



Understanding Job Seekers

Results from a recent survey can help recruiters reach them more effectively.

69%

of job seekers use online job boards, like HealthCareerCenter.com, to look for new opportunities in healthcare. HealthCareerCenter.com is powered by the American Hospital Association and not only provides thousands of job opportunities to jobseekers, but provides healthcare career management resources too.

72%

of the job seekers already have a job, which makes them harder to get a hold of and recruit. Still, nearly 50 percent are actively looking for new opportunities and they are looking hard enough to consult an average of 3 resources, including online job boards and company websites.

MORE THAN 1/2

cite LinkedIn as the most effective social media channel for online job searches.

JOB SEEKERS REPORT they want more information to guide their search, something HR departments should keep in mind when developing recruiting materials. Nearly 80 percent look for information about employers and specific roles in an organization. Forty eight percent also want information about health care career paths and development opportunities.

The job seekers also report that they are not always sure about what jobs they are qualified for or what their options are for advancement. Many want to brush up on their resume and interview skills. They want information about how best to use online search engines, social media and other job search tools.

“In addition to devoting enough resources to advertise their positions, HR departments should look for ways to help candidates,” suggests Amy Goble, vice president of HealthCareerCenter.com. Programs that help sharpen interview and resume-writing skills not only help position the organization as a desired employer, but also improve the quality of candidates that apply to that organization.



HealthCareerCenter.com is brought to you by the American Hospital Association to connect healthcare employers and top talent in all disciplines through its online job board network.

Employers: Broaden your job posting reach through a gateway to 3 million members of more than 330 prestigious healthcare professional associations and societies.

Healthcare professionals: Access thousands of job opportunities from high-quality employers and benefit from career development tools and resources.