

Will Surf for Work

The Web's a great place to go job hunting.

Here's a primer for the golf and landscape industries

BY JOE DYSART

There may have been a time in America when it was easier to get a job, but if someone remembers, please let us know. With the unemployment rate regularly dipping below 4 percent, it's a stupendous time to go job surfing. And as luck would have it, the Web offers tools aplenty for the employment-seeking opportunist.

But before you hit the job boards, a stop by www.job-huntersbible.com would be beneficial. Maintained by Dick Belles, author of *What Color Is Your Parachute?*, the site is full of insights and tools for job searching on the Web. Another great source is *The Guide to Internet Job Searching*, by Margaret R. Dikel, France Roehm and Steve Oserman.

As you might expect, green industry-specific job boards are great for quickly honing your search. But these boards do not offer many frills. If you're looking for in-depth research, job-seeking advice and a high volume of offerings, you'll also want to check out the general interest boards.

As with most things on the Internet, the opportunities for finding a green job through the Web are growing exponentially as its user base continues to grow. Job seekers have literally thousands of general interest job boards from which to choose — and dozens of boards devoted exclusively to green jobs.

Indeed, by January 1998, 17 percent of *Fortune* Global 500 companies were cruising the Net for employees, according to iLogos.com (www.ilogos.com), a market research firm. Last year, the figured jumped to 45 percent. Over-

all, high-tech market research firm Forrester Research projects that businesses will be spending \$1.7 billion by 2003 to snap up new employees via the Web.

Either way, boards that show up first in popular search engine returns to keywords like "golf jobs" or "landscaping jobs" should be among the first ones to try. Job boards that send e-mail alerts are also handy.

Other features to consider with a job board: How easy is it for employers to post a new job offering, and what's the overall feel of the site? If the site feels friendly, professional and first-rate, there's a better chance the employer behind the board is offering the same kind of position.

Green-specific job boards

Green industry-specific job boards generally aren't as sophisticated as the general interest boards. But given that the boards are essentially in the backwoods of the Web, chances

Finding work

Check out these green industry sites if you want to go job hunting or look for capable workers:

greenindustryjobs.com
getajob.com
nurseryman.com
landscapejobs.com
gcsaa.org
turfnet.com
earthworks-jobs.com
greensearch.com
amigos-inc.com
brickmangroup.com
florapersonnel.com

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are greater that you'll come across a new opening no one else has seen.

A good place to start in this category is www.greenindustryjobs.com, where you can scan for job offers in four categories — irrigation, landscaping, tree care and nursery. You can search for jobs by date posted, state, territory, province, region or zip code.

www.nurseryman.com offers an informal jobs and resume-posting bulletin board, and www.landscapeworks.com appeals to an extremely narrow niche. For the scientifically inclined, www.earthworks-jobs.com is a source of job openings for plant, forestry and soil scientists.

More than a few golf and landscaping industry types are attracted to the industry by a desire to do something good for the earth. There are no shortage of boards that specialize in jobs that emphasize a healthy respect for the environment. Among these are www.ecbonline.com (Environmental Careers Bulletin Online), www.environmentnetwork.com, www.ejobs.com and www.ahs.org/horttops.html (Hort Opportunities).

General interest job boards

Not surprisingly, general interest job Web sites offer a more sophisticated site design, more job and career help tools — and many more green jobs. Of course, the downside is that these boards are so popular, you're chance of seeing a new job first is slim at best.

All of the boards below placed among the top 10 most-trafficked job boards in 1999, according to Media Metrix, an Internet media market research firm. All placed among the top links recommended by Top 10 Links, a Web-site review firm that rates sites based on traffic, usability and best overall performance. They are:

www.monster.com: For many analysts, Monster is essentially the benchmark by which all other job boards are measured. Sporting an extremely slick interface, Monster allows employers to post jobs in real time and gives them access to more than one million résumés. Loaded with columns and articles on job hunting, Monster also offers detailed online ad-



Click on the site of your choice!

Irrigation Jobs
www.irrigationjobs.com

Landscaping Careers
www.landscapingcareers.com

Green Industry Jobs
www.greenindustryjobs.com

Tree Care Jobs
www.treecarejobs.com

Nursery Jobs
www.nurseryjobs.com

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Greenindustryjobs.com is a great place to go for low-profile job offerings.



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Landscapejobs.com appeals to an extremely narrow niche.

visories for those thinking of switching careers, transferring military skills to the private sector and other special-case scenarios. You'll also find chat rooms to swap job search war stories, and you can research company profiles.

www.careerpath.com: Offering a simple, inviting, uncluttered home page, CareerPath also automatically imports ads from employer sites twice a week — so you know the listings are current. Green job hunters here can also search ads posted on the Web or by nearly 90 affiliated newspapers. The chat rooms, bulletin boards, articles and other features you'd expect at a top board are here. As a bonus, there are live, scheduled chats with leading recruiters and career counselors.

www.careermosaic.com: If you're a recent college grad looking for a green job, this should be one of your first stops. The entire site emphasizes help for the recent grad, including a résumé writing help center. For the especially adventurous, there's also a special domain devoted to employers outside the United States who are seeking job candidates.

www.hotjobs.com: In addition to the standard services found at other top sites, HotJobs enables you to control which companies see your résumé online. It has an easy-to-use tracking service that will inform you how often your résumé has come up in a search, and how many times it has been viewed. Another perk: HotJobs offers a free e-mail account to any and all takers. Plus, a number of employers have links here that lead back to their company home pages.

www.job-search-engine.com: Strictly a meta-search engine and not a job board, the site queries hundreds of job boards for a specified green job and returns links to all job boards offering such posts. Essentially, it's the place to go for a quick down-and-dirty look on what green jobs are available and nothing more. ■



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