



Finding A Job May Mean Getting More Niche

(NAPSA)—With approximately 14 million Americans struggling to find employment in the current economy, according to recent research by Inavero, 84 percent say it's more stressful than moving to a new home, and for 90 percent, it's more stressful than planning a wedding—but you can get yourself out of such statistics.

While general job boards, staffing firms and social networks are great ways to connect with potential employers, an often overlooked opportunity for job hunting is within the niche space. Career experts advise tapping into niche job sites, which offer listings based on industry or location or may center around the level of skill of the particular job seeker those companies are trying to reach. There are various niche websites, for example, in the medical, retail and technology industries, as well as websites entirely devoted to entry-level or retiree positions.

“One of the most common themes we see in job seeker success stories is actively searching every day and utilizing all resources available to you,” says Rosemary Haefner, Vice President of Human Resources at CareerBuilder. “Niche sites are an important part of the equation.”

Where can you find your niche? Consider these sites:

- www.CareerRookie.com—connects employers with college students and recent graduates seeking internships, part-time jobs and entry-level positions.

- www.HeadHunter.com—caters to management- and executive-level candidates in the



The big trend today in job hunting is toward specialized searches.

market for higher-level jobs.

- www.WorkInRetail.com—features everything from sales associate to general manager positions for retail organizations.

- www.Sologig.com—is geared toward experienced IT and engineering professionals looking for full-time employment.

- www.MiracleWorkers.com—offers a wide range of jobs in the health care field, from nursing to allied health.

- www.JobsOnTheMenu.com—specializes in full-time and part-time restaurant and food service jobs.

- www.PrimeCB.com—is dedicated to mature workers and retirees in the market for part-time, full-time and contract positions.

- www.EmpleosCB.com—puts Hispanic job seekers in front of employers who are looking to hire diverse talent.

- www.BlackCareers.com—connects African-American job seekers with employers who are targeting diverse talent.

- www.DegreeDriven.com—enables workers who are exploring new career paths to search more than 7,000 degree programs at top schools.