

## Client Profile:



By Daniel Casciato

According to a recent article in Newsday, the first generation of online job recruiting was simple. Employers transferred their print ads to the Web. It was also all about Monster.com because of its huge reach and resume database.

Online recruiting is now more about making connections and strategically positioning your company on search engines to help uncover and research good leads. Recruiters have also found more success through more niche-oriented job boards. They found better candidates less expensively through Web sites that focused exclusively on one field. They also received better quality customer service from these sites.

These were just some of the reasons why Jim Mullen, a recruiter for Benchmark Medical Inc., turned to JobsinTherapy.com.

Companies like Benchmark have done a great job in using online recruiting as an important tool in their hiring process to attract employment possibilities. That helps them gain an edge in a competitive therapy market for top-tier candidates.

However, Jim had tried previous online recruiting sites with little success.

"We found some of these online recruiting sites to be of little value," said Jim who has been using JobsinTherapy.com for nearly 18 months now.

What Jim found with JobsinTherapy.com was a company that provided affordable rates, consis-

tently delivered excellent customer service and positioned itself as one of the top 5 search hits on Google (currently 4th when you type in "jobs" and "physical therapy").

"We found JobsinTherapy.com to be highly successful because Jeff Roth [president of JobsinTherapy.com] is a physical therapist himself and he understands our needs better," he said. "He is also one of the best in customer service I have ever encountered."

"We still use traditional methods of recruiting such as job fairs and print ads in local papers and trade journals," said Jim. "But we've had a great deal of success through JobsinTherapy.com and just renewed our contract with them."

Benchmark, based in Malvern, PA, is one of the nation's leading providers in the musculoskeletal outpatient rehabilitation industry, with over 400 points of service in 22 states.

Their service lines include outpatient therapy, orthotics and prosthetics, and industrial rehabilitation. Benchmark also has the most extensive and supportive continuing education program in the country.

**"... we've had a great deal of success through JobsinTherapy.com and just renewed our contract with them..."**

Benchmark currently employs over 2,000 associates throughout 400 points of service in 22 states. Jim estimates that Benchmark hired about 170 therapists last year alone.

"We're always looking for good, licensed therapists," he said. "We have a great career path for

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all levels whether it's a person looking for a clinical position or something in our management track."

For more information about Benchmark, visit [www.benchmarkmed.com](http://www.benchmarkmed.com).

*Daniel Casciato has been a freelance writer for ten years and has written over 500 articles in that span. He currently writes for the Pittsburgh Tribune-Review and various national publications.*

### \*Source of New Hires

31.7	- Employee referrals
29.6	- Online
15.2	- Other
6.0	- Direct sourcing
5.6	- College
5.5	- Newspapers
3.2	- Career fairs
3.2	- Agencies

*\*Newsday Poll, Oct. 8, 2005*

### TEN TIPS FOR EFFECTIVE JOB POSTINGS

1. Place as many keywords in your posting as possible.
2. Check your spelling and grammar.
3. List information about your company.
4. Make sure the posting is an actual depiction of what the job entails.
5. Specify a salary range.
6. Include your Web site address.
7. Explain any benefits or unique perks that would make your company attractive to a job seeker.
8. Include a specific name of a person so applicants know who to send a cover letter and resume to.
9. Keep the posting concise.
10. Organize your content in an easy to read format.

### RESUME WEB SITES FOR JOB SEEKERS

Need any help with your resume, cover letter or even your upcoming job interview? One of these Web sites may be able to help you:

- [CareerJournal.com](http://CareerJournal.com): Offers job hunting advice and resume tips.
- [Robert Half Management Resources](http://RobertHalfManagementResources.com): Offers resume guidelines, including Do's and Don'ts.
- [JobStar Central](http://JobStarCentral.com): Offers sample cover letters and sample resumes.
- [JobWeb](http://JobWeb.com): Offers tips on effective resume writing and how to make an online application stand out.
- [Rockport Institute](http://RockportInstitute.com): Offers various articles on how to write resumes and ace an interview.

*If there are sites you want to recommend to other job seekers, please email us at [info@jobsintherapy.com](mailto:info@jobsintherapy.com).*

**If your company is interested in sponsorship opportunities in future issues, please contact us at [info@jobsintherapy.com](mailto:info@jobsintherapy.com).**

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