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ASK THE EXPERTS

A weekly Q&A where CareerBuilder experts offer advancement strategies.

I see the same ads for the same positions running week after week. How can this be, when there is such a large pool of candidates from which to draw?

Krisanne Elsner
Southwest Recruiting Services

Because it is so easy to respond to an ad by e-mail, many job seekers send their resumes to jobs they are not qualified for. This means the employer may get hundreds of resumes but only a few appli-

cants who match the requirements of the job. The employer then runs the ad again in an attempt to get more qualified applicants. Another reason you may see the same jobs advertised is that some industries experience high turnover in certain positions regardless of the economy. These organizations often run ads repeatedly to have a pool of candidates in anticipation of future turnover.



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