



CASTING A WIDE 'NET

By GREGORY GIANGRANDE

Autumn in New York may bring cool breezes wafting from The Bronx to Battery Park, but the job market is still sizzling in the city that never sleeps. And when it comes to taking a bite out of the Big Apple job market, are you going to rely solely on online superstores like Monster and Hotjob? Fuhgeddaboutit!

Intrepid New Yorkers know how to mine hidden treasures that distinguish this city from every other. Just as there are many tourist attractions, there are countless sites on the Web for job hunting - but only a handful that are truly definitive of New York. So whether you're just starting out or looking to trade up, we've scouted out the Web for a Bright Sites, Big City job search.

NYCareerZone.org and WorkforceNewYork.org

New York State Department of Labor offers two career resource sites: CareerZone is primarily for students preparing to enter the job market, and Workforce is primarily for low- to middle-income adults, seniors, veterans and the disabled.

Both offer career resource information and all of the typical job preparation tools, such as r, sum, and cover-letter building. Registration is free.

Job seekers can get information on more than 900 occupations available in New York and view current job postings on New York's Job Bank (ajb.org/ny) via either site. Positions run the gamut from civil, community and social services, clerical, cleaning and maintenance, to managerial, business and financial operations and computers.

NYCareerZone offers students an assessment tool to link their interests to potential careers. A handy "Featured Career" tab offers thumbnail profiles of hundreds of different jobs, required skills and typical salary ranges.

Tip: The Department of Labor provides free comprehensive career counseling services for seniors, veterans, the disabled and anyone unemployed. Visit one of the Division of Employment Services (DOES) offices scattered around the city for in-person advice on job-search strategies, career workshops and access to computers, phones and listings.

NewYorkBusiness.com

If it's happening in New York business circles, it's reported in Crain's New York Business, the resource dedicated to providing exclusive, continuous coverage of local business news.

From entry to executive level - if you have any ambition, this site is one of your first stops. While there aren't any job listings, the site is a trove of breaking news stories, statistics and market information on more than a dozen key New York industries that will help you stay informed.

Tip: One of the most useful features are the "Departments" listings. The list includes resources, membership organizations and events within each industry - plus the movers and shakers.

Mediabistro.com

New York is home to virtually every major book publishing house and consumer magazine in the nation. And Mediabistro is the marketplace connecting editors, writers and other professionals working in all aspects of print media to new opportunities and to each other. There is token coverage of the broadcast, cable and advertising industries, but the site is primarily for the print media.

The site lets job seekers:

nView hundreds of job listings from entry-level to management in book, magazine and newspaper publishing.

nSign up for customized job alerts and receive daily media news feeds.

Tip: The basic services outlined above are free - but it's worth signing up for the premium AvantGuild membership. For \$49 per year you'll receive discounts on mediabistro.com courses and résumé services, access to members-only content, health insurance for the self-employed, the "Revolving Door" (an e-mail newsletter tracking media job movement), and free online portfolios.

FashionCareer Center. com

If you have an eye for style, know your Glamour do's and don't, and envision every sidewalk as your personal runway, then you're already a cut above the rest. Here, fashion industry job candidates can search job listings by keyword and location, as well as post résumé and register for a job-search agent at no cost. Recent job openings included sales and Cad assistants, junior knits associate designers, to handbag and bra designers, sales executives for Missy sportswear and fit models. The site also includes information on fashion schools and tips for breaking in.

Tip: For a reasonable fee, the site offers portfolio services where your portfolio can be placed online or on a self-booting CD, ideal for designers, photographers, models or anyone needing a traditional portfolio. It makes it easy to carry your portfolio with you to interviews, and is great for sending or leaving with prospective employers.

CareerJournal.com

New York is home to more Fortune 500 companies than anywhere else, and Wall Street is the engine that drives the world economy. So whether you channel Gordon Gecko with a "greed is good" mantra or are a captain of industry, you must bookmark this executive career site of the Wall Street Journal in your favorites folder (or better yet, have your secretary do it). The site is like an executive dashboard with career resource tools, networking forums, and job boards with management positions across all industries.

Tip: Actually - as a captain of industry with a dedicated site where you have access to articles on the best golf courses to close a deal and a market watch stock ticker where you can track the performance of your personal fortune - you don't need any tips from me!

ModelBartenders.com

Can't hold a steady job? Are you poor, tired and hungry? Chances are you're an aspiring musician, actor or model. Don't despair - the folks at Model Bartenders understand your plight and have been helping the huddled masses yearning to be famous for more than years. The firm specializes in providing temporary staff for some of the city's hottest corporate functions, grand openings, promotional events, gallery openings, and private parties. They're constantly looking for hosts, bartenders, wait staff, models and actors for theme parties, cocktail servers, etc. - you know, all the skills New York starving artists have learned to excel at to make ends meet.

Tip: Good help may be hard to find - but good-looking help sure ain't. They pay their temps well, because clients pay a premium for that certain New York style, and can actually pick their staff from head shots on the Web site. So you'll want to look and act your best when visiting their office to register.

VarietyCareers.com

A recent search of this job board displayed openings at Fox, NBC, MTV, Discovery and Disney, among others. Positions range from production assistant to producer, sales to finance, research to record keeping. If show business is your life, then this site must be your home. The site caters primarily to the broadcast and entertainment industry - however, positions in print media do occasionally appear on the job boards. It also features online career resources and services, which are (hooray!) free.

Tip: The site features three great learning and mentoring resources; Moving Up, Breaking In and Behind the Scenes. Profiles of working professionals provide an inside glimpse of the various careers in entertainment, the challenges - and what it takes to succeed.

HightechNY.com

New York's "Silicon Alley" ranks third in the nation in high-tech employment, with more than 13,000 high-tech companies including IBM, Corning and DoubleClick. This site links you to job listings in this sector across the state. Numerous current listings include Computers and Information Technology, BioTech/Pharmaceutical, Engineers, Sales Reps and Technicians.

Tip: There are no bells and whistles on this site - it is simply a job-posting board. So if you're looking for career advice, you'll have to visit the broader job sites for more information.

Museum Careers.aam-us.org

New York City is home to an almost unrivaled collection of world-class museums in art, architecture, photography, natural history, television, radio and technology. Check out what jobs are on exhibit at this career Web site of the American Association of Museums (AAM) by searching the various job boards by city. Available job listings range from entry-level to executive in conservation, curating, and administration.

Tip: There is (hooray) no charge at all to search the database, but AAM members receive e-mail alerts for new listings. Members can also post their resumes on the site. Membership fees are based on income and range from \$75 for those earning less than \$40,000 a year to \$110 for those earning more than \$40,000 annually. The good news is that students only pay \$35 for the whole year.

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