

# Promotion Material

**Project-number: 11.2171.4-005.00**  
**Promotion of Blue Collar Jobs (PBC):**  
**Increasing the Attractiveness of Job Profiles**  
**with High Employment Potential in Egypt**

## **Promotion of Blue Collar Jobs in the Printing & Packaging Sector**

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### **Promotion Material Overview**

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Based on the communication strategy that has been designed at the beginning of the project, the following materials and tools were developed to deliver the proposed messages:

1. Posters
2. InfoCards
3. Profiles Booklet
4. Banners
5. Website
6. Orientation

## المستقبل واعد في مجال الطباعة



### فني طباعة ديجيتال

انا كنت فاجر ان مجال الطباعة مافحوش  
غير احبار وماكينات لكن انا يشتغل على  
أجهزة كمبيوتر وطابعات متقدمة  
ومحتاجه مهاره خاصه.

## المستقبل واعد في مجال الطباعة



### فني تجهيزات الأوفست

شغلي في مجال الطباعة  
بيساعدني اتعلم واتدرب بشكل  
مستمر وده بيساعدني اضمن  
مستقبل وظيفي ناجح.

## المستقبل واعد في مجال الطباعة



### فني تجليد مطبوعات اوفست

انا فخور اني يشتغل في مجال  
الطباعة

## Posters

Six designs have been developed to cover six profiles in the printing and packaging sector with motivational messages such as “I am proud to work in the Printing sector”.

The posters have been used for branding the venues of the employment centers and the technical schools, and helped to send positive messages among the job seekers to join the sector.

The Objective of the posters is to provide messages to job seekers for them to join the sector. Companies further more use the posters to raise awareness on the profile and show the attractiveness of the sector.

### Translation of the Poster:

1) Poster Translation: Digital Printing Technician, I thought that the Printing Sector was all about ink and machines but I am working on computers and advanced printers, which require a special skill.

2) Offset Preparations Technician  
My work in the Printing Sector helps me to learn and train in a continuous way and that helps me guarantee a successful career.

3) Offset printout-lamination Technician  
I am proud that I am working in the Printing Sector.





## Info Cards

Four designs have been developed covering 4 profiles of the printing sector with some facts about the printing sector such as "the minimum wage in the sector is EGP 800 and the average wage EGP 2000".

The back of the card includes the contacts of the NEP and PETRA Center.

The Info-Cards are a good tool to promote for the profiles and help to take an action by heading to the Employment Facilitation Unit to fill a job application.

Just as the posters these cards have been distributed during events and at TVET schools. Recognition and appreciation are one key aspect in raising the attractiveness of these job profiles.



### Translation of the Info Cards:

- 1) Packaging Printouts-Finishing Machines Operator**  
The average salary in the Printing Sector is 2000 pounds and the minimum wage is 600 pounds. It can also be up to 5000 pounds depending on the skills and the ability to advance and learn.
- 2) Web-fed Offset Machines Operator**  
A manager of a printing house: "We are trying to please our skilled workers because the printing houses would stop working without them. We offer them bonuses and rewards and many other advantages."
- 3) Web-fed Offset Machines Operator**  
There is a huge demand in Printing houses for skilled labour. This means that you can continue your career in the Printing and Packaging Sector.
- 4) Offset Preparations Technician**  
There is a wide range of available jobs in the Printing and Packaging Sector. There are 12 jobs and for each, there are 3 levels. This means that you will surely find the level that suits your abilities and skills.





## Pantone Palette Role profile booklet

The booklet has been designed to promote the 12 job profiles in the printing and packaging sector. The content includes education and background required, skills, career path, technologies and tools that will be used in each profile. Moreover the profiles can suit women have been highlighted.

The booklets were distributed among the companies in the printing and packaging sector in addition to the job-seekers that are considering to join this field.

The booklet helped to know more about the sector and the available profiles that can suit the job seekers regarding their career path.





## Banners

Banners were designed to raise awareness especially at the entrance of events to catch the attention on the printing sector. For this purpose a positive message and a picture of a young man working in the printing sector was used in the design to motivate youth to join the sector.



## Website

The website targeting two main target groups;

The **job seekers**: providing a numerous services such as employment, training, information about how to join the sector, blue collar job profiles, educational information and studies.

The **companies**: providing a numerous services such as appropriate employees, capacity building training, consultation, conferences, publications, blue collar job profiles, opportunities and reports.

The objective is not only to promote PETRA and it's services but to also provide youth with all necessary information in order to take an informed decision regarding work in this sector and what educational institutes are available in Egypt. Furthermore all profiles and qualifications are online.





## Orientation

The orientation session was presented to the job seekers in the first stage in the employment fairs in order to familiarize the participants about the sector and the different industries that are related with it.

This activity greatly helped to change the bad perception toward working in the printing and packaging sector and accordingly attracted many job seekers to ask to join the printing sector.

The printed materials have been used to illustrate the profiles and the work environment.