



# County of Santa Cruz

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## COUNTY ADMINISTRATIVE OFFICE

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## PRESS RELEASE

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### COUNTY DEBUTS MOBILE SITE FOR JOB SEEKERS

Responding to the changing expectations of local job seekers, the County of Santa Cruz has debuted a new, mobile-friendly website for county employment opportunities.

Available through [SantaCruzCountyJobs.com](http://SantaCruzCountyJobs.com), the mobile site optimizes content for mobile use by displaying job opportunities in easy-to-read, digital card format. Using a smartphone or other mobile device, users may browse current openings, fill out job applications and check the status of an application.

“Increasingly, younger residents expect to conduct business online, whether it’s shopping, paying bills or looking for employment,” County Personnel Director Michael McDougall said. “Our new site not only makes it easier for them, it makes it easier for us by reducing the amount of paperwork and enabling us to streamline the application process.”

More than 200 million Americans now own a smartphone. A majority have gone online to search for jobs, and an increasing number are using their phones to do so, according to a 2015 study by the Pew Research Center.

Twenty-eight percent of Americans have used a smartphone as part of a job search, including 53 percent of 18- to 29-year-olds. About half of those have used a smartphone to fill out job applications.

With more than 2,000 employees, county government is the second-largest employer in Santa Cruz County. A link to the new mobile site is also available through the County’s award-winning app, Citizen Connect, which is available for download through iTunes or Google Play.