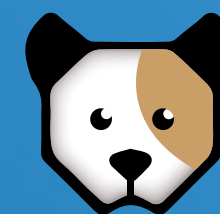


Discovering and Interacting with Knowledge Graphs for Job Postings



OSDS

OpenLink Structured Data Sniffer

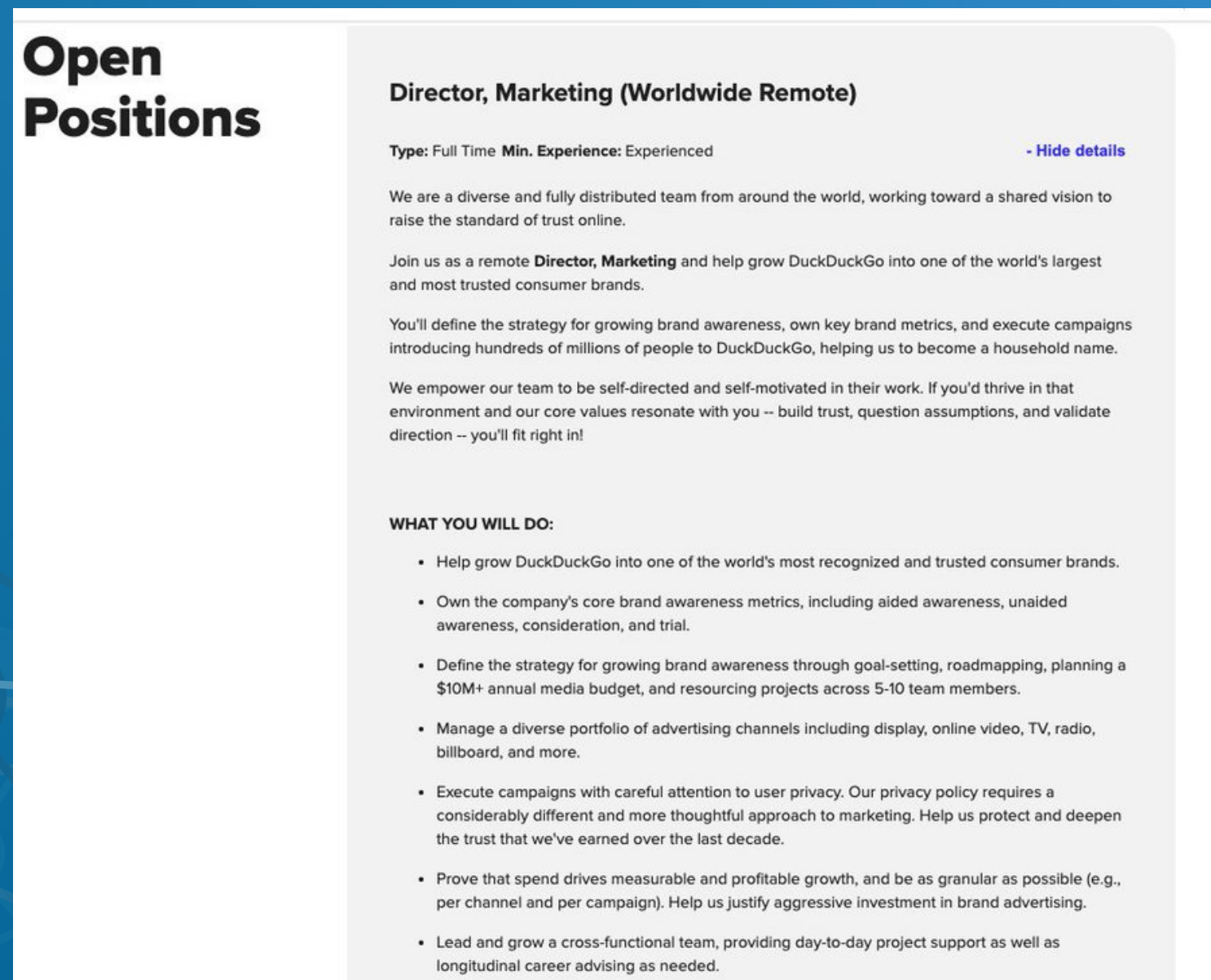
Job Postings are increasingly published using Web Pages comprising Knowledge Graphs. This new HR technique increases the Serendipitous Discovery Quotient (SDQ) of Job Postings within, and across, enterprises.

The slides that follow demonstrate how the OpenLink Structured Data Sniffer (OSDS) Browser Extension provides a powerful, No-Code, solution for easy discovery of Job Posting Knowledge Graphs published via HTML-based Structured Data Islands.



OSDS demo visiting a job posting page on DuckDuckGo

The image on the right shows that DuckDuckGo has made good use of RDF embedded in HTML5 (via RDFa) in its Job Posting pages.



Open Positions

Director, Marketing (Worldwide Remote)

Type: Full Time Min. Experience: Experienced [- Hide details](#)

We are a diverse and fully distributed team from around the world, working toward a shared vision to raise the standard of trust online.

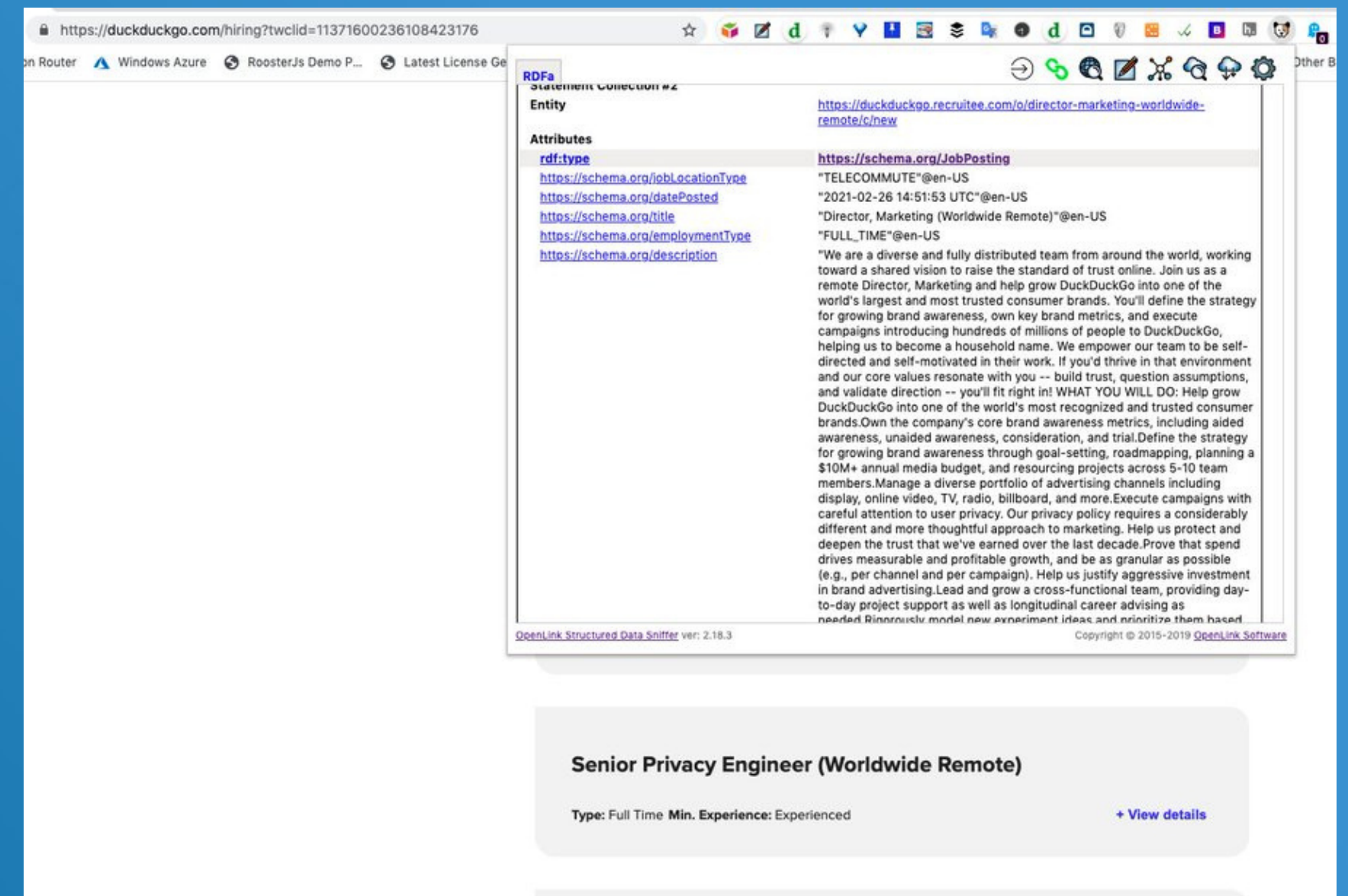
Join us as a remote **Director, Marketing** and help grow DuckDuckGo into one of the world's largest and most trusted consumer brands.

You'll define the strategy for growing brand awareness, own key brand metrics, and execute campaigns introducing hundreds of millions of people to DuckDuckGo, helping us to become a household name.

We empower our team to be self-directed and self-motivated in their work. If you'd thrive in that environment and our core values resonate with you -- build trust, question assumptions, and validate direction -- you'll fit right in!

WHAT YOU WILL DO:

- Help grow DuckDuckGo into one of the world's most recognized and trusted consumer brands.
- Own the company's core brand awareness metrics, including aided awareness, unaided awareness, consideration, and trial.
- Define the strategy for growing brand awareness through goal-setting, roadmapping, planning a \$10M+ annual media budget, and resourcing projects across 5-10 team members.
- Manage a diverse portfolio of advertising channels including display, online video, TV, radio, billboard, and more.
- Execute campaigns with careful attention to user privacy. Our privacy policy requires a considerably different and more thoughtful approach to marketing. Help us protect and deepen the trust that we've earned over the last decade.
- Prove that spend drives measurable and profitable growth, and be as granular as possible (e.g., per channel and per campaign). Help us justify aggressive investment in brand advertising.
- Lead and grow a cross-functional team, providing day-to-day project support as well as longitudinal career advising as needed.



https://duckduckgo.com/hiring?twclid=11371600236108423176

OpenLink Structured Data Sniffer ver: 2.18.3 Copyright © 2015-2019 OpenLink Software

RDFa	
Statement Collection #2	
Entity	https://duckduckgo.recruitee.com/o/director-marketing-worldwide-remote/c/new
Attributes	
rdf:type	https://schema.org/JobPosting
https://schema.org/jobLocationType	"TELECOMMUTE"@en-US
https://schema.org/datePosted	"2021-02-26 14:51:53 UTC"@en-US
https://schema.org/title	"Director, Marketing (Worldwide Remote)"@en-US
https://schema.org/employmentType	"FULL_TIME"@en-US
https://schema.org/description	"We are a diverse and fully distributed team from around the world, working toward a shared vision to raise the standard of trust online. Join us as a remote Director, Marketing and help grow DuckDuckGo into one of the world's largest and most trusted consumer brands. You'll define the strategy for growing brand awareness, own key brand metrics, and execute campaigns introducing hundreds of millions of people to DuckDuckGo, helping us to become a household name. We empower our team to be self-directed and self-motivated in their work. If you'd thrive in that environment and our core values resonate with you -- build trust, question assumptions, and validate direction -- you'll fit right in! WHAT YOU WILL DO: Help grow DuckDuckGo into one of the world's most recognized and trusted consumer brands. Own the company's core brand awareness metrics, including aided awareness, unaided awareness, consideration, and trial. Define the strategy for growing brand awareness through goal-setting, roadmapping, planning a \$10M+ annual media budget, and resourcing projects across 5-10 team members. Manage a diverse portfolio of advertising channels including display, online video, TV, radio, billboard, and more. Execute campaigns with careful attention to user privacy. Our privacy policy requires a considerably different and more thoughtful approach to marketing. Help us protect and deepen the trust that we've earned over the last decade. Prove that spend drives measurable and profitable growth, and be as granular as possible (e.g., per channel and per campaign). Help us justify aggressive investment in brand advertising. Lead and grow a cross-functional team, providing day-to-day project support as well as longitudinal career advising as needed. Rinne's model new experiment ideas and minimize them based"

Senior Privacy Engineer (Worldwide Remote)

Type: Full Time Min. Experience: Experienced [+ View details](#)



OSDS demo visiting a job posting page on LinkedIn

The image on the right shows that LinkedIn is also leveraging RDF (using Schema.Org terms) in its Job Posting pages.

The screenshot shows a LinkedIn job posting for 'Director, Data Solutions Architect' at Fidelity Investments in Durham, NC. The page includes a company logo, job title, location, and application buttons. A 'People also viewed' sidebar lists related roles like 'Cyber Solutions Architect' at TekSynap and 'Solution Architect - Experience Management' at Deloitte. The job description is partially visible, starting with 'Director, Data solutions Architect'.

This screenshot shows the same LinkedIn job posting page as the left image, but with an RDF/JSON-LD overlay on the right side. The overlay displays a 'Statement Collection #1' for the job posting, including attributes like 'rdf:type' (schema:JobPosting), 'schema:datePosted', and 'schema:description'. The description text is rendered in a code-like font, showing HTML tags and Schema.org terms used to describe the job. The overlay also includes a footer with 'QeiosLink Structured Data Sniffer ver: 2.18.8' and 'Copyright © 2015-2021 QeiosLink Software'.



LinkedIn Job Posting Example

A single mouse-click generates a SPARQL query from the Job Posting page.

The screenshot shows a web browser window with a SPARQL query editor on the left and a LinkedIn job posting page on the right. The browser's address bar shows the URL: `https://linkeddata.uriburner.com/sparql/?query=DEFINE%20get%3Asoft%20soft%20%20...`. The query editor contains the following SPARQL query:

```
1 DEFINE get:soft "soft"
2 SELECT (SAMPLE(?s) AS ?EntityID)
3         (COUNT(*) AS ?count)
4         (?o AS ?EntityTypeID)
5 FROM <https://www.linkedin.cn/jobs/view/director-data-solutions-architect-at-fidelity-investments-2220915892#pagejsonld#DataSource>
6 WHERE {
7     ?s a ?o .
8     FILTER (CONTAINS(STR(?o), 'schema'))
9 }
10 GROUP BY ?o
11 ORDER BY DESC (?count)
12 LIMIT 50
13
```

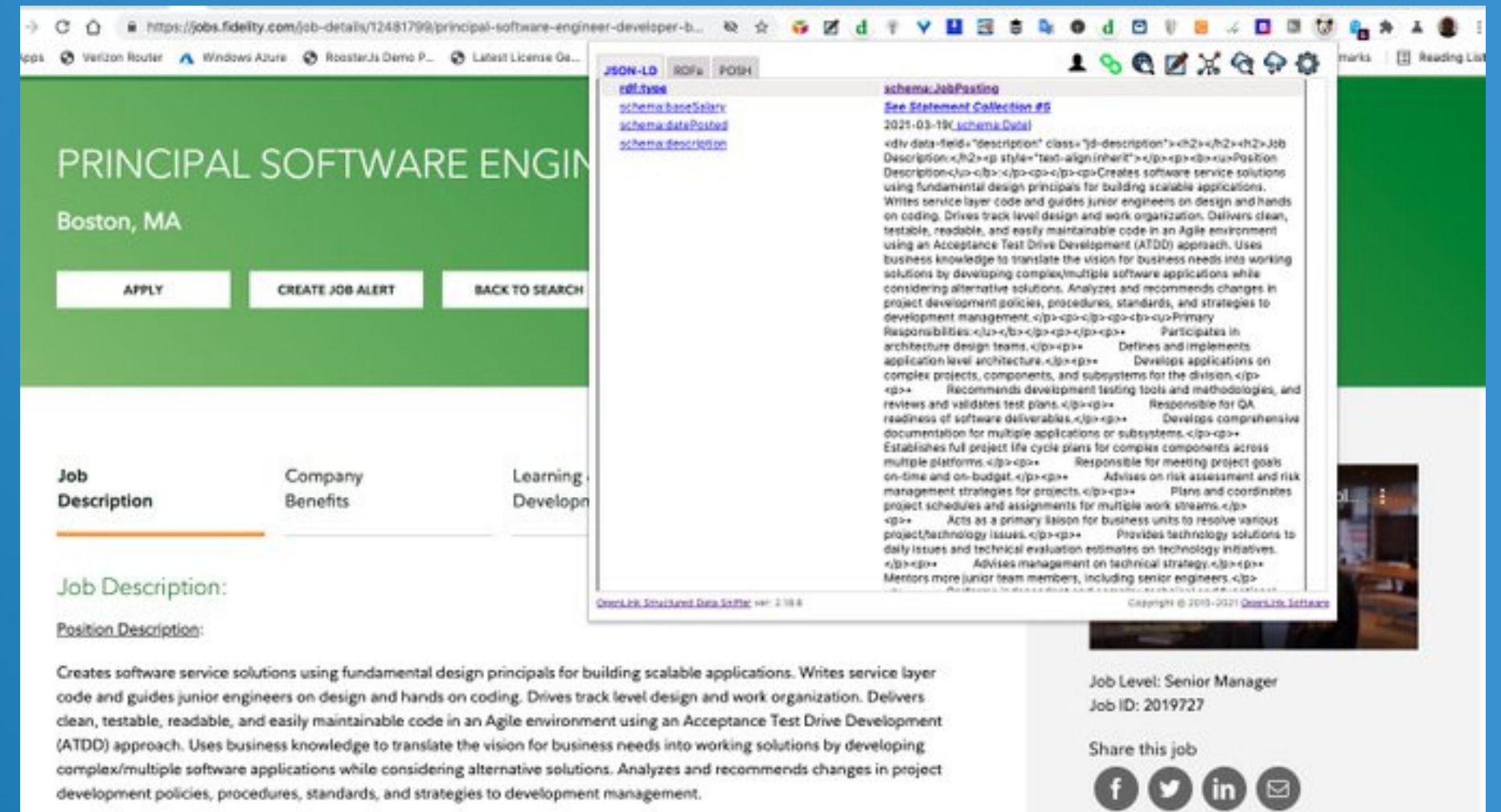
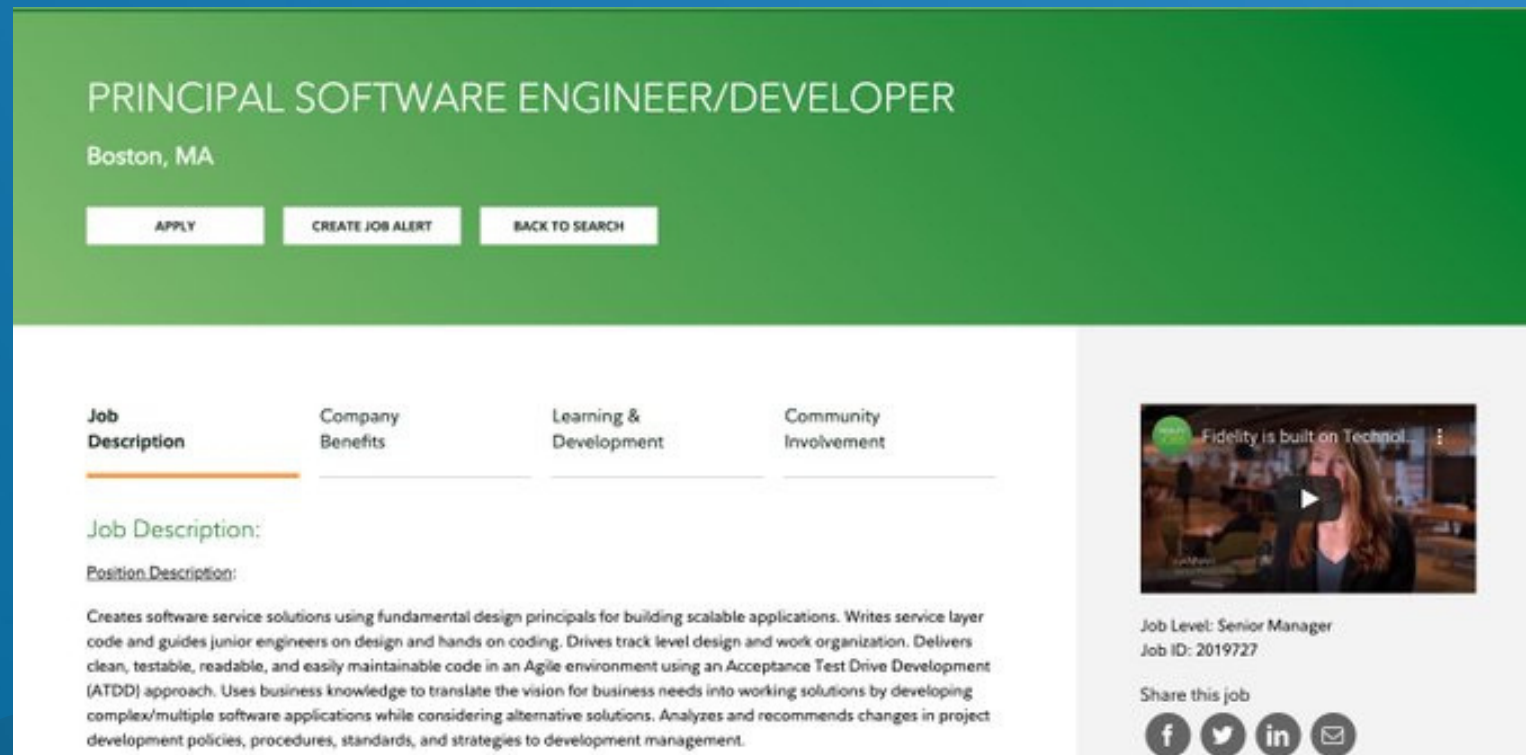
The job posting page displays the following information:

- About:** <https://linkeddata.uriburner.com/about/id/entity/https://www.linkedin.cn/jobs/view/director-data-solutions-architect-at-fidelity-investments-2220915892#pagejsonld>
- Type:** JobPosting
- Attributes:** Type, description
- Values:** JobPosting, Job Description
- Director, Data solutions Architect**
- The Expertise we're looking for**
- The Purpose of your role**
- The Skills You Bring**



Fidelity Job Posting Example (1)

The image on the right shows Fidelity is leveraging RDF embedded in HTML documents to expose their Job Posting Knowledge Graph.



Fidelity Job Posting Example (2)

You can create a [SPARQL query against the Job Posting page.](#)

The screenshot displays a SPARQL query interface. The query is as follows:

```
1 DEFINE get:soft "soft"  
2 SELECT (SAMPLE(?s) AS ?EntityID)  
3 (COUNT(*) AS ?count)  
4 (?o AS ?EntityTypeID)  
5 FROM <https://jobs.fidelity.com/job-details/12481799/principal-software-engineer-developer-bo...>#DataSource  
6 WHERE {  
7   ?s a ?o .  
8   FILTER (CONTAINS(STR(?o), 'schema'))  
9 }  
10 GROUP BY ?o  
11 ORDER BY DESC (?count)  
12 LIMIT 50  
13
```

The results table shows the following data:

EntityID
http://www.w3.org/2002/07/owl#
https://linkeddata.uriburner.com/proxy-iri/ffe2d62f411797538ad58a523a0b5fd3d1cc1f04
https://linkeddata.uriburner.com/proxy-iri/b7029acf2828879ad9a86a2c77facd55c926d3
https://jobs.fidelity.com/job-details/12481799/principal-software-engineer-developer-bo...
https://jobs.fidelity.com/job-details/12481799/principal-software-engineer-developer-bo...
https://linkeddata.uriburner.com/proxy-iri/a1cbd9a91617703e6b9430eec8c45bdb7d062
https://linkeddata.uriburner.com/proxy-iri/c189251fca1b3e67254012056cbd39b7d93009
https://linkeddata.uriburner.com/proxy-iri/cfca4ca523773483624afb31e65dcbe48d059e
https://jobs.fidelity.com/#website
https://linkeddata.uriburner.com/proxy-iri/b446126d4d3f2a897521741a2925982f3ba498
https://linkeddata.uriburner.com/proxy-iri/f39b547ad9eb3f2e350ddfb37d44a5f9eabf9d
https://linkeddata.uriburner.com/about/id/entity/https://jobs.fidelity.com/job-details/124817...
https://linkeddata.uriburner.com/about/id/entity/https://jobs.fidelity.com/job-details/124817...
https://linkeddata.uriburner.com/proxy-iri/58e22c46397e265c096c79ab78a334d312fae0
https://linkeddata.uriburner.com/about/id/entity/https://jobs.fidelity.com/feed/

The right side of the image shows the OpenLink Software interface for the job posting. The title is "About: Principal Software Engineer/Developer". The description includes:

Position Description:
Creates software service solutions using fundamental design principals for building scalable applications. Writes service layer code and guides junior engineers on design and hands on coding. Drives track level design and work organization. Delivers clean, testable, readable, and easily maintainable code in an Agile environment using an Acceptance Test Drive Development (ATDD) approach. Uses business knowledge to translate the vision for business needs into working solutions by developing complex/multiple software applications while considering alternative solutions. Analyzes and recommends changes in project development policies, procedures, standards, and strategies to development management.

Primary Responsibilities:

- Participates in architecture design teams.
- Defines and implements application level architecture.
- Develops applications on complex projects, components, and subsystems for the division.
- Recommends development testing tools and methodologies, and reviews and validates test plans.
- Responsible for QA readiness of software deliverables.
- Develops comprehensive documentation for multiple applications or subsystems.
- Establishes full project life cycle plans for complex components across multiple platforms.
- Responsible for meeting project goals on-time and on-budget.
- Advises on risk assessment and risk management strategies for projects.
- Plans and coordinates project schedules and assignments for multiple work streams.
- Acts as a primary liaison for business units to resolve various project/technology issues.
- Provides technology solutions to daily issues and technical evaluation estimates on technology initiatives.
- Advises management on technical strategy.
- Mentors more junior team members, including senior engineers.



Conclusion

As you can see, with one click on OSDs, you have an exploratory page with links into a Knowledge Graph constructed from Hyperlinks using Linked Data principles.

Note:

These Hyperlinks are created by the Virtuoso Sponger, enabled as part of our URIBurner Service. In other words, this is just another unique feature of Virtuoso !



How Do I Get Going?

Simply install the OSDS extension in your browser and then visit a page of interest. Upon page display, the OSDS icon will be visually activated, indicating metadata discovery. Once the OSDS icon is clicked, you will be presented with a visualization of transformed metadata.

OSDS Download options:

- [Chrome Store](#)
- [Mozilla FireFox Store](#)
- [GitHub](#)
- Safari - available to download from the apple app store



ADDITIONAL INFORMATION

- [OSDS Home Page](#)
- [Virtuoso Home Page](#)
- [OpenLink Software Home Page](#)



OSDS

OpenLink Structured Data Sniffer