
Seeking & Fulfilling
the Right Candidate

The Real WAR

Every Business Must Win

The New HR Guidebook in the Age of
the 4th Industrial Revolution



JOBTOPGUN

HR IS A STRATEGIC PARTNER



“

Our Mission is
to Get You
the Right People

”



Seeking&Fulfilling the right candidate - The Real WAR Every Business Must Win

Seeking&Fulfilling the right candidate is the biggest challenge for HR in the age of the 4th industrial revolution

What is the 4th industrial revolution?

It is an age of extreme where technology is shockingly replacing most jobs and people. Many/Most jobs soon disappear like jobs in

department store, clerk and cashier, because consumer will check out and pay for goods and services by themselves. As you can see now at airport check-ins, passengers can go through automated terminals without needing for airlines and airport staffs. Even passport scanning can now be done for international entries and departures by travellers so easily.

And of course, money and fund transfer can be done on your mobile phones without the need to physically travel to your banks. The world changing technology is only accelerating ever faster at a shocking pace. Such jobs replacing technology will also severely impact all HR job aspects without exception. Job seekers will no longer rely on newspapers classified advertising or recommendation from friends in this new internet age. **What is most important for HR to understand is that it will be the greatest mistake to assume that the usage and reliance on mere job website in this 4.0 age is sufficient.**



Therefore in this time of ever more complex and technological sophistication offering myriads of choices for all and everyone especially HR, it must be concluded that **HR cannot and must not be mere admin jobs any longer..**

HR must be a marketer that strategically and tactically win over the right and capable candidates for the jobs in need.

HR must be a product developer in raising the desirability of the organization including the work environment, work culture and system therein.

HR must have salesmanship in negotiating, communicating and enticing the key prospective candidates to come for the job interviews without fail for example.

HR must be an advertiser in creating organisational branding and positive imagery to draw in the crucial and must have prospective job candidates including the creation of the company VDO clips as can now be seen more widely nowadays as well as possessing a thorough working knowledge of each and all media channels and their effectiveness to accomplish the recruiting targets.

HR must be an IT specialist becoming the super user who can be completely self reliant optimally utilising all software mastery to accomplish all task to meet or beat the deadline. Because if you don't know how, your professions and your jobs will surely be replaced by technology.

Today's system is more capable in its precision to find and match the right candidate to the right jobs both more speedily and as well as with greater convenience. With more systematic technological development and advancement without end, those HR who cannot keep pace will become obsolete.

Attaining the right workforce is of the greatest primary importance and concern for every and all businesses. Many enterprises where HR cannot fulfill its workforce requirements will struggle and may be forced to close down. In conclusion, HR needs to become a strategic partner for every CEO where in its new strategically entrusted role can be supremely relied on to become the needed

heroes that must win **this first and foremost recruiting and fulfillment battles and war** in this extremely competitive and challenging time.



We will rejoin you shoulder to shoulder in your wartime needs

A handwritten signature in blue ink, which appears to be 'Dina Dammal'.

Founder of JOBTOPGUN and SUPER RESUME since 1999.

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1

The Industrial Revolution 4.0: HR Challenges • Solutions • Top Tips

Technology fundamentally has changed human life. Almost everyone owns a mobile phone. News and information become more accessible to people and knowledge is just a click away on Google and YouTube. Because of the widely used of job search and job posting on the Internet, newspaper's classified and word-of-mouth's job search became dated. With its limitless penetration, the Internet has become the most reliable and most accessible job platform.

Thousands of job postings on job websites suggest that **competitions for candidates have become much fiercer than ever**. Employers who fail to adapt to change may find it impossible to recruit new hires. In some cases, lack of human resource made a business collapse.

Due to high competitions, recruitment has become more challenging to HR professionals. Accountant position is a good example. There are 1,391 accountant vacancies being advertised (starting salary of THB15,000/Bachelor's degree). **This indicates that there a lot of job choices for job seekers to choose from. A question for HR professionals: what will you do to ensure your job ads will successfully bring in the right new hires?** Companies need do whatever it takes and resort to all available HR- tools and know-how so that they get the right manpower.

In fact, job website is merely a meeting platform for employers and job seekers. In order for your company to have a good number of applicants for consideration and to get the right people, your company must stand out.

Not getting the right people, Why?

1 Not appearing as a great workplace

1.1 Weekend work

Job seekers prefer companies requiring them to work on only Mondays to Fridays. This is because we all need a break on weekends so we can run errands and rest. Companies that do not offer a full weekend break will easily drive away job seekers.

1.2 Uncompetitive pay

Average or below market salary scale is not attractive. Companies willing to offer more will attract more people and are able to get the high-quality people.

1.3 Unattractive benefits

Absence of benefits such as medical insurance, travel allowance, and annual bonus makes your job inevitably less attractive.

1.4 Distance and difficult-commute workplace

Job seekers may avoid applying for or turn down a job offer from a company that is remotely located and difficult to commute to work.

2 Unappealing job functions

2.1 Routine and unchallenging tasks

Routine and unchallenging tasks may create negative perception among job seekers. They may feel the advertised position comes with repetitive tasks, is dull and unchallenging.

2.2 No professional development

The position can be misperceived as not leading to professional growth, promotion and pay rise.

2.3 No capacity building

Your advertised post can be seen as just another job people have done before, not a role that will strengthen their capacity and make them more experienced.

2.4 No room for performance

Many people prefer to do jobs that present them with opportunities to fully apply their skills such as taking on important assignment or being a project lead. Without such opportunity, your job seems unappealing.

3 Not understanding HR 4.0

3.1 Relying on e-mail inbox as the only channel to receive applications, not using Super E-Recruit software

You may feel e-mail is the best tool to receive job applications. A risk is, you may not catch all of them. What if your inbox is full or some of the applications end up in your junk mailbox? Super E-Recruit can help directing all of the applications to you.

3.2 Applicant accepting another job offer because you were too slow

At times, you are too busy to regularly check the applications in your inbox and therefore do not contact the prospective applicant soon enough. Some applicants cannot wait any longer and decide to take an offer from another company.

3.3 Too few prospective interviewees

Generally, only half of the shortlisted candidates will show up for interview. For you to have enough choices, you need to select not too few, but a good amount of prospective interviewees.

3.4 Unattractive company profile

Because there are so many job postings job seekers can choose from, your company profile must stand out. Learning how to sell your company is critical to attract prospective applicants.

3.5 Not using Search Resume function to increase number of applicants or in case of some 'hard-to-fill' positions.

Super Search database has over 3 million resumes in all types of professions. Why not trying Super Search to get you the right people

3.6 Candidates no-show for an interview

One thing to remember, the applicants you have an eye on may not want to change their job. How to get them to show up for job interview is an important skill you need to master.

3.7 Not consulting Super Partner team when in trouble

When all of your other attempts failed, why don't you consult with our Super Partner team? With our depth of experience providing consultancy to over 32,000 companies, we are here to help you getting the right people.

Not Getting the Right Person.

What are solutions to Staffing problems?

Getting to root causes leads to the best solution.

1 Company not appearing as a great workplace

1.1 Weekend work

Large and international companies do not operate on Saturdays, and many of them are in fact doing better. Maybe these companies know how to find and hire the right people. Thanks to their higher productivity, employees are allowed to rest during the weekends. This practice, in turn, makes the employees become more productive and energetic after the break.

Additionally, working on Saturdays does not guarantee productivity. According to an OECD's study, average weekly working hours in many European countries are 35 hours. The Netherlands is ranked the lowest; only 30 hours, but remains highly productive. In order for your company to become internationally recognized, the following are worth considering.

1) Meeting half-way Would it be possible to cut working hours on Saturdays to half a day? And if so, can these hours (4 working hours) be covered on Mondays to Thursdays by adding an extra hour on each day? Employees still can enjoy a normal eight-hour on Fridays.

2) Focusing on productivity Instead of increasing working hours, how about increasing productivity while working hours remain the same?

3) Offering extra benefits Some types of business such as hotels and stores need to operate on weekends. Extra benefits can keep your employees motivated.

1.2 Uncompetitive pay

Everyone wants to make a lot of money. High pay is one of the most important decision factors for a lot of us. Offering high salary can make your company more attractive. If you are willing to invest, you increase chances of getting the right people. As a result, your company will be able to grow more and make more profits. The following are worth considering.

1) Offering competitive salary Compare your scale with your rivals and make sure that your package is not inferior. When comparing offers from two companies, it is more likely that the candidates will take the higher-pay job.

2) If you are not able to offer high pay, consider reducing qualification requirements. This will give you a chance to attract more candidates of lower position qualification and with less expectation.

1.3 Unattractive benefits

Benefits matter a great deal when one takes a job offer. When choosing between two offers of the same salary scale, many candidates will decide to take the offer that **comes with better benefits**. Benefits you can offer to attract good candidates include health insurance, transportation allowance and services, and annual bonus. These employer-sponsored benefits, in some cases, are an important salary trade-off.

1.4 Distance and difficult - commute workplace

An easy-commute workplace is a preferred option. If you cannot relocate your workplace, please consider the following.

1) Be firm that people want to work with you no matter where you are. You can do this, just make sure that you target the right group of job seekers and know well how to attract them. To make your advertised positions more appealing, you may want to offer extra benefits such as transportation service, mileage allowance and hardship allowance.

2) Target the right people by using Super Search. Just choose the desired location, you will find a number of job seekers who are willing to travel to your workplace. Our database covers 77 provinces nation-wide.

2 Unappealing job functions

2.1 Routine and unchallenging tasks

As an HR professional, you need to convince job seekers how your advertised position is more challenging than others'. To attract them, you want to make them feel that your job requires special capacity and experience; therefore, not a lot of people are qualified. You can clearly highlight this requirement in your ad. Your role is to thoroughly understand qualifications and requirements of each position and make sure to convey the message clearly to job seekers how challenging the job is. If you do not have a clear idea about the position, you should consult with your respective hiring unit.

2.2 No professional development

To convince job seekers, you should provide information about professional development of the advertised position. **This could be done by describing a road map for their professional development**, for example, how one can progress over time in your company. You may describe that if they perform well, they will be promoted and given more responsibilities.

Please be aware that many applicants turn down a job offer because they do not feel professional growth is there for them. As an HR professional, you need to practice how to tell a convincing story, and your targeted customers are the applicants. You will eventually become a professional communicator and an inspiration to employees.

2.3 No capacity building

Generally, one wants to accumulate work experience, perform better, and advance professionally. To attract jobseekers, **it is your responsibility to convince them know how this advertised position will provide them with new opportunities to grow and to learn.** You can tell them that they will have the opportunity to be responsible for the whole work process, not just a piece of it. By doing this, they will learn how to put all the puzzles together and solve problems on their feet. Most importantly, you need to coach and support them throughout. They will feel empowered and want to take on more challenging role and build more experience. It is your company that will eventually benefit from more experienced employees.

2.4 No room for performance

Many job hunters seek to demonstrate their capability, be recognized and strive for an opportunity to lead an important project. You may want to let them know about their portfolio and project they will be tasked with. This push will keep them motivated. There are a lot of talents out there with minimum opportunity. If they know you have such opportunity for them, they may want to work with you. Many talented job seekers are not looking for just a job, but a great opportunity to shine. As an HR professional, you must know how to attract these talents.

3 Not understanding HR 4.0

3.1 Relying on email inbox as the only channel to receive applications, not using Super E-Recruit

Receiving applications in your email inbox does not guarantee you will get to read all of them. This is because your inbox can be full, some of the applications may end up in your junk mailbox, and you may simply miss some. **With Super E-Recruit, you will never miss any application again.** It will collect and categorize all of them according to your criteria for your review.

Missing just one application can be as costly as missing the right person!

3.2 Applicants accepting another job offer because you were too slow to contact them

Other daily tasks may keep you too busy to read and review all applications landing in your inbox. Applicants will not wait for you forever and it is likely that they will take an offer from other companies. Below is our advice.

1) Daily check your mailbox for applications. This will keep you up-to-date with incoming ones and increase the likelihood of successfully inviting prospective applicants to job interviews. For example, a person can send a job application to five different companies at the same time. If you are the first company to review this application, you will be the first to contact her/him, and may be able to successfully attract her/his attention.

2) Review new applications as soon as they land in your inbox. If they match your criteria, contact the applicants promptly. The quicker you are able to reach them, the higher chance of you getting the desired candidate. Remember, you are not the only company fighting for high-caliber candidates!

3.3 Too few prospective interviewees

If you screen out too many applications, only too few applicants will be left for interview.

1) Never applying too strict screening criteria. At times, you may find certain applicants not meeting minimum requirements for whatever reasons. It is nevertheless possible that some of these applicants are qualified and the only way to find out is interviewing them. Keep an open mind then you will see more potential in them. When in doubt, do not eliminate them just yet. Use the interview to get to know them a little more. Interview is never a waste of time but rather an important exercise to sharpen your interviewing skills.

2) Securing enough applicants for the interview. The more prospective applicants you can invite to interview, the merrier. No-shows for an interview are very common and happen to all employers. In many cases, only half or a bit more of the invitees turn up. This is a critical time for HR professionals to prove themselves. See this as a challenge to sharpen your persuasion skills!

3.4 Unattractive company profile

Job seekers are not without choices. Successfully inviting applicants to the interview is as important as successfully selling a product. Your unique selling point is your company and the position itself. **What is the most comparative advantage of the position you are advertising?** What is in it for the candidates to decide to work with you? Some promotional materials you can use to reinforce storytelling include brochure, VDO clip or a story of professional growth of existing employees. This information can be included on job posting page or emailed to the applicants.

3.5 Not using 'Search' function to increase number of applicants or in case of some 'hard-to-fill' positions

If too few applications arrive for some advertised positions, or some positions, are highly technical or require special experience, **Super Search function can help you widen your search.** One reason to bear in mind, your targeted applicants may not be looking for a job. Your proactivity is key to make sure you are able to reach them.

With JOBTOPGUN database of 3 million job seekers nation-wide listing all types of professions, it is highly likely that you will find the right people. Some of them are inactive; therefore, getting these groups to interview can be a real challenge. However, it is your job to sharpen your persuasion and negotiation skills and have these people show up at interview.



3.6 No-show interview

One thing to remember, the applicants you have an eye on may not want to change their job. How to get them to a job interview is an important skill you need to master. **Convince them that your job will offer them more than their current job does.** This includes a more senior position, higher pay, better benefits and career advancement. They may consider your package and come to the interview. Sharing additional materials such as a VDO clip and your company brochure with them will help reinforcing your message.

Most importantly, reconfirm the interview appointment with the candidates to show that you are truly interested in them.

3.7 Not consulting Super Partner team when in trouble

When all other attempts fail, fear no more. Consult our JOBTOPGUN HR experienced advisers. Our services include but are not limited to how to do job postings, what to do when received applications do not match your needs, and how to expand your search. **We will make you getting the right people.**

Remember you are not alone in this fight. Our Super Partner team is here to listen to you and offer you the best solutions.



4 Top tips

to get the right people

1 Making your Job posting more appealing to attract more applicants

When you are competing with over 1,000 companies for your ideal new hires, the more eye-catching your job posting are, a better chance of you attracting more applicants.

2 Master the use of Super Match to get desired result

Super Match will match your job postings with more than 3 million applicants in our database. Your targeted groups will receive a notification email and message on their mobile phone via JOBTOPGUN App. The more accurate required qualification and requirement you manage to identify, the more precise the matching results will be.

3 Use Super Search to find hard-to-fill and specialized knowledge positions

With our large nation-wide database of more than 3 million job seekers in all types of profession, Super Search will help you find the right people. Whether it be hard-to-fill, specialized knowledge or urgently needed positions; Super Search guarantee best results. What you need to know is only how to use it!

4 Super E-Recruit proficiency helps increase productivity, reduce lead time and successfully get your desired new hires

Super E-Recruit has been designed to address the need of HR professionals to hire right people before others find them. In addition, this is the software that increases your productivity and reduces lead time. Super E-Recruit is your extra professional assistant.

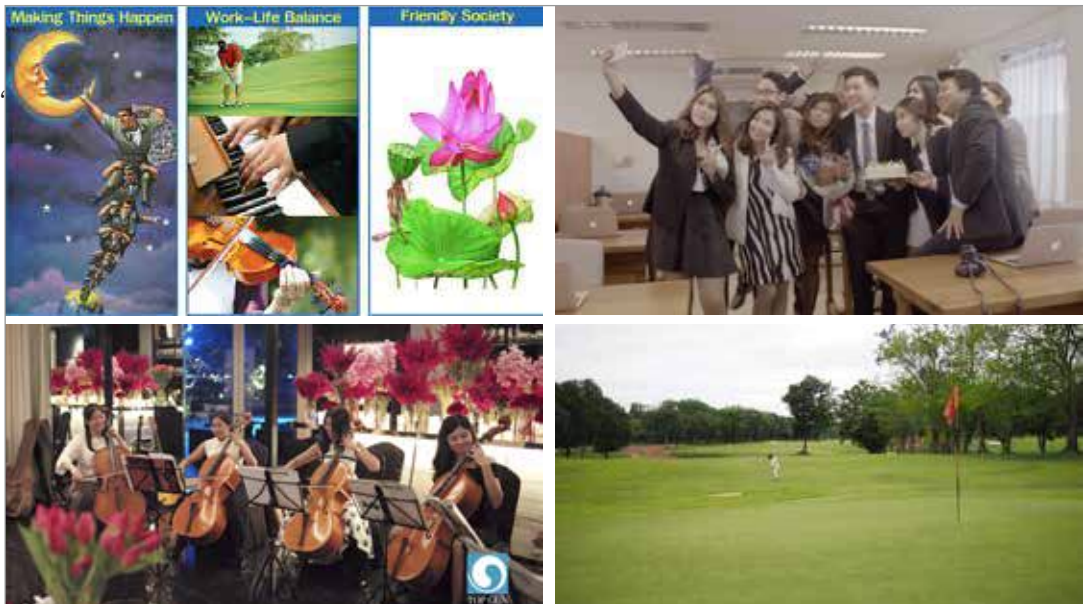
1 Making your Job posting more appealing to attract more applicants

When you only use free and low-cost job websites, you are more familiar with a manual 'Search' function. However, with JOBTOPGUN, the applications will come straight to you. You can expect 40-60 applications per each of your advertised posting. Why would you want to rely on a manual search when JOBTOPGUN can save your time and getting more applications? For this reason, your job posting plays a very critical role. Some may feel it requires too much information and too many efforts. We could not emphasize enough how attractive and interesting job posting would make you win this fierce competitions with thousands of business. You have to do it only once for each position, then you can use the same information repeatedly. Because this job posting is the face of your organization, it is worth considering the following.

1 Company appearing as a great workplace

1. Photo and logo

Company's photos and logo are the first to be seen by job seekers. Interesting photos will boost a positive image and welcoming feeling. We recommend those of impressive workplace, fun activities, and friendly-looking co-workers.



(Photo caption: Examples of photos you can use in your job posting; friendly-looking co-workers and interesting company's activities)

2. Company profile

A brief profile will enhance applicants' understanding of your company. It is important that you provide an overview of how long your business has been in operation, your thought-leadership and innovations the company created.

This brief profile will increase your company's credibility.

3. A promotional VDO clip

This is to tell a convincing story about how great applicants would feel when they become part of your company. We all know VDO clip is a very common story-telling tool these days and how powerful it is compared to written text story. VDO clip is so influential now and will never cease to thrive.

Tips : The clip can be about what one will get working with you and how one's life becomes more meaningful compared to working with other companies. The applicants will feel more connected when watching the story.



4. Company's map

Your company's location should be accurately displayed on Google Map. The applicants should understand clearly where the workplace is and how to get there, and the best strategy is to show it on their mobile phone. This will make them feel the workplace is accessible and commuting is not a burden.

Tips : Make sure your Google Map location is accurate. You do not want the candidates to get lost on their way to your interview.

2 Attract more applicants by the position itself

1. Clear job description and position qualification

Job seekers want a description of the advertised position and required qualification, it is your responsibility to include this information in the posting. In addition, you may want to motivate them further by adding more information, such as how position appears challenging to them, what their career advancement will look like and what kind of experience they will accumulate from performing this role. To many applicants, the position itself is not everything. Many of them also value career development. The more they see such opportunity in your company, the higher chance of you hiring the desired people.

2. Clear position title

1) To make sure your job postings are searchable, job title should appear both in Thai and English. For example, for the 'Civil Engineer' position, you must also put the title in Thai "วิศวกรโยธา".

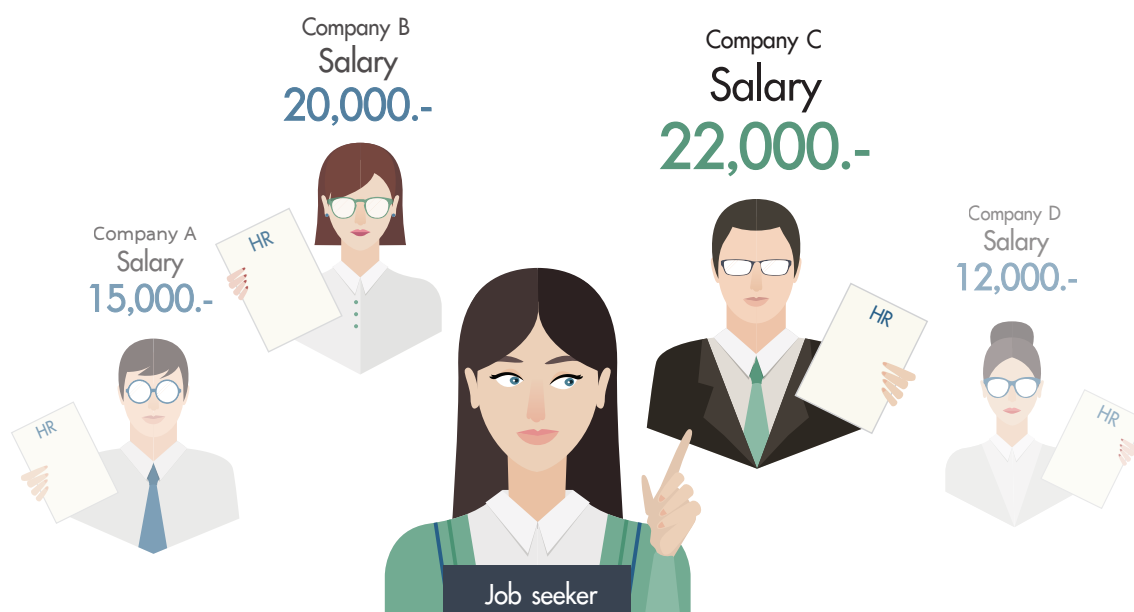
2) To avoid misunderstanding, you should provide a description of particular position little known of by the general public in parenthesis. For example, the 'Identity Officer' position should be written as 'Identity Officer (Security)'.

3) For positions only exist in particular companies, you may want to add a description or an equivalent position in general terms next to it. For example, the 'Corporate Engagement Executive' should be written as 'Corporate Engagement Executive (Marketing Officer)'.

3. Salary as a high impact weapon

Salary is one of the first attraction job seekers look for in any posting. Be sure to indicate the proposed salary upfront. If flexible, you may want to put the figure in a range. Salary is considered a high impact weapon; you will want to change your mind if your company never revealed the salary scale before in your job advertisement. The proposed salary range can be set in a way that is not against internal policy.

Tips : To avoid proposing underpay, the salary should not be under the market average and it should be comparable to the same position of other companies.



4. For positions that both Bachelor's and Master's Degree holders are qualified, advertise them separately

To avoid confusion, do not put positions that require different degrees in the same posting. For example, advertise for a sale position that require a Bachelor's degree in one posting and a position requiring Master's degree in a separate posting. If you do not do so, Master's degree holders will not want to apply because they are not sure whether such degree is truly required for the position, while Bachelor's degree holders may feel they are not qualified for the job. **In this case, separate postings will increase a likelihood of you getting the desired application.**

5. One posting, one worksite

Do not put different work locations in the same posting. Job seekers may only be available to work at only particular locations. If you do not make it clear to them, they will not choose you. If your company has more than one office or factory, indicate in parenthesis where the advertised pos ed. For example, Production Engineer (Bangpu Industrial State), Marketing Officer (Head Office), and Salesperson (Chiang Mai Office).

2 Master Super Match to get the desired new hires

Super Match will match your advertised position with JOBTOPGUN database of over 3 million job seekers. Use Super E-Recruit software to input accurate information in the posting. Accurate information will then result in accurate matching.

There are HR professionals who only rely on resume search. They will look for applications by only using 'Super Search' function but do not put job postings on the website. They do not realize that this is not the most productive way to find the right people. More importantly, they elevate a risk of not getting enough applicants for consideration, or no-show interview. To ensure your time and energy bear fruits, our advice is that you put your job postings on the website. Applications then will come straight to you. What you need to provide is only a complete piece of information. Below are our top tips about how to prepare a job posting.

1 Do not make the range too wide.

If work experience is required,

1) Do not make the range too wide. For example, '0-10 years of work experience' for a position is too broad. This wrongly implies that both new Bachelor's degree holders and much more experienced job seekers are qualified. Due to this uncertainty, none of the applicants are willing to submit their application.

2) Do not make it too narrow either. This will only result in fewer applications.

3) If you prioritize work experience over age, do not put 'age' as a requirement. For example, for an 'accountant' position that requires a minimum of three years of experience, '3-5 years of work experience' should only be your only requirement. Please leave out the 'age'. Based on this criterion, Super Match will match your posting with applicants with 3-5 years of experience accountant.

4) However, if both work experience and age matter to you make sure the requirements go well together. To give you an example of a 'Purchasing Manager' job posting. This position looks for applicants of over 30 years old and 5-10 years of direct work experience in purchasing. Your posting should specify that desired candidates should be of 30-35 years old and have 5-10 years of work experience. Normally, a 30-year-old person should already have accumulated 7 years of work experience after completing undergraduate education.



2 Job field

If you clearly indicate fields most relevant to the position you are advertising for, you will get a good match. For example, if you are looking for a sales person, please indicate “sales” in the field. To ensure a good match, you can further narrow down your specifications if the position is hard-to-fill. Otherwise, you may choose ‘all categories’ so that your postings are seen by more job seekers. For example, for ‘accountant’ position, relevant categories you can choose are general accounting, financial accounting, and tax accounting.

Tips : A more flexible ‘Search’ is not a bad idea. For example, for ‘HR’ position, you may want to also widen your search to cover job seekers with relevant experience such as in marketing and sales.

3 Salary

Salary scale specified in the posting will be automatically matched with the most recent salary of job seekers. The most appropriate rate you should put in your posting is average salary range including allowance and commission, but excluding bonus. For example, a ‘sales’ position of which starting salary is THB 15,000, and the total pay including commission is THB 35,000/month. If this is the case, you may put the salary range for this position as THB 15,000-35,000.

Tips : Showing salary in your job posting will make it more attractive to job seekers. Everyone wants to know how much they will earn. To make the pay more appealing, the rate should include allowance and commission. And please make sure your offer is at a competitive market rate.

4 Company industry

This set of information is useful only when you require experience in a specific business industry. For example, you may want to hire a marketing person who is experienced in consumer product sector. However, we do not recommend this approach because you will only receive too few applications.

5 Education background

Prior experience is required

Super Match will automatically match job seekers with your posting based on information you put in the job field. You need to make sure your criteria cover all relevant fields. For example, for ‘marketing manager’ position, what you should put in the job field is both marketing and sales. An experienced sales person can also perform a marketing role.

No prior experience is required

Super Match will match job seekers with relevant education background. For example, for ‘accountant’ position, Super Match will match your job posting with job seekers with accounting degree as long as you select ‘accounting’ field. You do not need to go and select ‘Faculty of Accounting’ of all universities.

3 Use ‘Super Match’ to get hard-to-fill or position with specialized knowledge

How to maximize ‘Search’ function?

1 Apply only necessary criteria for more results


To get more results, do your initial search with basic criteria. You should only apply more criteria after you have seen initial results and want to throw in more filters. More filters may be required for positions of higher requirements, and naturally this will yield less result. For example, if you are looking for ‘security professional’, we suggest that you use this criterion only. More filters such as age, education level and company industry can be applied later if needed. If you require an experienced candidate, you can simply add a range of required years of experience to screen out newly grads.

Tips : Single keyword will make you give you more initial results. More filters then can be applied as you move along.

2 Use keywords in both Thai and English languages

Keywords in both Thai and English will widen your search because our database contains applications in both languages. For example, for position “Quality Control Engineer”, possible keywords include quality control engineer, production quality engineer and วิศวกรควบคุมคุณภาพ

Tips : If a specific language skill is required, keywords should be in both Thai and English. For example, if you are looking for a Japanese interpreter, your keywords should be “Japanese”, “ภาษาญี่ปุ่น”



Super Search

Search
Advanced Search
Saved criteria
Bookmarked Resume
View full resume
Search Tips
Credit Balance: 2,157

Please select criteria that you would like to search

🔍 “Japanese”, “ภาษาญี่ปุ่น”

📁 Job field

All Job field

📍 Target location

All location

🎓 Degree

All Degree

[>>Clear](#)

Keywords in both Thailand English will bring you more results

3 Do not apply too many criteria

Years of experience, age and salary should not be applied altogether in one search. Not many job seekers will meet three criteria; therefore, too many keywords only give you too few results. Some very experienced job seekers may not be paid a lot, while young job seekers may earn more. If age and prior salary are not critical criteria for this position, leave them out.

Tips : Not all job seekers regularly update their profile. Therefore, years of experience of some applicants might not be up-to-date. Use your own judgment based on information about their age. For example, in the database applicants who appear to be 27 years old and graduated with a Bachelor's degree can be assumed to possess five years of experience.

4 Use symbols to maximize your search

Your search can be maximized by a help of symbols

1) (“.....”) If the word you are searching for needs to be considered as a whole word, enclose it in quotation marks. For example, if you put “Digital Marketing” with quotation marks, the system will look for the exact phrase “Digital Marketing” in the database. However, if you put Digital Marketing without quotation marks, the search engine will pick them apart. You therefore will not get your desired results.

2) (.....) Put a comma, no spacing, between your words. This technique is helpful when you have multiple keywords in one search. The search engine will display every single word that matches with your keywords. For example, for ‘salesperson position’, your keywords can be sales, account executive, พนักงานขาย, เจ้าหน้าที่ฝ่ายขาย

Tips : To optimize your search, we recommend that you put in multiple keywords in both Thai and English using comma to separate them out. Try to include as many keywords as possible.



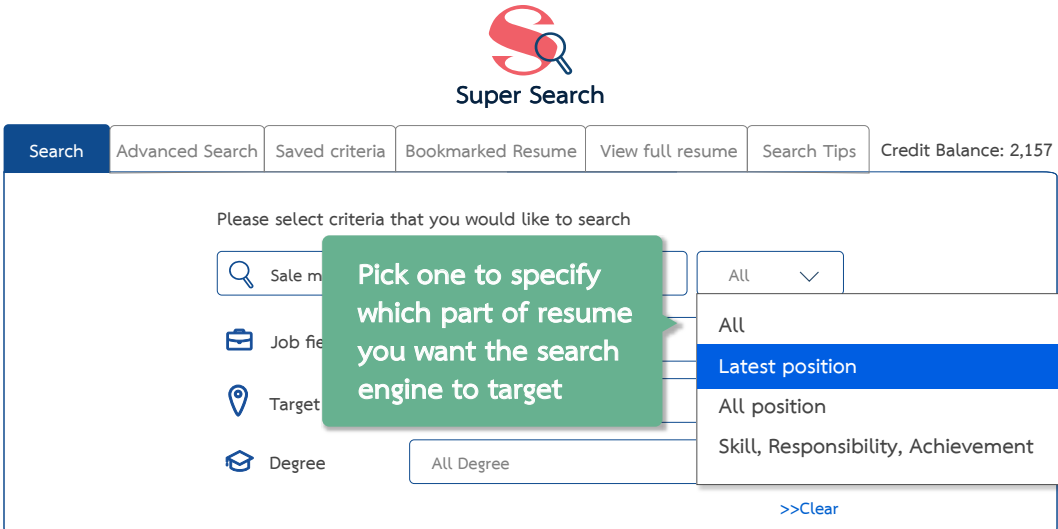
The screenshot shows a search interface with the following elements:


- Search Bar:** Contains the text “Digital Marketing” with quotation marks.
- Criteria Selection:** Three dropdown menus are visible:
 - Job field: All Job field
 - Target location: All location
 - Degree: All Degree
- Example results (shown in a green box):**
 - Digital Marketing
 - Digital Marketing Executive
 - Digital Marketing Manager
 - Digital Marketing Staff
 - Digital Marketing Specialist
- Buttons:** A blue button labeled “>>Clear” is located at the bottom right of the search area.

5 Specify correct keyword and target for desired results

You can also specify which part of the resume you want the search engine to target. For example, for 'Accounting Manager' position, your keyword is 'Accounting Manager' and select 'only most recent position' as another keyword. Super Match will search for candidates whose most recent position is 'Accounting Manager'. Alternatively, you can choose between 'only most recent position' or 'prior positions'.

Tips: This technique will optimize your search result particularly when you know exactly your search criteria requires most recent position or prior positions.




Super Search

Credit Balance: 2,157

Please select criteria that you would like to search

Search	Advanced Search	Saved criteria	Bookmarked Resume	View full resume	Search Tips
--------	-----------------	----------------	-------------------	------------------	-------------

All

All

Latest position

All position

Skill, Responsibility, Achievement

[>>Clear](#)

Pick one to specify which part of resume you want the search engine to target

“See Super E-Recruit ‘Search’
topic for tips for more search results”

 Super E-Recruit

“Search Tips” menu

4 Master your Super E-Recruit proficiency for higher productivity, efficiency and getting the right people

Below are advantages Super E-Recruit will bring to you.

- 1 Never miss a single application**

Many HR professionals may be more familiar with receiving resumes in email inbox. The problem is, you never know whether you get to see all of the applications you are meant to see. This is due to many reasons; your inbox is full, the resumes are stuck in your junk box, or resume are lost due to technical reasons. Super E-Recruit can help directing all of the applications to you because we know how important each applicant means to you. The one that you missed could be from your potential new hire!
- 2 Reduce workload and save time**

It is possible that the 'miss' outnumbers the 'hit', meaning there are more failed applications than passed. Super E-Recruit will save you a lot of time by doing the preliminary screening of applications for you and giving you only those meeting the criteria.
- 3 Save paper and reduce printing costs**

There is no need to print out every single application. You only need to print those that passed your criteria.
- 4 HR role will remain viable and not taken over by technology**

The Industrial Revolution 4.0 has replaced countless jobs previously performed by human beings. If you are tech savvy, you are the boss. If not, it will take your place. What's important is that technology simplifies many job functions with higher efficiency.
- 5 Make hard-to-fill position less harder to find**

Super Search in Super E-Recruit will match the right candidates with your hard-to-fill position. The more proficient user of Super E-Recruit you are, the easier you can fill hard-to-fill position.
- 6 Advertise job ad anytime anywhere**

You can advertise the job and edit any info swiftly and outside of JOBTOPGUN office hours. You can do this yourself and at any time you want.
- 7 Real-time executive report**

Super E-Recruit gives you a real-time update of your job posting without having to generate the report yourself. The report provides you with number of received applications, interview shortlisted, interviewees, interview results and new hires.

How to use Super E-Recruit?

1. Daily log-in helps winning more new hires

You are racing in a fast-paced and competitive environment. The sooner you take action, the higher chance of you finding new hires ahead of your competitors. Because job seekers have many choices, it is not uncommon if they submit job application to five different companies at the same time. You want to win this battle by getting them to your interview first!

2. Use every function for maximum benefit

You will need to know at which step you are in Super E-Recruit. We advise that you familiarize yourself with the software and try every function. Doing so will give you sufficient information to keep track and monitor the progress. At first, you may not be fully acquainted with it. If you are unsure how to get started, simply follow the step-by-step menu. Over time, you will become a proficient user and enjoy countless of advantages.

6 Easy steps to maximize the use of Super E-Recruit

- 1) Make sure your job posting is attractive.
- 2) Use filters to match applications with your criteria.
- 3) Resort to Super Search for urgent position or position requiring specialized knowledge.
- 4) Secure an interview and log the date in the system with your matched applicants as soon as possible.
- 5) Record all interview results.
- 6) Review the summary report, which shows a comprehensive result including number of receive applications, matched applications, shortlisted candidates for interview, interview show-up, passed interviews, job offers and new hires.

CEO role as HR Professional

CEO drives successful and professional organization

“Right manpower is key to profitable business”

1 Not just about filling the position

What matters is employing the right manpower.

Increasing human potential in your organization will keep you competitive in the market.

2 Demand for more choices. The more applications you receive, the higher chance of you finding the right people.

3 Higher pay attracts best employees

Companies willing to offer higher pay tend to perform better and grow more steadily than those not. Likewise, best candidates will likely choose higher pay companies.

4 Systematic performance indicator

Companies can expect best performance from higher paid employees, and in turn will result in a business success, steady growth and higher profit.

5 All companies can afford higher pay by

- Improve recruitment process to attract the right manpower.
- Improve organization structure to retain talents, such as work environment, management structure, decision making structure, channels for new ideas.
- Create new ways to work with new generations. While everything is online and mobile-based, be ready to try new ideas from millennials.

6 Some signs your company needs more high-quality employees

- Existing employees cannot catch up with you. You need to repeat your order over and over.
- Employees lack capacity and fail to perform.

7 Tips to recruit new generations

- Tie starting salary to assignments. It is not unrealistic to pay them more as long as they are more knowledgeable and tasked with more responsibilities.
- Adjust work environment and provide sufficient and special mechanism to protect the millennials. Hire a good amount of them, not too few so that they do not feel singled out.

2 Industrial Revolution 4.0 tips for how to use job websites tools and software

Is paying for recruitment a worthwhile investment?

1 It is not worth not paying, free online posting is not money-saving.

Free or low-cost job websites only give you a database of job seekers but do not guarantee a pool of sufficient and qualified applicants for you to choose from. Paid services, on the contrary, will get you to contact applicants and the right manpower. Therefore, you are more likely to find your dream new hires. Absence of talented manpower only puts your business at risk.

You must be aware that

1. **Business cannot thrive or survive without manpower.** Free and **cheap online recruitment is not money-saving.**
2. **Profit sinks.** Just to give you an example. A sales person can generate THB 100,000 monthly income to your company. Any day you spend and wait for the right sales person is a waste of money, only because of the low-cost job websites you rely on, word-of-mouth and other useless channels. You will end up **spending very little on the recruitment but losing a lot more incomes from not having the right sales person on board.**
3. **Manager has to cover tasks of the vacant position; therefore, cannot fully perform a managerial role.** If you are an administrative manager, you have no choice but to cover the portfolio of an administrative officer while waiting for this position to be filled. In terms of cost-benefit analysis, your company is not being efficient because the tasks of officer are being performed by the manager. **You save only a little from not paying for recruitment while losing a great deal.**
4. **Damage to other departments is inevitable.** How can a sales person complete the sales transaction without goods delivered to the customer, then how can the accountant collect payment? **You may save a little from free or cheap recruitment, but lose significantly from not finding the right person to do the job.**

We could not emphasize enough that recruitment investment is worthwhile and cost-effective.

2 Getting the right person improves staff management

At times, supervisors have to hold their feedback when their supervisees do not perform, **for fear of losing their team members**. This is a bad staff management practice. Being able to easily and effectively hire new employees will enable supervisor to appropriately manage their staff.

3 Job websites are a common platform that connects employers and employees together

Word-of-mouth recruitment has long gone. Thai people are in possession of over 83 million mobile phones and over 40 million of Thais have Internet access. **We are all connected online. You cannot miss this train!**

4 Recruitment is an investment.

Be bold with your investment. Saving only a little by using cheap recruitment does not only waste time but also cause business damage. Manpower drives business. Your company will grow when employing the right people and using **professional job website** services is a way forward.

5 Free or low-cost job websites are not that free and cost-saving.

1. **A free or cheap service will cost you more than a paid and professional service. It is free because it will only give you a database of job seekers. It is you who have to search for and invite them to an interview.** A hidden cost is your salary. You will have to spend time and energy going through tons of resume and invite them to an interview. Getting your desired candidate to show up at interview is already hard enough because people have so many reasons to not show up. If you find yourself repeating this unpleasant cycle over and over, it is evident that your company wastes your labor and time. This waste presents a huge cost and clearly is not a money-saving indication. If you are paid THB 15,000 per month, your company is wasting THB 180,000 per year for getting you to do this ineffective recruitment.
2. **A paid recruitment website will get interest applicants to send you their applications.** JOBTOPGUN, for example, brings you an average of 40-60 applicants per position. With our software doing the preliminary screening for you, your time will not be wasted on applications review. Your company does not only save time but also save labor costs, which would have been spent on doing those things manually. This will also ensure that candidates will show up at interview because they voluntarily submit their applications to you. **We are proud to reaffirm that a paid service is a worthwhile investment and will get you the right manpower.**
3. **Not getting the right manpower is clearly a threat to business.** A cost for professional job website is very minimal compared to potential loss caused by not hiring the right manpower and supervisors having to do jobs would have otherwise been performed by their supervisees. Absence of manpower hinders business growth and sinks profit.

Why only JOBTOPGUN in the Industrial Revolution 4.0?

- 1** We have the largest job seekers database in Thailand.
- 2** Our JOBTOPGUN App is number one most downloaded App.
- 3** We serve more than 32,000 companies.
- 4** We offer you “Super 6” cutting-edge tools that no other job websites can offer



Super Match



Super E-Recruit



Super Resume



Super Search



Super Analysis



Super Partner

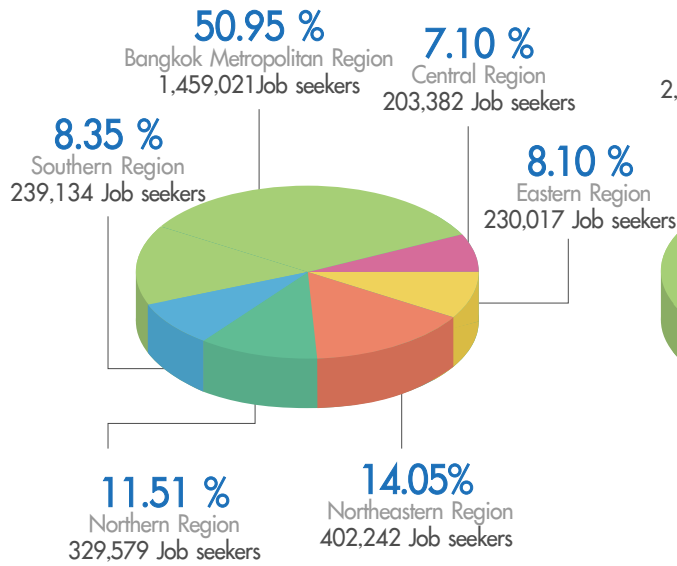
1 JOBTOPGUN built Thailand's largest job seekers database. Our pool of over 3 million job seekers

Cover all professions, experience levels, all degree requirements and worksites as extensive as 77 provinces in Thailand.

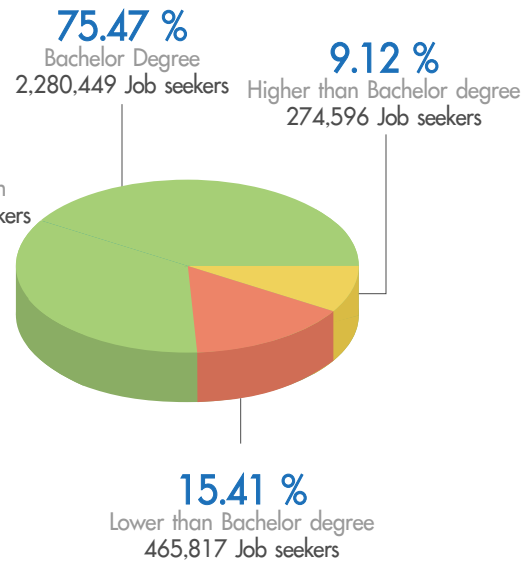


JOBTOPGUN's database

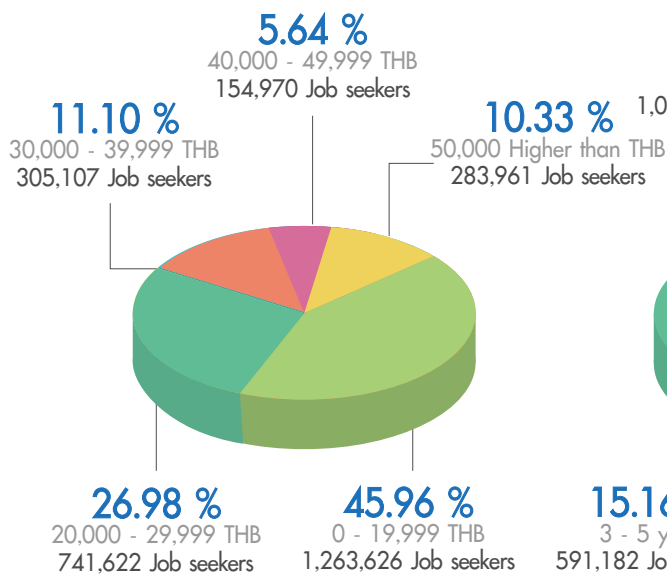
Nationwide locations



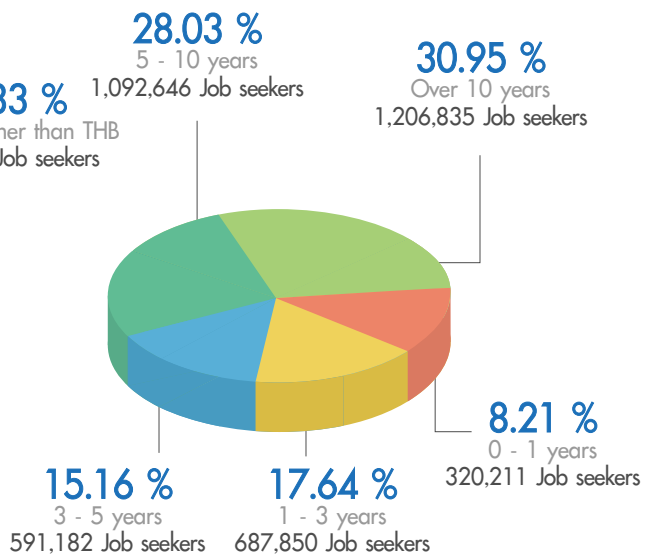
All Degree Requirements



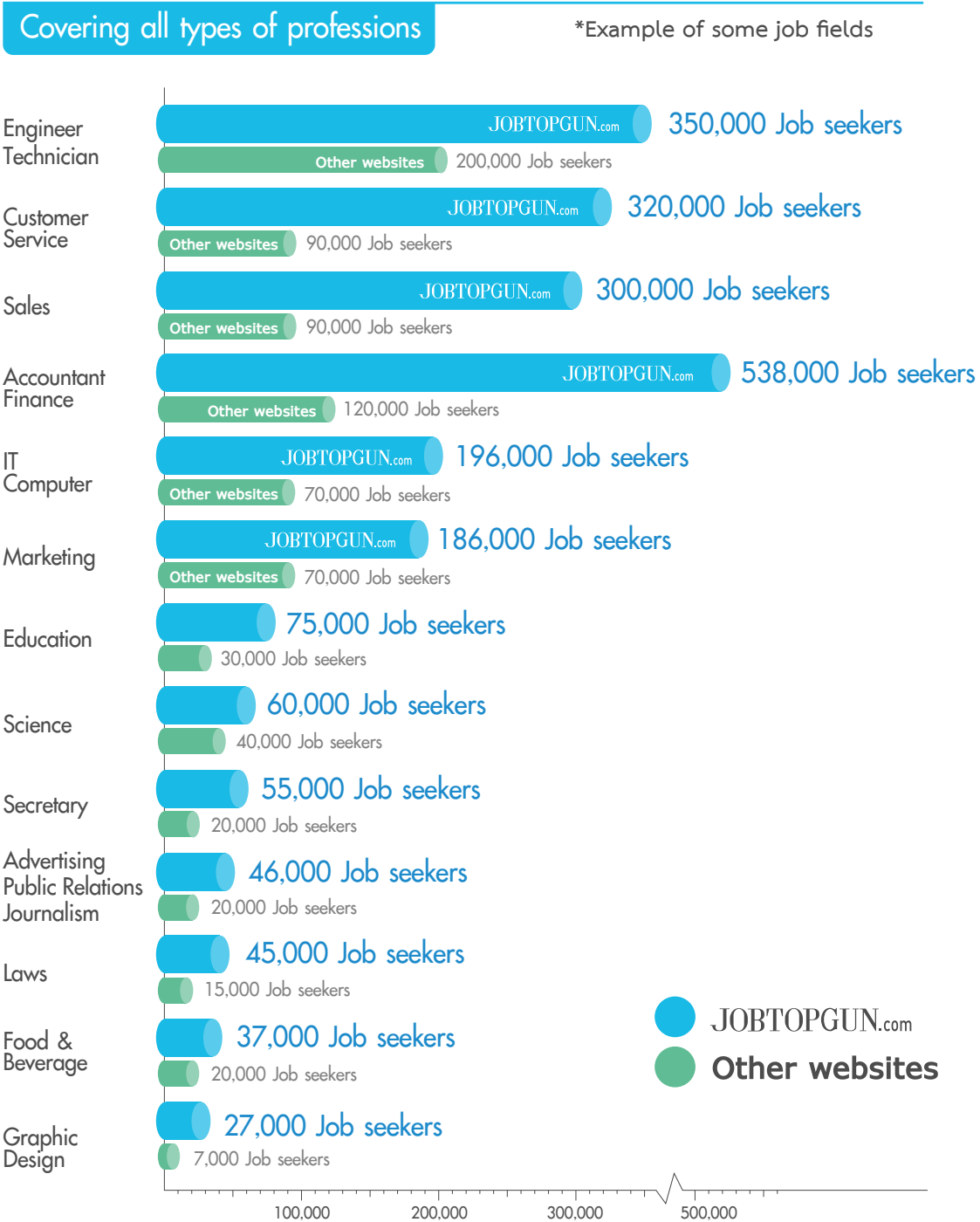
All ranges of monthly salary



All ranges of work experience



Comparison of professions on JOBTOPGUN.COM and other websites



Largest database of over 3 million job seekers meeting your needs, helping you find the right manpower

Work experience

15 years up	15 years up	501,161	16.59%
16.59%	14 years	111,470	3.69%
10 - 14 years	13 years	126,876	4.20%
	12 years	143,189	4.74%
	11 years	156,179	5.17%
	10 years	167,960	5.56%
5 - 9 years	9 years	177,929	5.89%
	8 years	179,439	5.94%
	7 years	181,252	6.00%
	6 years	192,731	6.38%
0 - 4 years	5 years	193,335	6.40%
	4 years	201,491	6.67%
	3 years	196,356	6.50%
	2 years	171,283	5.67%
23.36%	1 years	136,845	4.53%
	0 years	183,366	6.07%
Total		3,020,862	100%

GPA

More than 3.0	1,042,197	34.50%
2.5-2.9	1,165,146	38.57%
More than 2.5	2,207,344	73.07%

Job field

Engineering/Technician	351,024	11.62%	
Customer Services	326,857	10.82%	
Sales	301,180	9.97%	
Accounting	297,857	9.86%	
Administration	244,388	8.09%	
Finance	238,648	7.90%	
IT/Computer	196,658	6.51%	
Marketing	186,387	6.17%	
Human Resources	132,012	4.37%	
Production/Manufacturing	130,199	4.31%	
Purchasing	79,751	2.64%	
Education/Training	75,219	2.49%	
Research & Development/ - Science	60,115	1.99%	
Secretary	55,584	1.84%	
Logistic/Transportation	51,959	1.72%	
Advertising/PR/ - Communications Arts	46,521	1.54%	
Legal	45,615	1.51%	
Hospitality/Food & Beverage	37,157	1.23%	
International Trade	35,042	1.16%	
Top Level Executive	33,532	1.11%	
Design/Graphic	27,188	0.90%	
Pharmaceuticals/Medical/ - Health Care	21,448	0.71%	
Architecture/Interior Design	14,198	0.47%	
Agricultural And Natural - Resources	9,063	0.30%	
Economist	9,063	0.30%	
Arts & Humanities	7,854	0.26%	
Social Worker	3,625	0.12%	
Artist	2,718	0.09%	
Total		3,020,862	100%

Education

Bachelor's degree	2,280,449	75.49%
Master's degree	270,065	8.94%
Doctorate	4,531	0.15%
Vocational Education	301,180	9.97%
Others	164,637	5.45%
Total	3,020,862	100%

University

Overseas university	55,886	1.85%	
Kasetsart University	159,804	5.29%	
Thammasat University	98,480	3.26%	
Chulalongkorn University	94,855	3.14%	
Bangkok University	93,647	3.10%	
King Mongkut's Institute of - Technology Ladkrabang	82,167	2.72%	
Assumption University	66,157	2.19%	
Prince of Songkla University	68,574	2.27%	
King Mongkut's University of - Technology North Bangkok	65,855	2.18%	
Khon Kaen University	63,136	2.09%	
Chiang Mai University	61,021	2.02%	
King Mongkut's University of - Technology Thonburi	53,167	1.76%	
Srinakharinwirot University	50,146	1.66%	
Silpakorn University	46,823	1.55%	
Maejo University	38,365	1.27%	
Mahidol University	36,552	1.21%	
National Institute of - Development Administration(NIDA)	20,240	0.67%	
Total		3,020,862	100%

61.77% from 96 other universities

Province

Bangkok	1,128,457	37.36%
Nonthaburi	149,498	4.95%
Samutprakarn	136,798	4.53%
Chonburi	113,140	3.75%
Pathumthani	112,088	3.71%
Chiangmai	79,871	2.64%
Nakhonratchasima	69,896	2.31%
Songkhla	58,170	1.93%
Khon Kaen	56,900	1.88%
Rayong	53,160	1.76%
Nakhonpathom	41,005	1.36%
Phranakhonsriyutthaya	39,534	1.31%
Nakhonsithammarat	39,110	1.29%
Ubonratchathan	35,143	1.16%
Udonthani	33,259	1.10%
Lampang	31,910	1.06%
Phitsanulok	28,867	0.96%
Surathani	28,082	0.93%
Samutsakhon	27,973	0.93%
Chiangrai	27,575	0.91%
Saraburi	26,493	0.88%
Chachoengsao	26,081	0.86%

Province

Roi-et	24,658	0.82%	
Nakhonsawan	23,775	0.79%	
Ratchaburi	23,751	0.79%	
Buriram	22,160	0.73%	
Phuket	21,976	0.73%	
Surin	21,824	0.72%	
Maharakham	21,123	0.70%	
Sisaket	20,689	0.68%	
Lopburi	19,844	0.66%	
Kalasin	19,246	0.64%	
Kanchanaburi	18,782	0.62%	
Petchabun	18,527	0.61%	
Suphanburi	18,281	0.61%	
Sakhonnakhon	17,426	0.58%	
Chaiyaphum	16,848	0.56%	
Lamphun	15,545	0.51%	
Trang	15,458	0.51%	
Prachinburi	15,098	0.50%	
Phatthalung	14,450	0.48%	
Phrae	13,963	0.46%	
Sukhothai	13,228	0.44%	
Phayao	13,082	0.43%	
Nan	12,995	0.43%	
Prachuabkhirkhan	12,692	0.42%	
Phetchaburi	12,384	0.41%	
Kampaengphet	12,361	0.41%	
Chanthaburi	11,684	0.39%	
Krabi	11,669	0.39%	
Uttaradit	11,349	0.38%	
Loei	11,236	0.37%	
Nongkhai	10,587	0.35%	
Nakhonphanom	10,470	0.35%	
Chumporn	9,890	0.33%	
Phicit	9,638	0.32%	
Pattani	9,448	0.31%	
Tak	9,357	0.31%	
Narathiwat	9,047	0.30%	
Yasothon	8,834	0.29%	
Yala	7,484	0.25%	
Angthong	7,058	0.23%	
Nongbualamphoo	6,827	0.23%	
Srakaew	6,676	0.22%	
Chainat	6,585	0.22%	
Mukdahan	6,328	0.21%	
Nakhonnayok	6,213	0.21%	
Amnatcharoen	6,043	0.20%	
Samutsongkram	6,002	0.20%	
Satun	5,877	0.19%	
Singburi	5,763	0.19%	
Pangnga	5,386	0.18%	
Uthaithani	5,005	0.17%	
Trad	4,178	0.14%	
Buengkan	3,434	0.11%	
Ranong	3,087	0.10%	
Maehongsorn	2,531	0.08%	
Total		3,020,862	100%

Data as of March 2017

2 Our JOBTOPGUN App is number one most downloaded App

Thailand's number 1 job search App.

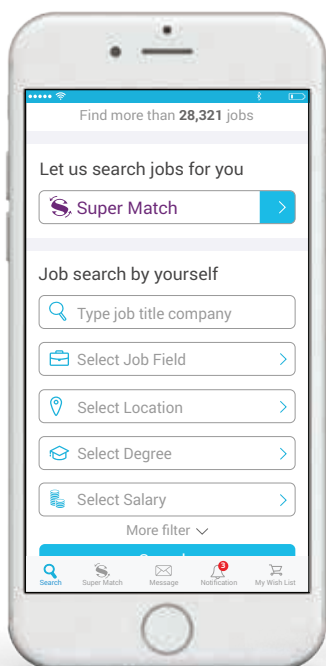
App Store and Play store most downloaded App.

The only App with active notification. 

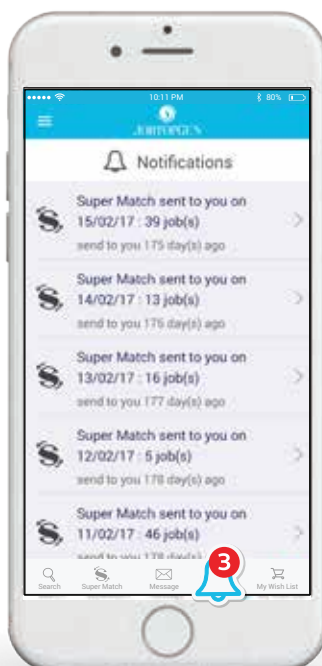
Job seekers are notified promptly every time there is a job match.



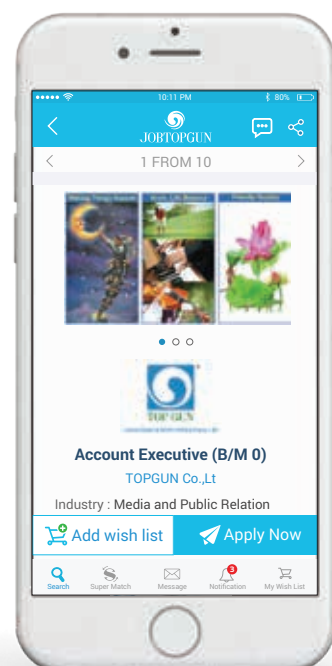
Job seekers **view** over 30,000 jobs **on their mobile phone.**



Job seekers **receive a notification** of new job posting.



Job seekers view details of job postings and **apply at anytime.**



3 We serve more than 32,000 companies.

Example of our key clients

Finance/ banking/ securities						
IT						
Construction/ Design/ Property						
Automobile						
Retailer						
Food/ Consumer's Goods						
Chemical/ Energy						
Human Resource						
Transport/ Airlines						
Medicine/ Health/Hospital						
Entertainment/ Advertising						
Hotel/Tourism						
Agriculture/Forestry /Paper Industry						
Clothing/Jewelry						

4 Only JOBTOPGUN can get you ahead of the game with Super 6 cutting-edge tools.

SUPER 6

Super 1

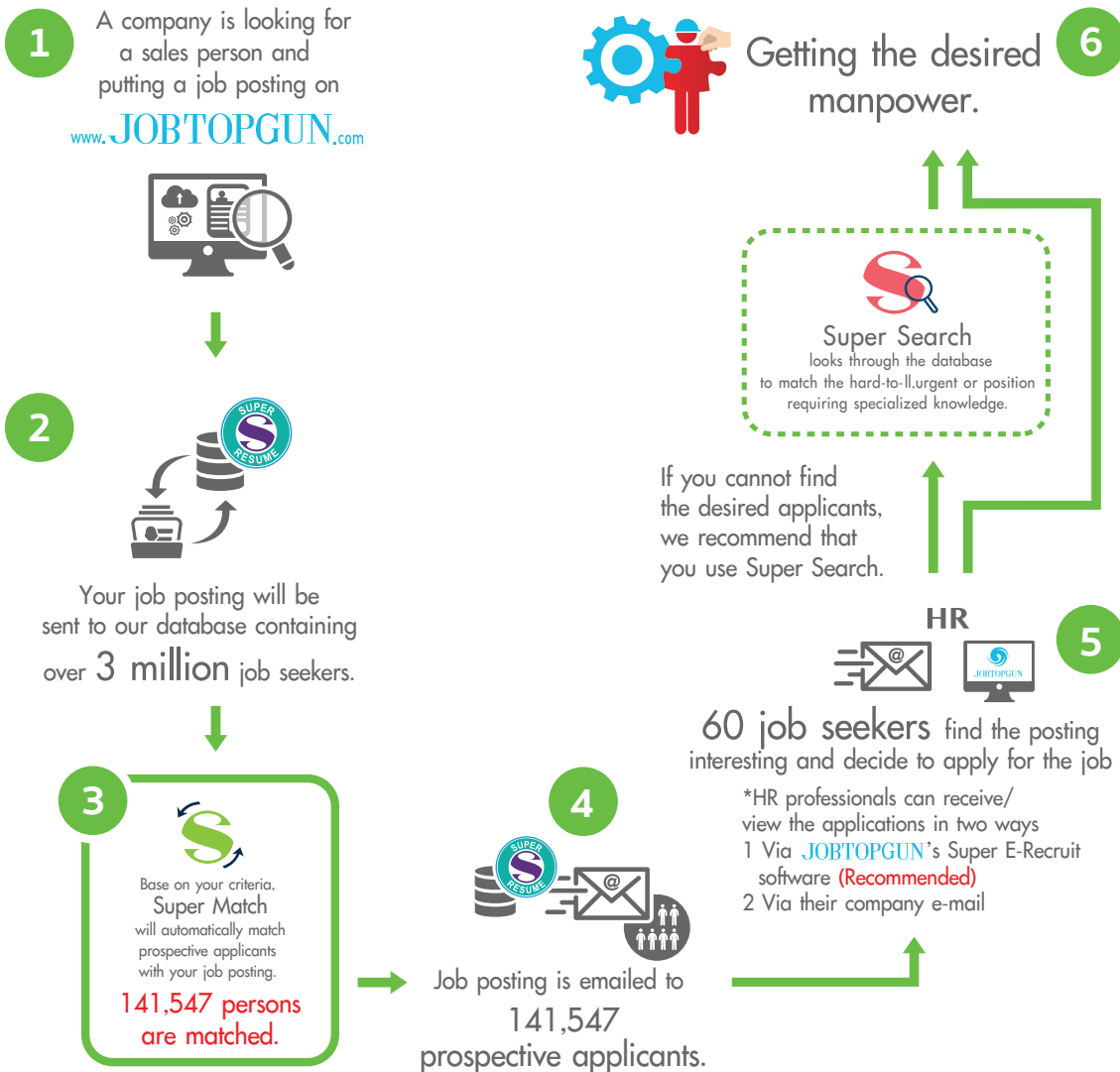


Super Match

No need to search - On demand desired applicants.

Super Match will match your job postings with profile of job seekers, and prospective applicants will submit their applications to you. You do not need to do a search and therefore save your credit for a later need, such as for very hard-to-fill position.

An example of how Super Match works





Super Resume

More thorough analysis of resume

To thrive the Industrial Revolution 4.0, you will need more than just general information in the resume in order to **hire the right people**. Super Resume will do a thorough analysis of the resume for you by examining **TOPGUN's Strengths** and **TOPGUN's Aptitudes** (music, sport and hobby).

Applicants' drive, talent and attitude will be brought to your awareness. This is such a unique quality a traditional resume can never offer to you.

Example of Super Resume



Your Best

6 June 2016
APPLY FOR POSITION OF

Mr. Vichien Shnataporn
(นาย วิเชียร ชนเทพพร)
Home : 02-711-1685 , **Office** : 02-711-1685
Home Address : 172/2 Soi Panichkul
(Pridibhanomyong20), Sukhumvit 71, Wattana
Vadhana, Bangkok 10110, Thailand

Personal data
Nationality : Thai
Height : 170.0 Cm.
Weight : 68.0 Kg.
Birth Date : Feb 20, 1958 (58yrs.)
Own car : Yes



vichien@topgunthailand.com

Work Experience
Total work experience: 33 yrs. 3 months, 3 companies
Mar 1986 - Present 2016 (30 yrs. 4 months)
TOPGUN Co., Ltd., Bangkok, Thailand
Company's Industry: Human Resources, Advertising/Public Relations, I.T. - Software/Telecommunication
Company Business: The company is in the Advertising Media industry, seen from businesses such as Tuk Tuk Ad. and Top Gun's Billboard Networks. We are also involved in the HR/IT industry, seen from business such as Jobtopgun, Super Resume, Super E Recruit, and Jobtopgun Recruitment Agency
Number of Employees: 100-150 employees
Latest Position: Chief Executive Officer
Equivalent Market Position: Top Level Executive : Chief Executive Officer
Subordinate: 100
Job Type: Full Time
Latest Salary: 111,111 THB per month
Start Position: Chief Executive Officer
Equivalent Market Position: Top Level Executive : Chief Executive Officer
Responsibilities: Responsible for performance of the company, with growth rate of 50% and at least 500 MB
Achievement: 1. Establish Topgun to be the leader in Thailand's Billboard industry 2. Lead Jobtopgun.com to be No.1 job website in Thailand.

Career Objective
- To be a professional in my field
- To be an entrepreneur/Business owner

Target Job
Job type : Full Time
Job Field : (Ranked in order)
1.Top Level Executive: CEO
2.Human Resources: Human Resources Director
3.Marketing: Marketing Executive

Industry : (Ranked in order)
1. Human Resources
2. I.T. - Software/Telecommunication
3. Education

Expected Salary : 1,000,000 - 2,000,000 THB per month

Location
1. Bangkok, All

Available to start a new job : 1 month notice

Education
Bachelor's Degree in Business Administration, Major Marketing
1982, University of Nevada, Reno, United States, GPA 2.79/4
Finish four-years university within 2 and half years.
Bachelor's Degree in Political Science, Major Public Administration
1978, Chulalongkorn University, Thailand, GPA 2.5/4
Studied for 3 semesters and decided to switch major to Marketing and pursued the study in USA.
Diploma of Vocational Education in Commerce/Business Administration, Major Marketing
1977, Assumption Commercial College, Thailand, GPA 51.0%

1

Career goal speaks to what drives and inspires the applicant

2

GPA is required for some positions

3

There is more information about the applicant. Hiring company is able to also see her/his competency

SUPER 6

Example of Super Resume

Studied for 3 semesters and decided to switch major to Marketing and pursued the study in USA.

Diploma of Vocational Education in Commerce/Business Administration, Major Marketing
1977, Assumption Commercial College, Thailand, GPA 51.0%

Skills & Languages

Language :

Chinese (Traditional)	Reading : Intermediate	Listening : Intermediate	Writing : Intermediate	Speaking : Intermediate
English	Reading : Fluent	Listening : Fluent	Writing : Fluent	Speaking : Fluent
Thai	Reading : Fluent	Listening : Fluent	Writing : Fluent	Speaking : Fluent

TOEIC

- Reading	450.0
- Listening	450.0

Computer :

Internet	Intermediate
Ms Excel	Beginner
Ms Outlook	Beginner

Additional Data - Target Job

Are you legally authorized to work in Thailand?: Yes

Are you willing to relocate?: No

Desired Travel: Up to 25%

and at least 500 MB

Achievement: 1. Establish Topgun to be the leader in Thailand's Billboard industry 2. Lead Jobtopgun.com to be No.1 job website in Thailand. 3. Create Super Resume, the only resume which has copyrights and has 3.5 million members

Vichien's Topgun Strengths©

1. Visionary (Ranked in order)
Visionary is about having clear ideas about what should be done in the future. I always believe that human resource and IT is a key to business success. I was the first to found a job website and introduce E-Recruit software in the Thai market, and that was in 1999. This paved the way for JOPTUNGUN.com, which has been very popular.

2. Ambitious / Achievement-oriented
Ambition drives success. I am very much driven by worldly professional success. I strive to succeed, never give up easily and am highly responsible. These are all indicators of ambitious people.

3. Strategic thinker
Strategic thinker excels at setting goals and planning to successfully beat competitors or achieve objectives. I am good at planning and taking action.

4. Strong leadership skills
I lead in all kinds of scenario. My employees like working with me because I am always there to support them to achieve their goals.

5. Make everything possible
Nothing is impossible to me. Achieving goal is everything to me. I firmly believe planning and taking action will bring success. I know I can make everything possible.

Vichien's Topgun Aptitudes and Hidden Competencies©

Music: Listening: Pop, Jazz, Country, Blues, Rock, Classical

Play:

Keyboards	Piano	Intermediate
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Sports:

Golf	Intermediate
Swimming	Advanced
Badminton	Intermediate
Tennis	Beginner
Bowling	Advanced
Football/Soccer	Beginner
Volleyball	Intermediate
Basketball	Intermediate

Outdoor activities:

Scuba Diving	Advanced
Sailing	Intermediate
Bird Watching	Beginner
Snorkeling	Advanced

Other hobbies:

Fitness	Intermediate
Travelling	International
	Once a year
	Domestic
	Once a month
Photography	Advanced
Reading	Arts,Architecture & Design, Photography
Gardening	Advanced
Cooking	Advanced

Ranked Favourite Interests/Hobbies
(Maximum Top 5)

1. Golf 2. Piano 3. Reading 4. Sailing
5. Photography

4
Proficiency meets standardized testing

5
TOPGUN's Strengths speak to competency based hiring approach

6
Music, sport and hobby speaks to aptitudes and hidden competencies

Super 3



Super Analysis

analyzes applicant's competencies


Together with Mahidol University's College of Management, JOBTOPGUN conducted a research study on "How can music, sport and hobby identify competencies in you". Based on this study, JOBTOPGUN created a new analytical tool so that the company can better and more deeply understand the applicants.

HR professionals therefore are able to maximize competency-based hiring approach.

If you are looking to hire a marketer, competencies you want to find in your candidates are preference to be in competition, being a strategist and good at planning.

Super Analysis can find this information for you.

Example of Super Analysis

Year of Birth :  According to your year of birth, you are loyal and... your surroundings, you are able to determine when... will never desert your friends if they are in trouble. You... during the year of Rabbit (1951,1963,...), Tiger (1950,1962,...)

Self : **S** Your music, sports and hobbies also reflect yourself. You believe in your own way and love to be extrovert. You are tender, thoughtful and open to the... and peaceful. You are able to work individually. You are also... beating an opponent. You enjoy competition. You are good at...

S Your hidden competencies are as follows :

- Competitive [A]
- Never give up [B]
- Strategic thinker [B]
- Skillful at planning [C]
- Make everything possible [C]"

S Moreover, your strengths are as follows :

1. Visionary
2. Ambitions / Achievement-oriented
3. Strategic thinker
4. Good leadership skills
5. More everything possible

Fit for Target Job : Let's analyze your professional requirements to... with what your are.

You have got Bachelor's Degree from the Business Administration, You have experience in Marketing.

Your chosen job fields are as follows: Marketing

Marketing

S Marketing

Work Experience : Your degree supports your candidacy for...

Education : Your degree supports your candidacy for a position in this field.

Strength : Your strengths, such as competitive, Never give up, Strategic thinker, Skillful at planning, Make everything possible, Enjoy taking challenges, Contemporary, Aggressive, Get things done, Good at identifying the issues, support your candidacy for a position in this field.

Talent : Your sports activity and hobbies show that you are a good fit this field.

Rate of possibility: 100 %

It seems that you perfectly fit with this field and might do it very well.

[Show me jobs in this field](#)

Applicant's birth year:
implies that she/he is loyal and reliable, cognizant of her/his surroundings and is spontaneous.

Music, sport and hobby:
implies that the applicant is confident in her/himself, is not afraid to take initiative, thoughtful and owns diverse perspectives to life.

Hidden competencies:

- Being inspired by competition
- Never gives up
- Being a strategist
- Good at planning
- Capable of getting things done

Appropriate job field
- 100% marketing field

SUPER 6

Super 4

Super E-Recruit

Elevates HR professional to stay competitive in the Industrial Revolution 4.0

A tool to **make HR professional's life easier, remain competitive and not replaced by technology.**

- 1) **Make your job posting** attractive.
- 2) **Filter out unmatched applications** and give you only the matched.
- 3) **Use Super Search** to find applicants for hard-to-fill, urgent or position requiring specialized knowledge.
- 4) Schedule an interview and promptly **log the date in the system.**
- 5) **Record all interview** results.
- 6) **Summarize recruitment progress** by showing the number of received applications, matched applications, shortlisted for interview, interview show-up, passed interviewees, offered and accepted.

Example of Super E-Recruit

Super E-Recruit

View and manage resume

Resume in the past 7 days: 45
All resume: 1,652

- View all resume, most recent first
- View by position
- View resume based on performance report
- Use more filter

Interview appointment

Today's appointment: 22
Waiting to be interviewed: 35
Waiting for interview results: 35

- Manage interview schedule
- View/edit schedule
- Input interview results

Creating/editing job posting

Online posting
Posting expiring in 7 days

- Manage job posting page
- Create/edit company's
- Create a link for posting platform (One System)

*Example of Super E-recruit system

Sufficient key information for initial review, such as experience, education background, most recent salary and contact details

No.	View Resume	Applied	Highest Education	Second to Highest Education	Total work experience / company	Work experience Position / Year / Salary	Applied Date	Forwarded Record	Send Email	Interview Result	Remark	Email and Telephone	Other Position(s) Applied
1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Chokdee Daingamdee	Senior Accountant (Jobtopgun)	Thammasat University, Commerce and accounting (GPA 3.0/4)	Bangkok University, Business Administration, Major in Finance and banking (GPA 3.35/4)	3 yrs 9 mths 2 company Accounting: Accountant/finance officer 1 yr 1 mth (28,000) Accounting: Accountant 2 yrs 8 mths (28,000)	04/08/2016				just_am_1@hotmail.com, 0818553000, 025162200	

English Japanese

Resume can be available in seven different languages; Thai, English, Chinese, Taiwanese, German, Japanese and Spanish

And many others assistive HR tools performing the following for you

- Contact applicants for interview appointment or send a message to applicants
- Manage interview schedule and inform concerned parties
- Review job posting report which includes number of applications received for each position, number of applications matching the criteria and interview result

SUPER 6

Super 5



Super Search

Search for your desired applicants from our over 3 million job seekers database

- Look for your prospective applicants from our 3 million job seekers database covering all professions nationwide.
- Provide complete information and require less 'Search' credit. JOBTOPGUN has been designed to get the job seekers to submit an average of 40-60 applications to you per job posting. You can save your 'Search' credit to a later use when in need for a hard-to-fill or position requiring specialized knowledge. You may want to print interesting resume for the hiring manager to start with. If you want to get more details about any particular applicant, then you can search using 'Search' credit to look at contact details. This function is not required for all positions.
With JOBTOPGUN, you use less 'Search' credit compared to other websites. You can save it for when you really need to use it later.
- Save time Unlike other job websites, we do not conceal key information. You will not waste your time from too many clicks just to find out they are not the right candidates.


Example of Applicant Search display

No.	Candidate	Target location	Education	Years of experience	Experience	Current salary	SKILL
☆ 1	JTG01220866R000 Last login: 28 May 16	1. Bangkok	• Bachelor's Degree Sripatum University Faculty Architecture/ Interior Design Major Faculty,2011 GPA. 2.78/4	3 Years 10 months (2 Companies)	Present:Architect Industry :Real Estate Apr 2013- Present Architect,บริษัทศิริคาน คอนสตรัคชั่น จำกัด (Siam Royal View Prpperty) Industry : Construction/ Furnishings Nov2012 - Jul2016	24,150 Bath	
★ 2	JTG00789756R001 Last login: 30 May 16	1.Bangkok, Bangkhuntien 2.Bangkok, Bangkae 3.Bangkok, Ratburana 4.Bangkok, Sathorn	• Bachelor's Degree Bansomdejchaopraya Rajabhat University Faculty Industrial Education Major Design Education, 000	1 Years 3 months (1 Company)	Present : DRAFMAN, Industry : Construction/ Furnishings May2015 - Present	30,280 Bath	Language: English Computer: AutoCAD

Key information for preliminary search is shown upfront. HR professionals can easily screen applicants without having to go through all resume.

Example of Super Resume HR professionals are able to view before using 'Search' credit

HR professionals can view key information of the prospective applicants. Only if you are interested in the applicants, you will use the 'Search' credit to get the contact details. No need to worry about overusing 'Search' credit. HR professionals can do a search as many times as you wish.



6 June 2560
APPLY FOR POSITION OF

Mr. xxxxxx xxxxxxxx
(xxx xxxxxxxx)
Home : xxx-xxxx-xxxx
Office : xxx-xxxx-xxxx
Home Address : Watthana Province
Bangkok 10110 Thailand

Career Objective
- To be a professional in my field
- To be an entrepreneur/Business owner

Target Job
Job type : Full Time
Job Field : (Ranked in order)
1. Top Level Executive: CEO
2. Human Resources: Human Resources Director
3. Marketing: Marketing Executive

Industry : (Ranked in order)
1. Human Resources
2. I.T. - Software/Telecommunication
3. Education

Expected Salary : 1,000,000 - 2,000,000 THB per month

Location
1. Bangkok, All

Available to start a new job : 1 month notice

Education
Bachelor's Degree in Business Administration, Major Marketing
1982, University of Nevada, Reno, United States, GPA 2.79/4
Finish four-years university within 2 and half years.
Bachelor's Degree in Political Science, Major Public Administration
1978, Chulalongkorn University, Thailand, GPA 2.5/4
Studied for 3 semesters and decided to switch major to Marketing and pursued the study in USA.
Diploma of Vocational Education in Commerce/Business Administration, Major Marketing
1977, Assumption Commercial College, Thailand, GPA 51.0%

Skills & Languages
Language :

Chinese	Reading : Intermediate
(Traditional)	Listening : Intermediate
	Writing : Intermediate
	Speaking : Intermediate
English	Reading : Fluent
	Listening : Fluent
	Writing : Fluent
	Speaking : Fluent
Thai	Reading : Fluent
	Listening : Fluent
	Writing : Fluent
	Speaking : Fluent


TOEIC
- Reading : 450.0
- Listening : 450.0

Computer :
Internet : Intermediate
Ms Excel : Beginner
Ms Outlook : Beginner

Additional Data - Target Job
Are you legally authorized to work in Thailand?: Yes
Are you willing to relocate?: No
Desired Travel: Up to 25%

xxxxxxxxxxxx
Personal data

Nationality : Thai
Height : 170.0 Cm.
Weight : 68.0 Kg.
Birth Date : Feb 20, 1958 (59yrs.)
Own car : Yes



Work Experience
Total work experience: 33 yrs. 3 months, 3 companies

Mar 1986 - Present 2016 (30 yrs. 4 months)
TOPGUN Co., Ltd., Bangkok, Thailand
Company's Industry: Human Resources, Advertising/Public Relations, I.T. - Software/Telecommunication

Company Business: The company is in the Advertising Media industry, seen from businesses such as Tuk Tuk Ad. and Top Gun's Billboard Networks. We are also involved in the HR/IT industry, seen from business such as Jobtopgun, Super Resume, Super E Recruit, and Jobtopgun Recruitment Agency

Number of Employees: 100-150 employees
Latest Position: Chief Executive Officer
Equivalent Market Position: Top Level Executive : Chief Executive Officer
Subordinate: 100
Job Type: Full Time
Latest Salary: 111,111 THB per month
Start Position: Chief Executive Officer
Equivalent Market Position: Top Level Executive : Chief Executive Officer
Responsibilities: Responsible for performance of the company, with growth rate of 50% and at least 500 MB
Achievement: 1. Establish Topgun to be the leader in Thailand's Billboard industry 2. Lead Jobtopgun.com to be No.1 job website in Thailand.
3. Create Super Resume, the only resume which has copyrights and has 3.5 million members

Vichien's Topgun Strengths©

- 1. Visionary (Ranked in order)**
Visionary is about having clear ideas about what should be done in the future. I always believe that human resource and IT is a key to business success. I was the first to found a job website and introduce E-Recruit software in the Thai market, and that was in 1999. This paved the way for JOPTUNGUN.com, which has been very popular.
- 2. Ambitious / Achievement-oriented**
Ambition drives success. I am very much driven by worldly professional success. I strive to succeed, never give up easily and am highly responsible. These are all indicators of ambitious people.
- 3. Strategic thinker**
Strategic thinker excels at setting goals and planning to successfully beat competitors or achieve objectives. I am good at planning and taking action.
- 4. Strong leadership skills**
I lead in all kinds of scenario. My employees like working with me because I am always there to support them to achieve their goals.
- 5. Make everything possible**
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Volleyball	Intermediate
Basketball	Intermediate

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Sailing	Intermediate
Bird Watching	Beginner
Snorkeling	Advanced

Other hobbies:

Fitness	Intermediate
Traveling	International
	Once a year
	Domestic
	Once a month
Photography	Advanced
Reading	Arts,Architecture & Design, Photography
Gardening	Advanced
Cooking	Advanced

Ranked Favourite Interests/Hobbies (Maximum Top 5)
1. Golf 2. Piano 3. Reading 4. Sailing 5. Photography

SUPER 6

Super 6



Super Partner

Be confident in our support team

We are a specialized recruitment company. We are here to support you in every recruitment steps.

- Create, manage and post job posting on the website
- Advise on how to match job posting with position requirement to maximize number of applications
- Advise on how to make the job posting more attractive
- Advise on overall JOBTOPGUN system to support HR in hunting the right manpower
 - Super Match
 - Super Analysis
 - Super E-Recruit
 - Super Search

Please contact your Super Partner at 02-711-1685



Seeking & Fulfilling
the Right Candidate

The Real WAR

Every Business Must Win

“We are here to help you”



JOBTOPGUN

02-711-1685 or sales@topgunthailand.com



JOBTOPGUN



SUPER RESUME

02-711-1685 or sales@topgunthailand.com