

Formulieren Einer Personalsuchanzeige - Torsten Hauschild

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Bis zu den neunziger Jahren war das Hauptmedium für Stellenanzeigen die Tageszeitung. Im Gegensatz zu den Stellenangeboten für Führungskräfte, die in wenigen überregionalen Tageszeitungen sowie in Verbands- oder Fachzeitschriften zu finden sind, ist die Mehrzahl der Personalsuchanzeigen in der lokalen Presse zu finden. Mit zunehmender Verbreitung des Internet werden zunehmend mehr Stellenanzeigen online auf Firmen-Homepages oder bei Online-Stellenbörsen eingestellt. Eine Personalsuchanzeige sollte ein Anforderungsprofil der Stelle sowie eine Aufzählung der mit der Stelle verbundenen Aufgaben enthalten. Außerdem sollte der Arbeitgeber in einer Personalsuchanzeige Public Relations betreiben. Dadurch lassen sich eher Spitzenarbeitskräfte gewinnen. Darüber hinaus wird das Marketingbudget geschont. Des Weiteren sollten in einer Stellenanzeige immer der Name des Unternehmens, seine Anschrift und die Branche des Unternehmens genannt sein. Ferner können das gewünschte Antrittsdatum, die Bewerbungsfrist, der verlangte Umfang der Bewerbungsunterlagen und besondere Leistungen des Unternehmens angeführt werden. Unterrichtsentwurf aus dem Jahr 2004 im Fachbereich Wirtschaft - Didaktik, Wirtschaftspädagogik, Note: Ohne Bewertung, Studienseminar für das Lehramt an berufsbildenden Schulen Hannover, Veranstaltung: Wirtschaft und Verwaltung, 3 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Hauschild, Torsten Publisher: GRIN Verlag Illustration: N Language: GER Title: Formulieren einer Personalsuchanzeige Pages: 00011 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638372756 Category: Business & Economics : General

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