

**NEWS RELEASE**

For Immediate Release

Contact: Heather Hawes

630.772.1022

[heatherh@ConstructionMarketingAssociation.org](mailto:heatherh@ConstructionMarketingAssociation.org)***New Career Center Launching for CMA***

Naperville, IL – March 17, 2011 – The Construction Marketing Association announces a new resource to association members—a Web-based career center that connects job seekers with prospective employers in the construction industry. The new job board, powered by career services leader **JobTarget**, can be found at <http://www.constructionmarketingassociation.org>. Access is available to CMA members and nonmembers alike.

“Our association promotes construction industry knowledge, networking, and excellence,” says Neil M. Brown, Chairman of CMA. “Launching an online career center for professionals in our field—and in our geographic region—is a natural extension of that mission.”

CMA’s employment marketplace, like other JobTarget-powered career centers, distinguishes itself from generalist job boards in a number of ways. These include

- a highly targeted focus on employment opportunities in a certain sector, location, or demographic;
- *anonymous* resume posting and job application—enabling job candidates to stay connected to the employment market while maintaining full control over their confidential information;
- an advanced Job Alert system that notifies candidates of new opportunities matching their own pre-selected criteria;
- access to industry-specific jobs—and top-quality candidates—often not seen on Monster, CareerBuilder, or HotJobs.

“Niche job boards, like the one we’ve designed for CMA, are an ideal way to recruit top candidates,” says JobTarget CEO Andrew Banever. “Our customized career centers also attract new members—both individuals and businesses—to associations such as CMA. That helps drive participation in conferences, professional development workshops, award programs, and other exclusive benefits.”

To visit the Career Center, log onto the CMA website [www.constructionmarketingassociation.org](http://www.constructionmarketingassociation.org) and click Jobs. Once there you can immediately post your resume or a job opening. For additional information, please contact Neil Brown at 630.579.8383 or <mailto:neil@constructionmarketingassociation.org>.

# # #

#### **About CMA**

*The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org). The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.*

#### **About JobTarget**

*JobTarget is an industry leader in job board development, integration, and management. Founded in 2001, the company is the nation's largest provider of third-party career services software for professional associations, powering over 1,000 custom-designed and private-label job boards. To learn more about JobTarget's innovative technology, visit [www.jobtarget.com](http://www.jobtarget.com).*

© 2011 Construction Marketing Association. All Rights Reserved.