

# Cultural Daily

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## How US Job Board Lensa is Changing the Job Market with AI

Our Friends · Tuesday, January 17th, 2023

Today, most job listings are found online on job search sites. This advancement in job search has created a new, reliant relationship between technology and job seekers. Looking for jobs today is a lot easier than it has ever been before. Job boards online make it possible to browse hundreds of job openings from essentially all industries in a matter of minutes.

The once time-consuming task of repeatedly scouring through resumes and looking for key aspects has been greatly reduced to mere seconds per resume through the use of artificial intelligence (AI). The job site [Lensa](#) is especially known for its use of AI to optimize recruitment and match the best possible job to the best possible candidate using the site.

## What is AI?

Artificial intelligence is a field of computer science that seeks to create intelligent behavior in robots or other machines, usually by giving them the ability to perceive their environment and perform actions that maximize some form of reward. The field of AI aims to develop systems that can understand instructions from a human. AI is not just for coding but also businesses. One of the best things about AI is that it can perform tasks that humans would find too tedious such as sorting through hundreds or even thousands of job listings.

## How is AI Changing the Job Market?

More and more companies are using algorithms for their recruitment processes, arguing for their cost effectiveness and the reduction of biases. Considering the costs, indeed, an AI system is able to interview more than a thousand candidates a day. AI is continuously helping and optimizing recruitment daily, [changing the job market](#).

Statistics indicate that AI can help improve sales and offer more efficient customer service. Studies have also revealed that about 70% of hiring managers and recruiters claim that using artificial intelligence saves time. Additionally, 45% also said that AI removes human bias. These reasons are why more and more job boards online are using AI to help people find jobs most efficiently.

## Lensa and AI

Lensa is an interactive job search website that combines the latest in AI technology with a committed, competent, caring staff of business professionals to bring focus and transparency to the job search. Lensa's mission statement is "Empowering people to make better career decisions." And they seem to be living up to this statement.

As Lensa approaches job search from a job seeker perspective, it optimizes job searches that match the individual as well as revolutionizes recruitment. Lensa's aim is to transform the way recruitment works through the implementation of real-time AI and allocate the right career choices based on an applicant's desires and abilities to help people land their dream job.

Technology is evolving at a faster rate than ever before. This, combined with an increase in globalization, means that the job market undergoes greater changes and fluctuations on a more regular basis, meaning that to succeed, you need to be aware of current trends as well as anticipate future ones.

This is exactly what Lensa does with its AI technology. The site is able to scour billions of job descriptions and the AI extrapolates insights into the job market, discovering trending occupations, skills that are increasing in demand, trending requirements, and more.

Something unique that Lensa offers is the opportunity to create a detailed profile that outlines what professions a job seeker is interested in, their education level, previous work experience, as well as the salary range they are looking for. This is very helpful to both recruiters and to jobseekers. By creating the profile, Lensa's AI technology is able to match any job seeker with any open position that matches with the profile. In a matter of seconds, the job seeker now has multiple job options to choose from.

Perhaps the most revolutionary tool for recruitment and the job market that Lensa offers is the "how do I match this company" feature. Based on all the information that Lensa has collected such as job experience, resume, career goals, and more, Lensa's AI technology scans millions of data points on the companies that are affiliated with the website. It filters through and looks at which of the most optimal and well-suited companies have job openings and will give the job seeker a suggestion of the exact companies that match them and their goals the best.

Once the algorithm selects a job, it gives an overview of what the job seeker and the company have in common as well as specific statistics about the company itself. This process not only saves the job seeker a lot of time, but it also allows for any individual who applies to a job through Lensa to be very well informed with not only the job description but the company itself.

## The Bottom Line

The job market is constantly changing, and well, there are a lot of opportunities out there. It is not always easy to find the best fit. This is where AI comes in. With this technology, job boards are able to match job seekers with the most optimized position for them. Lensa is highlighted due to implementing the latest technological advancements to give jobs to hundreds of thousands of individuals who use the site every month.

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