

CAREER NOTES

By Dick Bradow, PGA Employment Consultant

I hope that you had a successful 2007 season and enjoyed the Holidays with your family. With the beginning of the New Year, I want to remind you that I am available to assist with your career and employment objectives, which includes maximizing your use of the PGA of America's two primary employment services for PGA Professionals – CareerLinks and CareerNet.

Occasionally, we receive questions from PGA Professionals about the difference between CareerLinks and CareerNet – here is a summary of how these services work:

CareerLinks

CareerLinks is the PGA's award winning complimentary employment referral service that notifies PGA Professionals via e-mail about **management positions** such as Head Professional, Director of Golf, General Manager, Regional Manager, Executive Director, Golf Retail Manager, etc. CareerLinks was established in 1996 with the following objectives:

- Help the PGA become recognized as the leader in providing employment services to the golf industry
- Help PGA Professionals find employment opportunities that fit their skills and preferences
- Help employers by providing qualified candidates and the resources to facilitate their hiring process

Since 1996, CareerLinks has handled over 4,500 jobs, covering a wide spectrum of management level positions and a variety of facility and business types.

Both PGA members and apprentices in good standing are eligible to participate in CareerLinks. To participate, you must complete the biennial PGA Membership Survey, which is located on the PGA Employment Center at www.pgalinks.com. The information captured in this survey makes up your confidential CareerLinks Profile, and includes your employment history, your experience in various areas of golf and facility operations, and your future preferences (job type, facility type, compensation, location). You also have the ability to review and update your CareerLinks Profile anytime on the PGA Employment Center.

When an employer requests a CareerLinks search, we assist them in developing their search criteria – the skills, experience, and qualifications that would best qualify candidates for the position. The CareerLinks database is then searched to identify candidates who meet this criteria and fall within the employer's desired geographic search region. If your CareerLinks profile and employment preferences match the employer's criteria, you will receive a confidential e-mail notification about the job, with instructions on how to apply.

Here are some common CareerLinks questions:

- ***“Why can't I find any jobs on the CareerLinks website?”*** There is not a website where all CareerLinks jobs are posted for general viewing by PGA Professionals. If you are participating in CareerLinks, you will receive e-mail notifications for job opportunities for which you match the employer's search criteria and region. You can also view all the CareerLinks notifications you have received on the PGA Employment Center.
- ***“How can I post my resume on CareerLinks?”*** Resumes are not posted on CareerLinks. The information in your CareerLinks Profile determines the job notifications you receive. If you are interested in a CareerLinks job opportunity, you can follow the resume delivery instructions for that specific job and send your resume directly to the employer, targeted to the needs of the position. Employers do not have access to the contents of your CareerLinks Profile.
- ***“I have listed the XYZ Section as a relocation preference on my CareerLinks Profile – why haven't I been notified about any jobs there?”*** The employer determines the geographic region they would like CareerLinks to search for candidates. To receive a job notification, you must match both the employer's search criteria and search region.

CareerNet

CareerNet is the PGA's online job and resume posting service for **non-management positions** such as assistant professional, teaching professional, golf facility support staff, and other golf industry employment opportunities. CareerNet is located on the PGA Employment Center at www.pgalinks.com.

CareerNet Services for PGA Professionals hiring assistants, teachers, and support staff:

- Post jobs to hire PGA Professionals and non-PGA staff
- View resumes posted by PGA Professionals interested in jobs in your section.
- View resumes posted by the public for entry level assistant and non-PGA positions
- Receive online resumes after you post a job
- See how many job seekers have viewed your job posting

CareerNet Services for PGA Professionals looking for non-management jobs:

- Search for assistant, teaching, and other golf industry positions in PGA sections of your choice
- Post your resume for viewing by employers in PGA sections of your choice
- Electronically send your online CareerNet resume and personalized cover letter to apply for positions
- Post a “confidential” resume – not viewable by employers searching CareerNet resumes but will allow you to send electronically to specific job postings
- Set up and receive an e-mail alert when new jobs are posted that meet your set criteria
- See how many employers have viewed your resume

Important Reminder

Make sure that you and everyone on your professional staff complete the 2008 PGA Compensation Survey on www.pgalinks.com. Your participation will help provide you and your fellow PGA Professionals with accurate compensation information when you need it for negotiations, job searches, and budgeting. It will also assist those of us who work with employers on your behalf in our efforts to upgrade compensation for all PGA positions.

All individual responses are completely confidential, so please take a few minutes and complete the survey beginning January 7, 2008. PGA members who complete the survey will receive 1 MSR credit.

Best wishes for the New Year, and please don't hesitate to contact me if you would like assistance with any PGA employment services.

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