 Career Web Site Recruiting*; *Perception vs. Reality: Jobseeker Behavior Online*; *Best Practices for Fortune 500 Career Web Site Recruiting*; *Global 500 Web Site Recruiting Surveys*; *Lessons from the Global 500, 1999*; and *Achieving Results with Internet Recruiting, 1998*. Founded in 1997 as iLogos Internet Intelligence, iLogos Research today is recognized as the most rigorous source of data for human capital Internet-related issues.

iLogos Research (www.ilogos.com) is the independent research and consulting division of Taleo. Taleo (www.taleo.com) is the leading provider of enterprise-wide staffing management solutions for Global 1000 companies.

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About Taleo

Taleo (www.taleo.com) powers enterprise-wide staffing management for leading companies across many industries. Taleo clients include Hewlett-Packard, Dow Chemical (NYSE: DOW), Agilent Technologies, The Gillette Company, Deloitte & Touche, Bombardier Aerospace and Transportation, UnitedHealth Group, Sutter Health, among many others. Taleo's full-service offering includes the software, services and computing infrastructure to enable large corporations to rapidly improve staffing processes. Taleo is considered to be the best-practice ASP for staffing management solutions, based on its proprietary ACE Methodology™, designed in collaboration with large corporations to improve the corporate staffing and internal talent matching and deployment processes, through reengineering. Taleo is a member of the HR-XML consortium.

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About the Authors



Yves Lermusiaux

Yves Lermusiaux is president and founder of iLogos Research. On the leading edge of consulting, training and research, iLogos serves major corporations throughout the world and is recognized as the foremost provider of online recruiting information. As the head of iLogos, Mr. Lermusiaux forecasts and consults on trends in human capital management and the strategic impact of technology on the industry.

Mr. Lermusiaux is the author of numerous reports analyzing the Internet and its impact on the recruiting process, including *Trends in Fortune 500 Careers Web Site Recruiting*, *Best Practices for European 500 Career Web Site Recruiting*, *Perception vs. Reality: Jobseeker Behavior Online*, *Best Practices for Fortune 500 Career Web Site Recruiting*, *Global 500 Web Site Recruiting Surveys*, *Lessons from the Global 500*, and *Achieving Results with Internet Recruiting*. His articles and commentary are published regularly in online publications and business magazines.

Mr. Lermusiaux is well known as a public speaker and industry analyst on the topic of human capital, and often quoted in leading business media worldwide, including *Fortune*, *The Wall Street Journal*, *Financial Times*, *Business Week*, *The Industry Standard*, and *Time Magazine*.

Mr. Lermusiaux founded and was subsequently president and chief of research of iLogos Corporation. In September of 1999, iLogos became a division of Taleo Inc. Taleo (www.taleo.com) powers enterprise-wide staffing management solutions for Global 1000 companies.

Prior to founding iLogos, Mr. Lermusiaux worked in London (UK) as an analyst and consultant for Romtec and MBI serving Fortune 500 companies including IBM, Oracle and Compaq.

Mr. Lermusiaux earned a degree in Physics, Philosophy and a diploma in Economics from the University of Brussels and from the University of London.



Alice Snell

Alice Snell is vice president of iLogos Research, the independent research and consulting division of Taleo. As a leading industry analyst, she has authored numerous articles and reports discussing recruiting technology and human capital management issues including *Trends in Fortune 500 Careers Web Site Recruiting; Perception vs. Reality: Jobseeker Behavior Online; Best Practices for Fortune 500 Career Web Site Recruiting*, and *Global 500 Web Site Recruiting Surveys*.

Prior to joining Taleo, Ms. Snell was a senior analyst at Kennedy Information, a leading information source on recruiting and human resources, where she published a number of comprehensive reports on the industry, including *Recruiting Dot Com: The Impact of the Internet on Executive Search*. Additionally, she helped launch the strategic partnership between Kennedy Information and *The Wall Street Journal's* interactive careers Web site.

As an “early adopter” and proponent of the Internet’s power in recruiting, Ms. Snell authored *The Job-Seeker's Guide to On-Line Resources* in 1994, followed by the second edition in 1995. She has been a contributing editor to *Executive Recruiter News, Recruiting Trends, Human Resource Management News* and *Consultants News*.

Ms. Snell has been quoted in leading media including *The Boston Globe, Chief Executive, The New York Times, PC Week, IT Recruiter, Chicago Tribune* and *CNBC.com*. Ms. Snell has also contributed commentary to Electronic Recruiting Exchange, AIRS, HR.com, Vault.com and Recruiters Network.

Ms. Snell holds a Master of Science degree from Boston University and a Bachelor of Arts *cum laude* from Brandeis University.

