

JobsDB.com



—JobsDB執行董事 顧家強
Executive Director Vincent Koo

JobsDB

(HKIM Corporate Member)

網上求職

Storming the job recruitment online platform

起風雲

「我要做好呢份工!」，特首曾蔭權為爭取連任，拋出一句引起大眾共鳴的競選口號，一時成為城中熱話。不過，有所謂良禽擇木而棲，「我要搵到一份好工」可能更切合打工仔的心聲。

聽到「搵工跳糟」，其實再不像以往只有翻看報章招聘專欄。親繕履歷、貼郵票寄求職信統統都成為前塵往事，現時只需透過網上求職平台，滑鼠輕輕一Click便能辦妥。今期WhasssUP特意訪問當中的表表者JobsDB，該公司以新興招聘網上媒介的領導者身份，成為本會「企業會員」(HKIM Corporate Member)，為我們解構現今電腦化求職渠道如何異軍突起，衝擊傳統經營者，更分析如何透過市場營銷策略，擴展她的網上招聘媒介版圖。

唔怕生壞命，最怕改壞名，JobsDB，一個精簡又易記的名稱，短短8年，成為香港網上求職平台的領導者，絕對是改了一個好名。名字直譯，就是「工作資料庫」，高薪厚職的人士要另謀高就，又或大型企業要聘請舵手，就是要靠這個精簡的詞匯。總之，只要你想過找份好工，你心裏一定有想過用JobsDB的服務，甚至已馬到功成，該公司已記一功。

「以往我們求職都要翻看報紙，但礙於版面有限，無論設計如何精美，由於沒有搜尋功能，容易令人花多眼亂，要搜尋一份心水好工非常困難。」JobsDB執行董事顧家強指出，網上求職系統就藉此應運而生。

"I'll get the job done!" In order to win the third term Chief Executive Election, Mr Donald Tsang launched this as his slogan. Since it really caught the heart of many Hong Kong citizens, resonances were triggered off. However, there is a Chinese idiom said "The good birds and beasts select woodenly roost", so "I'll find a good job" will be more compatible with the aspiration of most of the Hong Kong people.

Seeking jobs, reading jobs classified post will not be the only way. Writing and mailing your job application letters are now history. Today, the whole process can be just done by one click through job recruitment online platform. To help us learn more about how such a recruitment channel bringing impact to the traditional print media, we interviewed JobsDB (the Corporate Member of HKIM), the leader of job searching website in Hong Kong. Meanwhile, it will share its successful strategies how to maintain and increase the market penetration.

What a company does care is not worrying about its fate, but rather worrying on choosing a bad name hence it would affect its reputation. JobsDB means Jobs Database is a simple name to remember and understand. No matter job seeker enjoying good remunerations would like to hunt for a higher position or for a better company, or employee would like to recruit the best talent, they must have thinking of a word "JobsDB". Or may be you already have a better job now by its service.

Formerly we sought jobs by reading newspapers. However, the layout of the papers are limited, it always make readers feel unclear. Mr Vincent Koo, the Executive Director of JobsDB told us that such a situation triggered the birth of job searching website.



▲ 網上招聘平台為印刷媒體帶來不少衝擊

三萬多個職位空缺

網上求職系統就沒有時空及地域的限制，JobsDB擁有龐大的招聘資料庫，訪問當天共有三萬多份工作空缺供求職者選擇，他們不用擔心不知從何着手，因為該公司的強大分類及搜尋功能，已將工作按行業、工種等分門別類，只要按圖索驥，必能找到心中所選。

網上平台的互動搜索功能，猶如人事顧問公司般為求職者度身訂造，但卻更方便快捷，亦是傳統招聘媒介無法比擬之處。求職者只要輸入自己喜歡的行業、工種、薪酬要求、學歷、職位、甚至工作地點等，便可以找到最適合自己的工作。

市場需要乘勢而起

網上求職最初流於IT業界的小眾玩意，隨着電腦日漸普及，各種類型的僱主都偏向使用網上求職平台物色人材。JobsDB於98年成立，就是看準當年的市場需要。經過8年的歲月，網上求職網站越來越多，甚至有取代印刷求職媒介的趨勢，JobsDB更成為行業的領導者，箇中原因，與該公司不斷提供優質的就業諮詢有關。

顧先生指出，競爭對手實力非常強勁，業界迫於每天求變去迎接挑戰，令經營非常困難。該公司在處理求職者的查詢時發現，不少學歷、經驗及才幹出眾，偏偏他們不懂撰寫求職信及履歷，不是求職信太長內容太沉悶，就是履歷錯漏百出，甚至滲雜很多無關宏旨的資訊，導致次次求職都碰釘，因此該公司特別在網站裏提供如何寫好求職信等求職資訊，深受求職者歡迎。

一站式服務提升瀏覽量

「他們瀏覽該公司的建議後，都會躍躍欲試，即時按網站的建議修改履歷，結果該公司網站漸漸有口皆碑，瀏覽量穩步提升，求職者見工又一矢中的，皆大歡喜。」顧先生表示為客戶提供一站式的資訊服務，有助該公司進佔市場第一席位。

其實有不少求職者對自己所從事的行業頗有微言，很想轉行，但又擔心自己不了解新行業如何運作，不敢越雷池半步。於是該公司亦廣邀不同行業的專家為求職者解答疑難，特別是轉行所面對的困難及要留意的地方。早前JobsDB便與香港市務學會合作，轉載季刊部份有關市務營銷行業資訊的文章，讓對市務工作有興趣的人士了解更多，方便他們做決策。

30,000 job vacancies available in a day

There are no time and place restrictions for online seeking job services. JobsDB has a great data base about both the information of employers and job seekers. On the day of interview, the data base provides 30,000 job vacancies for job seekers. The website's categorizing and searching function facilitates the job seeker to browse the most suitable job according the instruction of the website.

The search function really performs as an employment agency which provides tailor-made matching services to both employers and the job seekers. However, it will be even more effective and efficient, which is also competitive among all kinds of existing traditional recruitment channels. Job seekers can freely submit the field, position and expected salary to the interactive platform of the JobsDB website to classify the most suitable jobs for them to choose.

Market Demand catalyzing the born of JobsDB

In the very beginning, online job recruitment was prevalent among the IT field. Since the popular utilization of computer and internet, the application of online job seeking platform has been popular across different sectors. JobsDB was established since 1998 has created a trend. Having 8-year experiences, online job seeking websites has been mushrooming continuously, moreover, it seems that online job seeking platform will be replaced the print media in someday. Today, JobsDB is one of the leaders for job recruitment agencies. When probing into the reason, we found that it is related to its dedication to provide more additional information and services for the user to make the website more value-added.

JobsDB pointed out that, competition is very keen, all competitors would strive for survival by changing to pick up all kinds of challenges, such situation makes the business more difficult to operate. It found out that there are lots of job seekers with higher education and rich experiences, they still have no chance to get an interview, just because their cover letters are either too long nor too dull, moreover their resume always have mistakes, and even provide a lot of garbage. Hence, they have set up a Job Hunting Tools to give the job seekers some tips on how to write a good resume to win employers' attraction. It works and is popular among the job seekers.

One Stop Service increases the browsing volume

"They really got interviews after they revised the resume using our suggestion. So the service spread around the job seekers and increased their confidants to use our service and also boosted the browsing rate. A win-win result is created by such value-added information." Vincent said.

Actually, many job seekers grumble about their occupation, they really want to see any possibility to change their field. However, they are not sure about the operation of the other field, risks are not willing to take. Therefore, JobsDB invites experts from different professions, giving advices for job seekers on all kind of problems especially how to accommodate on changing fields. For example, JobsDB is having collaboration with HKIM, transships several corporate interviews done by us which extracted from our eNewsletters and uploaded to their website, to let them understand more about how marketing profession operates.

Concerns about members

JobsDB launched a series of retention programmes for employers. Keeping a long-lasting relationship with both employers and job seekers is one of the reasons for its success.

Since 2004, JobsDB pioneered by introducing the Employers Reward Programme which regards as most unique among the fellows. Employers advertising in JobsDB.com will earn credits and they can redeem cash coupons, stationeries and electrical appliances by using



▲ JobsDB宣傳攻勢凌厲，廣告無處不在

重視會員

能夠與僱主及求職者建立一段長久關係就是JobsDB的致勝之道。

JobsDB自04年開始，創業界先河地推出"僱主積分獎勵計劃 Employers Reward Program"，凡刊登招聘廣告即可儲分，憑分換取購物現金券，文儀用品及電器等等。此外，亦不時舉辦與人力資源有關的專題講座，令JobsDB與僱主超越廣告平台與廣告客戶的關係，提供更增值的服務。

求職者方面，JobsDB亦不斷推出會員優惠及活動，吸引他們無論是否迫切搵工，亦隨時上JobsDB網站，建立起一份長期的忠誠關係。

JobsDB香港現有2萬僱主會員及46萬求職者會員，全球更超過12萬僱主會員及700萬求職者會員，成為首屈一指的招聘中介者，更證明該公司的市務營銷工作哲學非常成功。

“JobsDB Dimension”助僱主一臂之力

「JobsDB Dimension」是該公司另一新產品，是一套網上綜合的企業解決方案，可為不同的企業設置自己特有的招聘網站，亦可為不少企業節省處理招聘資料的時間及空間。很多企業每次招請員工可能只有一兩個空缺，卻有一百多個求職者傳送求職信及履歷。透過該公司所提供的介面及過濾功能便可以輕鬆挑選合適的人材，對不少僱主來說是不可多得的好幫手。

放眼神州

香港與內地的關係趨緊密，不少香港求職者亦會留意在內地的工作。更有港資內地公司或內地企業，因為看準香港人有國際視野及中英皆能，紛紛透過JobsDB無遠弗屆的網上平台聘請香港人材，此乃香港一大就業趨勢。JobsDB認為，內地發展迅速，香港人如能盡早把握機會，一定能大展拳腳，可多多考慮這類長駐內地的的工作。

傾力合作

顧續指，市務營銷已成為香港炙手可熱的行業，各方求才若渴。JobsDB早前跟本會聯合炮製一個網上求職平台，傾力搜羅市務營銷的筍工。只要登入JobsDB或本會網站，就可以進入該平台，搵工跳槽就輕而易舉了！

<以上受訪者意見不代表本會立場>

those credits. Moreover, JobsDB keeps organizing seminars for human resources executives, so that it builds up a superior relationship than the general recruitment agency and its client.

For employees, JobsDB always offer special benefits and organize different activities for members. No matter they urge to find a job or not, such offers would attract them to browse JobsDB.com, constructing the loyalty to JobsDB.

JobsDB Hong Kong has 20,000 employers and 460,000 jobseekers as its members. It has 120,000 employers and 7,000,000 jobseekers as its members in the world. The figures reveal that it is one of the most popular recruitment website in the world. It also reflects that its marketing strategy and philosophy is very successful.

"JobsDB Dimension" is a solution

For assisting employers to handle heavy load in human resources management, JobsDB Dimension, a completely ready-to-use online solution for a corporation to establish its own career website and build talent database, streamlines recruitment process by filtering tools and more. It is fully customizable to suit a corporation's requirements, yet easy use.

Eye on Mainland China

Due to the intimate relationships with mainland China, many job seekers keep an eye on job vacancies provided in China. In fact, there are many companies in China with Hong Kong's capital and China enterprises, would like to employ Hong Kong people since they have a better vision on international matters and they are good in both English and Chinese. This has become a trend for years and continuously thriving. JobsDB analyzes that Hong Kong people will get more advantages if they take the chance to develop in mainland as early as they can. Therefore it also recommends job seekers to take these openings in China into consideration seriously.

Collaboration with HKIM

Marketing is one of the most flourishing careers in Hong Kong. Talents are very valuable in the market now. JobsDB collaborated with HKIM for creating a specialized website which gathering all kind of hottest job in the field of marketing. Either click into the website of HKIM or JobsDB, you will get the best marketing jobs in town, and now easier for you to grab a better job!



▲ JobsDB與HKIM合作專為市務營銷人員炮製的網上求職平台。