

Public Health Job Search Websites: **A comparison of seven Internet sites used to advertise public health job vacancies.**

Introduction

Fortunately, the Internet allows employers to advertise job openings to a broad audience in various locations as well as a local audience in their own communities. The Internet is a principal medium by which the next workforce generation is searching for job openings. A quick survey of a class of nineteen masters of public health students revealed that three plan to begin searching for a job by asking professors or work supervisors for leads. The other sixteen all plan to begin searching for job openings on the Internet.

The field of public health has traditionally not advertised itself well as a field in which to seek a career. Health jurisdictions often have trouble attracting qualified applicants. In public health, many employers must actively sell themselves to prospective employees – to make it easier for people to find public health jobs. The Internet provides means to do that.

This document includes a list of public health job search websites that are open to the public and easy to find on common search engines. Included is information for employee-seekers who may wish to use the websites as well as for job-seekers who want to know how to find jobs in public health using some popular websites for public health-related positions.

Methods: Various public health professionals recommended the following list of websites, either as websites that they have used or of which they were aware. We conducted an online web search for key words such as “public health job search” to make sure these websites appeared relatively high on the search list. Also, we searched online to see if there were other major websites we should include. In order to compare the sites, the PHIP Workforce Development Committee compiled a list of criteria. We examined each website, checked for the criteria and recorded notes. The information included on this sheet represents the perceptions of the reviewer.

Websites

NACCHO (National Association of County and City Health Officials)
<http://www.naccho.org/careers/>

ASTHO (Association of State and Territorial Health Officials)
<http://www.astho.org/index.php?template=employment.php>

ASPH (Association of Schools of Public Health)
<http://www.publichealthjobs.net/>

APHA (American Public Health Association)
<http://apha.jobcontrolcenter.com/>

Emory Public Health Employment Connection
<http://cfusion.sph.emory.edu/PHEC/phec.cfm>

Work Source Washington
<https://fortress.wa.gov/esd/worksource/>

Craigslist
<http://seattle.craigslist.org/>

Criteria

The following criteria were used to compare the listed web sites:¹

Is it searchable by state/region, job category, key words/terms, or skills?

Must the applicant register to use the site? Does the website charge a fee to apply to jobs?

How current are the postings?

How does an employer post job openings?

Must employers pay a fee to list jobs?

How regularly is the site updated?

Comparative number of jobs listed

How “easy”² is it to find the site? Is it straight-forward to navigate the website (“ease of use”)?

Does the site offer resume-posting?

Can applicants apply through the web site?

Website Descriptions

The following section describes the job-search websites listed above. You can compare the characteristics and choose the website that best meets your needs. You may wish to use more than one website, as different ones have different strengths. For a **chart** that compares the job search websites, see Appendix 1.

¹ Not available in this document is information regarding how often job seekers search each of the websites listed.

² The web site came up in search engine results within first two pages of results using basic search terms such as “public health job search.”

NACCHO

<http://www.naccho.org/careers/>

This organization calls itself “the national voice of local public health.” The site posts jobs in three categories, **local public health**, **NACCHO headquarters**, and **other public health positions**. While not the most versatile site in terms of job posting and searching, it does have a rich, concentrated listing of local public health positions.

For employers:

“Active and non-active NACCHO members and government, academic, and non-profit agencies may post job openings to the NACCHO job bank free of charge.” Apparently, openings stay up until you instruct NACCHO to remove them. To submit an ad for online-only posting, contact Xiaoya Du at Xdu@naccho.org, phone (202) 783-5550. To submit an ad for placement in the adjoining print edition of the *Public Health Dispatch*, contact Caren Clark at cclark@naccho.org or (202) 783-5550, Ext. 242.

For seekers:

All of the positions are listed in alphabetical order, not by the date the job was posted. You must scan the entire list rather than searching for openings using specific criteria. This is one of the better online places to search for jobs in local health departments. Four local health jurisdictions in Washington had job openings posted on this site at the time of last review.

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ASTHO

<http://www.astho.org/index.php?template=employment.php>

ASTHO is the national nonprofit organization that represents the state and territorial public health agencies of the United States. One of the website’s primary functions is to help people find employment in public health. Available positions are searchable by job number, title, organization, state, and category. Categories of positions include ASTHO positions, State Health Officials, State Health Agency Positions, City and County Health Agencies, National Organizations, and Other Positions. The site is well organized and potentially very useful, but few positions are actually posted there.

For employers:

It is free and easy to post a position on the ASTHO site. From the link for “Post a position,” you can insert the information for your job advertisement (contact information, job duties, salary range, experience, etc.) directly into a form on the website and it will be posted within 3 days. The website will remove the information after 30 days unless you request more time.

For seekers:

The employment page is searchable, straightforward and easy to use. They have a variety of types of positions available. At last review, there were a relatively small number of options advertised.

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ASPH

<http://www.publichealthjobs.net/>

The ASPH jobs website targets recent graduates. It is a helpful site, is searchable and has options to accommodate jobseekers. It also contains useful resources and links to other sites. The website is able to accommodate listings for state and local health jurisdictions, as well as for private and non-profit organizations.

For employers:

The website states, "Register to post your jobs on the preferred jobs site of the nation's accredited Schools of Public Health." Employers must register; it is free to do so. All types of public health employers are welcome to post openings and manage the ads from their own computers. You may send comments and suggestions to publichealthjobs@asph.org. ASPH publishes a journal in which you can also post job openings

<http://www.publichealthreports.org/>

For seekers:

The website does not list recent openings on the main page as other sites do; you must search by keyword to see listed positions. Positions are searchable either by keywords and dates posted or in an advanced search by a variety of factors. If you register for free with the website, you can save your searches or jobs for future reference. You can also have job openings emailed to you. The site is a powerful job search tool, but it may take some time to get oriented with its lay-out and functions.

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APHA

Public Health Career Mart

<http://apha.jobcontrolcenter.com/>

The APHA website is probably the biggest and most versatile of the public health-oriented employment websites. It lists a large number of positions from a broad variety of organizations and institutions. The first page separates job seekers from employers. Subsequent pages provide appropriate resources and information. APHA advertises its site widely among its members.

For employers:

Employers have the options of either posting job openings or searching resumes that potential applicants have posted on the website. Employers can search resumes by key word. To use the APHA website jobs, employers must first register for free. If employers wish to post job openings or search resumes, they must pay for the service. The amount varies by the amount of time the employer will be using the service. One month of unlimited posting costs members \$200 while one year of unlimited postings costs members \$4000. Non-members may post at a greater cost.

For seekers:

Job seekers may search for free. They may search through lists of recent openings or by searchable criteria. Criteria include key words, job categories, level, type of job, location, posting date. It is difficult to search by state. Job seekers may post resumes for employers to view or have job advertisements emailed to their inboxes. They must register with the site without

charge before they can apply for the jobs. Also, registered job seekers can use the sites career development center.

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Emory Public Health Employment Connection

<http://cfusion.sph.emory.edu/PHEC/phec.cfm>

This website from Emory's Rollins School of Public Health has grown in popularity and is used nation-wide. The main page of the website lists job openings in order by date from those most recently posted. Jobs may be in any sector or level of public health. The format is different from those of other sites, but is very practical. The website also has links to a variety of other resources and services meant for Emory student job seekers, but available to the public.

For employers:

Employers must register to use the site. They may either post job openings or browse resumes. Both options are free. They must fill in the job information thoroughly and the advertisement will be loaded immediately to the site. They may edit the advertisement after they post it. Employers may also search resumes by specific criteria and contact potential candidates.

For seekers:

Job seekers do not need to register to use the site. They may search for free. Rather than searching by terms, job seekers may organize the browse-able list of jobs by certain criteria, such as state, industry, or class. In addition to browsing job openings, job seekers can link to other useful resources through the website, such as tips for resumes, how to research employers, and a career center.

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Work Source Washington Job Bank

<https://fortress.wa.gov/esd/worksource/>

WorkSource Washington is the state's job search website. It is intended as a means for public and private entities to advertise job opening within the state. While it is not a public health-specific site, a number of local health jurisdictions in Washington advertise jobs on this website. It is searchable and offers a variety of jobs. WorkSource Washington also offers resources for job seekers.

For employers:

WorkSource Washington allows employers to advertise job openings. Additionally, it has a variety of resources including wage information, state employment surveys, permit requirements, and business resources. To post a job opening, an employer must register. To register and to post job opening is free. Postings are immediately available on the website. Employers may also search resumes.

For seekers:

Job seekers may search job openings, post their resumes, and take advantage of other job-search resources on the WorkSource website. The website explains all options thoroughly. Job seekers can search jobs for free either generally with key phrases or with an advanced search option with

more specific locations. Job seekers may also post their resumes for employers to search. A broad variety of employers use this website.

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Craigslist

<http://seattle.craigslist.org/>

Craigslist is another example of an alternative to the public health-specific sites. It is not a public health-oriented website. The website is essentially an online, constantly-updated classified page. Craigslist's main benefit is that it has a vast reach and audience. It might be used to reach people who have useful skills but may not be aware of the opportunities available in public health.

The site is organized geographically. Once on the main webpage, select "Washington" from the list on the right. Within Washington, eight areas have their own websites: Seattle-Tacoma, Bellingham, Kennewick-Pasco-Richland, Pullman-Moscow, Spokane-Coeur D'Alene, Wenatchee, Yakima, and Clark Co-Southwest Washington. Typically, people read what is posted in the site for their home area.

Craigslist has a category called "government" under which it would be appropriate to advertise Department of Health or local health jurisdiction jobs. It has categories for "health sector," which is dominated by health care positions, and for "non profits," which may be appropriate for some types of public health positions. There is also an "etc" category as well as an option to suggest more job categories.

For employers:

Employers should post job openings on the website designated for the region from which they are seeking candidates, which might mean posting on a number of Craigslist sites. Employers should also post the advertisement in the area in which they are located, because local people or people interested in moving to that region may check the Craigslist website for that area to search for jobs.

The cost per job advertisement is \$25 on Craigslist. You may acquire an account with Craigslist if you plan to post many jobs on the site. An employer may post a job opening in more than one category. Employers may also search resumes that people have posted on Craigslist for free. You may also post search for focus group participants on Craigslist.

For seekers:

On the website, the "jobs" column has sectors where you can browse openings for free. If you click on the "jobs" link on the column heading, it will take you to a page where you can do a simple search of all posted jobs in order from the most recently posted.

Others:

The following job search websites are not public health-oriented. They are general and widely used. It is not free to post job openings on the following websites.³ The list contains examples; it is not complete.

³ The author does not specifically endorse and of these websites.

- America's Job Bank (<http://www.ajb.dni.us/>)
- Monster.com (<http://www.monster.com/>)
- Careerbuilder.com (<http://www.careerbuilder.com/>)
- Juju (<http://www.job-search-engine.com/>)
- Indeed (<http://www.indeed.com/>)

Aside from the sites mentioned above, another Internet job search option public health agencies may want to consider are job seeking sites that target people who are interesting in service careers. Some career sites specialize in “meaningful jobs.” While the current sites we identified are mainly for non-profit or non-governmental organizations, such sites still hold potential for public health recruitment. Perhaps they will either expand their offering or others with a broader offering of jobs will become available.

Examples of these sites include:

- Idealist.org (<http://www.idealist.org/>)
- Hotline (<http://www.peacecorps.gov/index.cfm?shell=resources.former.hotline>) which is compiled for returned Peace Corps Volunteers.
- The Employment Spot (<http://www.employmentspot.com/features/nonprofit.htm>) which searches jobs in non-profits.
- SocialService.com (<http://www.socialservice.com/>)
- Community Career Center (<http://www.nonprofitjobs.org/>) which searches jobs in non-profits.

Overview

Different types of websites have varying advantages for employers. Targeted, specific websites will help employers find people with particular skills who know what kind of job they are looking for. Those websites will tend to reach smaller pool of potential candidates. Job search websites that have broad, general span and purpose will reach a larger pool of people with a greater variety of skills and experience.

Employers should consider the geographic area from which they wish to draw candidates when they choose a websites. They should recognize that some sites are more likely to reach local audiences, while others will be more likely to reach an out-of-area audience. For instance, Craigslist in the Seattle area is popular and will reach many local job seekers there, while in more rural communities it may be less active and useful. If an employer wishes to draw candidates from outside the local area, they should advertise with a website that has a broader reach.

Of course, employers will be wary of their recruiting budget. A number of the public health-specific job search websites are free for employers. All of them are free to job seekers. The more general job search websites tend to have more associated costs, but, again, will potentially reach a much broader population. Employers should consider the potential value of the results they reap when compared to the cost they bear when they use the websites that charge for use.

Finally, employers may benefit from using more than one job website. Once they have designed a job announcement; they could insert the same information into a number of the free sites, depending on which ones meet their needs.

Public health job seekers should also keep in mind the type of job and location they prefer when they are searching for positions. Generally, it is safe to recommend that they check a variety of sites, because some employers have favorites or may not be aware of all of the options for advertising public health positions.

See the next page for an overview chart.

A Table Comparing Public Health Job Search Websites

	NACCHO	ASTHO	ASPH	APHA	Emory	Craigslist
One long list of job openings that you can scroll through	x	x		x	x	x
Searchable						
State/region		x		x	x	x
Categories of public health		x		x		
Job title		x			x	
Key word			x	x		
Skills						
Organization		x			x	
Posting date			x	x		x
Public/private					x	x
Applicant						
Free for applicant	x	x	x	x	x	x
Must register to search						
Must register to apply for job via the website			x	x		
Includes criteria limiting who can use the site						
Employer						
Cost to post				x		x
Must register to post			x	x	x	
Post must include a closing date	x		x			
Limits posting time		x	x	x	x	x
Includes criteria limiting who / what type of organization can post						
Other						
Easy to find site			x	x	x	
Easy to use (10 best; 1 worst)	7	8	7	9	8	7.5
Can post / search resumes				x	x	x
Listings are current (i.e. last week?)	can't tell	can't tell	x	x	x	x
Can apply through website		optional				
Lists salaries	some	some		some	some	some
Many jobs listed	medium	low	medium	high	high	Medium
Hard copy option – can sign up to receive info by mail	x		x			

