

# Functions in a Job site

## Technical

- **Development:** The development team not only develops the initial product, but continuously enhances it based on the product team's requirements. Continuous developments and feature enhancements are very important for a Job site to stay on top of its business.
- **Testing:** After development, the testing team tests the product for various parameters including user interface, error checks, load check, database injection checks and many other similar tests to ensure that new features hit the market without much of problems.
- **Web server Maintenance:** The web server can be maintained by a small team. This team ensures that the web server is working properly, is free of Virus, malware or spyware attacks. They also manage database, bandwidth allocation and various other functions to ensure the server is up and running 24x7
- **Content /Technical Writing:** This team writes technical documentation & content for various pages of the Job site. They are in constant interaction with technical team and product team to fine tune the content to be user friendly
- **Design:** A great looking site does half the sale. So the design team is a critical resource for a Job site. Unlike regular designers who are strong in basic html outputs, Job site design team will have to be proficient in designing sites that are database driven since Job site primarily have heavy database interaction.

## Product

- **Web research:** Every other day, there is a new innovation happening in the Job board market. So the Web research team will look for new features, business models, opportunities by constantly researching the web. They should ideally be techno-domain specialists who understand technical details and also be experts in the domain.
- **Customer feedback management:** Whatever research or innovation a company brings in, Customer feedback is the most valuable product enhancement parameter. Unless customer is happy using something, there is no use offering the feature.
- **Product development life cycle management:** Usually a typical product life cycle is for 3 to 6 months. If a product does not reach market within 6 months, 90% of the time, it may never come out. So once a company starts developing a product, they have to ensure that they are in the market by 6 months (this is primarily very important in the ever changing web dynamics)

## Sales & Marketing

- **Marketing:** For a new job site, couple of people can start of the marketing activities. Once they get the required traction, they can expand the team.

- **Brand Management:** Managing the brand & ensuring it reaches to the mass is an art. It helps enhance the corporate image of the company & also helps instant recognition & value for the company.
- **Press release & Media:** Press release is another very important and cost effective option on the web. With many large online PR portals, some of them offering free press releases, regularly providing press releases is a very good medium to reach out to large audience across the Web. The PR portals, on approval of the press release broadcast it to 1000's of news channels, search engines, portals and press agents.
- **Content writing:** Content writing is becoming the most sought after option in the Web 2.0 era. With social avenues getting created by the day, options like Blogging, white papers, market study and other professional content are helping companies reach out to a large audience.
- **Search Engine Optimizing:** SEO is critical for an online business succeed. Traffic from Search engines are huge and if properly capitalized this can turn out to be a gold mine for the job site. Options like Job broadcasting has provided job boards an opportunity to reach out to larger audience without spending much. Optimization doesn't happen overnight, it takes a long time and concentrated effort to ensure a gradual and steady growth through the annals of back pages to reach to first page in a Search engine. But the effort is worth it.
- **Business Development**
  - **Web promotions:** To be noticed on the web among billions of web pages, web promotions are very important. This team ensures that the job site has a good web presence. They promote the site through various avenues including advertising using CPM (Cost per 1000 impressions), CPC (Cost per click) and other options.
  - **Email Promotions:** Email promotions to existing customers and regularly promoting through newsletters to attract new visitors are very important for a Job site's exponential growth.
  - **Events and Promotions:** Events, both web events and physical events are very important in Branding. Usually Job sites try to leverage their online presence by conducting local events & capitalize on the local publicity they get, but transferring the cost of event to companies looking for branding. A typical example is a Job fair conducted by major job sites.
  - **Partner program – Resellers & Affiliates:** Affiliate programs offer the lowest capital investment advertising across the web. Affiliates and resellers refer visitors to the job site and get paid only on conversion of the sale. This is very good for startup job sites since, they have to pay only after they earn.
- **Sales**
  - **Direct Sales:** Though a Job site's entire business model is online, direct sales team is very important. They reach out to the customer and acquire orders. Today, most of the top job sites have a solid direct sales team which is the backbone of their success.

- **Tele Sales:** Direct sales team has its limitation with regard to geographic operations. The tele sales team helps reach out to customers across the Globe instantly to ensure they don't lose out on an opportunity. Usually, in major job sites, the direct sales team and tele sales team work together. The tele sales team generates the leads and the direct sales team closes them.

### **Customer Support**

- **Online & Email Support:** For any web site venture that are directly yielding income from its customers or visitors, online and email support is critical. The online & email support team ensures that any customers query is handled at optimal time
- **Tele Support:** Today, tele support is very essential to help customers out of their bottle neck. The tele support team offers product training, bottleneck management & other individual services required by the customer.

**Finance and Accounts:** Finance and accounts team, initially starting with 1 or 2 persons will manage audit, finance, accounts, compliance, filing activities for the job site.

**People Management:** A very important function to ensure strong motivation among all the employees, the people management function can start of with 1 person & as the company grows, it can be made into a separate department.