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## Why do same job ads run?

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*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? Shouldn't someone be getting that job after a week or two?* **Krisanne Elsner Southwest Recruiting Services**

There are several possible reasons for a job opening to be repeatedly advertised. Because it is so easy to respond to an ad by e-mail, many jobseekers send their resumes to jobs they are not qualified for. This means the employer may get hundreds of resumes but only a few applicants 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 ready to hire in anticipation of future turnover. George Fleming Momentum Coaching Resources

As much as we try to believe otherwise, the selection process is a jumble of imprecise elements. First, in a market like this there are hundreds, if not thousands of applicants for every posted job. Even companies with sophisticated applicant-processing systems struggle to sort through the avalanche of applicants to find qualified people. Second, the selection process sometimes gets delayed as hiring managers get sidetracked with other issues. Also, selection is imprecise and often a company moves slowly and methodically, seeking to be certain it is hiring the very best candidate. Finally, even when they are meticulous in their selection, companies sometimes make a mistake and hire someone who just doesn't work out. And the job opening gets re-posted. Only about 7 percent of the jobs landed came from responses to posted job openings. This indicates that you may want to use additional search tactics. Make a list of the companies you'd like to work for. Network to find contacts in those companies. Get in touch with those contacts to learn about job openings before they are posted. This will keep you from getting caught in the "avalanche of applicants."

Send questions to [newsexperts@arizonarepublic.com](mailto:newsexperts@arizonarepublic.com) or Ask the Experts, 200 E. Van Buren St., Phoenix, AZ 85004.

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