



HELLO
my name is

Huang Shao-Ning

I'm a marketer

Astounded by the difficulties new graduates were facing in landing a job back in the early 2000s where the supply of graduates far outweighed the employment market's demand, Huang Shao-Ning threw them a lifeline in the form of her brainchild – JobsFactory. Eight years on, the business has expanded to provide full fledged employment services to both graduates and job seekers at various stages of their career. **The Singapore Marketer**, Shevonne Ang meets with the business founder, Shao-Ning, and finds out just what it takes to succeed in this very unique people-oriented business of career matching.

Having led your business from a two person, zero revenue start-up to forming the effervescent career portal that has helped numerous graduates land their first jobs, what do you think is unique about JobsFactory?

We are unique in that we are passionate about our topic. Our corporate vision is to provide effective career channels to our users. We understand what employers and students / fresh graduates want and use our expertise to meet their needs. Our results speak for themselves with most employers now recognizing JobsFactory and using our career platforms for recruitment and branding.

Tell us more about JobsCentral – how is it different from what JobsFactory initially had to offer?

JobsCentral is a totally new product line that we developed in 2005. JobsFactory's line of services has been known to help corporate recruiters with their campus recruitments; so when we were ready to enter the public market, we thought a different brand name is necessary, so as not to confuse our audiences. So, JobsFactory line of products focuses on campus audiences, and it's a niche player; whereas JobsCentral focuses on the post-campus crowd. Under JobsCentral, we run career portals as well as large scale career fairs for white collar professionals.

Which aspect of your role as the Managing Director do you find most challenging?

As the MD of the company, business development work is just one aspect of what I do on a daily basis. I oversee finance, HR/Admin, as well as two of the product lines under JobsFactory. And also I use all the opportunities that I could get to talk to my most important customers – the on-campus jobseekers.

The most challenging part of my work, I think, is to get my campus jobseekers to realize the importance of getting a right career, something that's relevant and suitable for them personally; not just to get any job for the sake of getting a job, or anything that pays well.

In your view, how should one market oneself for a job vacancy?

You can't market yourself if you do not know what you want; and you will never market yourself well if you do not know what you are looking for. So, knowing yourself is the most important. Know what drives you, know what you are looking for intrinsically, and know what will satisfy you ultimately. With all that done, you will know what kind of career to pursue, and not to just try your luck with any job vacancies that you come across.

Finally, any parting shots for our aspiring entrepreneurs and marketers?

Act on your ideas. Don't just talk, think and dream about them. If you never act, they will never happen.