4 Stages of Job Posting

1. No Competition
   - There are no openings, but employers are always looking for good candidates to keep in mind.

2. Little Competition
   - There’s a potential job opening in the company. Employees are aware but no action is taken.

3. Some Competition
   - The job opening is official & open internally! Some employers will accept referrals from “outside” candidates.

4. Lots of Competition
   - The job was posted on 1 or more public boards and anyone can apply.

Advantages of Public Job Postings:
- Easily accessible, anyone can apply
- Can be used to get a sense of labour market trends

Disadvantages of Public Job Postings:
- High levels of competition, due to easy accessibility
- Tough to establish trust, due to impersonal communication
- Emphasis on credentials, lack of feedback can be discouraging
- 80% of jobs are filled without being posted to the public

85% of jobs are filled here!