



## iHireOptometry Puts Job Market Growth in Focus at SECO 2019

*Recruiting technology provider examines 70 million optometry job openings and showcases hiring solutions at world's largest optometric conference*

**Frederick, Maryland & New Orleans – Feb. 20, 2019** – [iHireOptometry](#) today makes its debut at [SECO](#), the premier educational conference for eye care professionals. At booth #1935, the recruiting technology leader is providing a first-hand look into the booming optometry job market, while showcasing its hiring solutions and services that connect employers with qualified talent.

Examining the 70 million U.S. optometry job ads posted across its talent communities in 2018, iHireOptometry identified the following trends:

- **Top Optometry Job Titles:** Optician and Optometrist were the two most popular job titles, with 17,400 and 16,200 openings, respectively. Optical Assistant came in third with 12,700 ads, followed by Optometric Technician (6,700), Ophthalmic Technician (3,000), Optical Sales (2,100), and Ophthalmologist (2,100).
- **Top Optometry Candidate Skills:** Employers most frequently sought candidates with Customer Service skills (5,100 ads containing the term), followed by Eye Care (4,900), Training and Development (4,800), Management (4,800), and Retail (4,300).
- **Top Locations for Optometry Jobs:** California, Florida, Texas, New York, and Illinois were home to the most job openings, with Chicago, Richmond, Phoenix, New York, and Houston leading the way for U.S. cities.

“Today’s competitive job market is making talent acquisition more challenging than ever – particularly in specialty industries like optometry that require candidates with very specific skills and qualifications,” said Steve Flook, President and CEO, iHire. “SECO is a great opportunity for us to educate optometry professionals on proven hiring strategies that will prepare them another year of job growth. These strategies include focusing on quality of applicants over quantity, improving employee retention initiatives, and building talent pipelines to help quickly fill open positions.”

At SECO, eye care professionals can learn how iHireOptometry addresses their biggest recruiting challenges and connects them with five-times more qualified talent than traditional job boards.

Solutions highlighted at the conference include:

- **Job Slots:** Interchangeable job ads that employers can easily edit and swap in and out.
- **Job Wrap:** A tool that captures job ads from an employer's website and automatically posts them to iHireOptometry, saving hiring managers time and resources.
- **Resume Search:** Employers can intuitively search iHireOptometry’s database of 14,700 searchable optometry resumes (plus 3 million across the iHire platform).

To learn more, visit iHireOptometry at SECO booth #1935, Feb. 20–24, 2019, at the Ernest N. Morial Convention Center in New Orleans. Stop by and take a spin on the iHire Slot Machine for a chance to win great prizes, ranging from designer handbags to electronics.

**About iHireOptometry**

iHireOptometry is one of 56 industry-focused communities comprising iHire's career-oriented platform that brings candidates and employers together. We believe that by narrowing job seekers' and employers' searches within a specific industry, we can connect high-quality optometry talent with the right opportunities faster, easier, and more effectively than a general job board. Everyone deserves to find work that is fulfilling, inspiring, and meaningful. Since 1999, we've combined cutting-edge technology with our expertise in the recruitment space and the invaluable insights of our members to achieve just that. Visit [www.iHireOptometry.com](http://www.iHireOptometry.com) for more information.

**Press Contact**

Kristina Kelly

Public Relations Manager

[Kristina.Kelly@iHire.com](mailto:Kristina.Kelly@iHire.com)

(877) 798-4854 x353

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