

**Revolutionary New
Top Level Domain (TLD)**
Changing the Face of Online Recruiting

by

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In early 2010 job seekers will have an exciting new Internet platform from which they can search employment opportunities, research corporate employment sites, and manage their career opportunities.

DirectEmployers Association, a non-profit consortium of over 500 leading U.S. employers, has formed an alliance with Employ Media, owner of the **.jobs** Top Level Domain (TLD), for the Association to activate, manage and complete the build-out of all **.jobs** domains.

Thousands of companies, such as www.UnionPacific.jobs, www.ExploreProvidence.jobs, www.GeneralDynamics.jobs and www.IBM.jobs, have already activated their own **.jobs** domains. These employers and others through DirectEmployers Association will control and manage, to the benefit of all employers in all industries, hundreds of thousands of **.jobs** domains such as U.S. cities (Chicago.jobs, Houston.jobs, Boston.jobs, etc.), states (Virginia.jobs, Michigan.jobs, Texas.jobs, etc.), countries (Canada.jobs, Mexico.jobs, China.jobs, etc.) and occupations (accounting.jobs, sales.jobs, nursing.jobs, etc.).

When the TLD build-out is complete, all jobs will automatically appear in the appropriate city, state, country, and occupational **.jobs** URLs (Uniform Resource Locators). The platform will provide job seekers direct navigation and easier access to employment opportunities while creating the new standard for listing jobs across the Internet. Job seekers will be able to enter a desired city, state, geographic region, country, or occupation plus **.jobs** into their browser for immediate access to jobs.

The **.jobs** initiative will provide a single, unified platform comprised of hundreds of thousands of employment URLs, highly trusted by Internet search engines that will allow all employers, regardless of size, to list their jobs free-of-charge. Job seekers will apply for employment on the employer's web site or submit their resume directly to the employer as per each employer's instructions.

The **.jobs** platform will be fully integrated with social media sites such as Facebook, LinkedIn, Twitter, YouTube and others. Job seekers will be able to identify which of their friends or connections are working at a particular company. They will also be able to find and follow companies on the various social networks and share job listings with their friends on social news sites. The **.jobs** platform will be optimized for access on mobile browsers.

The Internet today is a medium of such scale like never before seen by mankind. Where ten years ago there were millions of web pages and 5 years ago hundreds of millions, today there are billions. Such incredible scale has brought new challenges for users to locate desired content on the Internet. The advent of search vendors such as Google has helped organize all of the information in the form of web sites enabling users to type in short descriptions to locate relevant web site matches.

In the online employment sector, the challenges run deeper for job seekers motivated to locate job opportunities offered by employers. Rather than just web site matches, job seekers want to locate matching job listings and, upon doing so, connect with the employer to apply on their web site. This application process is also preferred by employers. It is frequently the case for job seekers to have to wade through a maze of web pages before finally reaching the employer in order to apply to a job description of interest. Many give up before making it. Both the challenge and the opportunity are to

match the scale of the Internet with an efficient online solution that connects job seekers directly to employers.

The **.jobs** TLD was invented for this purpose and is simplistic by design. For example, the home page location of AT&T is www.att.com. The jobs page location for AT&T is www.att.jobs. By inserting **.jobs** at the end of a URL, users can locate the employment web site operated by the employer thus providing a direct connection. It is the responsibility of employers to acquire their own **.jobs** URL – in the form of their company name – which, as previously mentioned, many thousands of companies have already done.

.jobs is an important part of the National Labor Exchange, an alliance between DirectEmployers Association and the National Association of State Workforce Agencies (NASWA), which is provided free-of-charge by employers and participating State Workforce Agencies, as a public service for employers in all industries and to all job seekers regardless of ethnicity, gender, sexual orientation, disability, religion, age or national origin.

National Labor Exchange goals are: 1) to provide job seekers in all industries and occupations, from entry level to chief executive officer, valuable up-to-date information about employment and career opportunities in their community and across the nation and; 2) provide employers in all industries, regardless of size, an affordable, employer-driven, Internet-based system for managing our nation's vast talent resources.

As part of the National Labor Exchange, **.jobs** will also play an important role in helping employers build their workforce and comply with state and federal regulations by serving as our nation's only online cross-state labor exchange and distributing job listings to the state and local level. It will assist employers in meeting federal job posting requirements for Affirmative Action Plans, Vietnam Era Veterans' Readjustment Assistance Act (VEVRAA), and Jobs for Veterans Act (JVA) compliance. By making their jobs available on a nonprofit, public service employment network, employers can now increase their recruiting reach and extend diversity initiatives with consistent and aggressive programs to make employment opportunities available to individuals from all cultures and population segments.

The **.jobs** Military Occupational Classification (MOC) crosswalk, scheduled for release in the first quarter of 2010, will help transitioning military personnel locate jobs in the civilian workforce. The MOC crosswalk utilizes the latest available Department of Defense job-matching information to link over 9,000 military occupations to related civilian occupations. Transitioning military personnel can enter their MOC plus **.jobs** (42F.jobs, 25B.jobs, 2891.jobs, etc.) to locate civilian occupations requiring the same or similar skill sets as their previous job in the military.

Tom Embrescia, Chairman of the **.jobs** TLD says, "We believe in the vision of the Internet becoming the dominant medium to easily connect employers and job seekers. The **.jobs** TLD working with DirectEmployers Association can accomplish this worldwide. We have a great plan, and with DirectEmployers Association, the right ingredients to facilitate the elusive direct connection that can finally unleash the Internet's greatest strength to the online employment sector."