NETWATCH

Your guide to business and accounting on the Internet

Over their lifetimes as professionals, chartered accountants might find themselves experiencing a variety of career shifts. Career change is becoming the norm as the economy grows more complex, and the market for our unique skill set continues to evolve.

Many CAs are adept at rooting out new opportunities using the traditional methods of networking, talking to headhunters and dealing with executive search firms. The Internet provides yet another tool to add to our kit bag as we assess our career possibilities. Indeed, it isn't a stretch of the imagination to suggest that the entire process of job hunting has undergone a dramatic change, as the media, major corporations and recruiting firms begin to use the Internet to post a huge variety of job listings.

The truth is, if you are thinking about a career change or are simply interested in browsing and exploring what's out there, you should take a look at a number of different online career sites.

Start with the major Canadian job sites. One of the largest is Workopolis, a partnership between *The Globe and Mail* and *The Toronto Star*, which features a free searchable database of tens of thousands of job postings. Besides searching the site for available positions, you can also benefit from a number of additional features. For example, the CareerAlert feature will notify you automatically by e-mail whenever jobs matching your interests are posted on the site. Since the site displays many of the executive listings found in the newspapers, CAs will find it a rich source of information. There are many other similar sites, such as HeadHunter.net, HotJobs.com, Monster.ca and JobShark.ca.

For a greater degree of industry specialization when it comes to online recruiting, many professional bodies and associations are establishing their own recruiting sites. The CICA has taken part in this trend with its *CA Source* initiative. The site allows CAs to post their résumés for review by those who might be looking for an accountant, while employers can place job postings online (only CAs can access the postings). All in all, it's a handy tool for Canadian CAs.

Workopolis www.workopolis.com
CA Source www.casource.com
The Caldwell Partners www.caldwell.ca
Robert Half www.roberthalf.com
Futurestep www.futurestep.com
Accountemps www.accountemps.com

But don't stop there — you'll discover most of the major Canadian accounting firms post available positions on their websites, as do most Fortune 2000 organizations. If you are undertaking a serious job hunt, then the Web is the place to be. The world of human resources is heavily involved with the Internet, as HR professionals have come to realize that direct recruiting offers a new way to attract talent.

For senior management positions and other job opportunities, you should check the websites of executive search firms and staffing companies. Many such firms do not post job openings on Workopolis and Monster.ca; you need to go directly to their websites to find these permanent or part-time positions. Good sites to visit include The Caldwell Partners, Robert Half and Futurestep — a joint initiative of *The Wall Street Journal* and Korn/Ferry International, the world's largest executive search firm. For temporary opportunities, take a look at Kelly Services and Accountemps.

Last but not least, keep in mind there are also executive search and recruitment firms that specialize in placing finance professionals, and with a bit of digging, you can locate a few that feature sites with job postings. Good examples are Toronto-based Lannick Associates and Bruce R. Duncan & Associates; both companies specialize in CA recruiting.

One final piece of advice: if you are going to explore this world of high-tech recruiting, you may as well go all the way. Today's savvy career-searchers have taken to creating an online résumé. That way, when you find something worth pursuing, you can provide a firm with instant information about yourself.

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