

Date: 25.03.2013

The goal:

Increase the attractiveness of working as a blue collar in the printing and packaging sector

Objective of communication strategy

To provide a framework for the delivery of effective communications that are focusing on promotion of Petra skills and career center in addition attract unemployed youth to work in the printing and packaging sector.

Mission

- Petra skills and career center has the ability to attract trainees, unemployment and employers to join the activities and services that the center provides.

Strategy

- Implementation of different social marketing campaigns in order to attract the target groups to participate and interact positively in the training and employment services that will be provide by PETRA Center in the printing and packaging sector. The promotion will be focus on 3 main points:
- Promote the attractiveness of the Priniting profiles to potential workers
- Promote the Professionalism of Petra Center among companies
- Promote the Professionalism of the employment facilitation unit to companies and job seekers.

Target groups

- Youths 18- 35
- Technical schools' Student
- Business community (Partners and member companies)

Date: 25.03.2013

SWOT analysis for PETRA (Strengths, weaknesses, opportunities and threats)

Strengths

- 1- Available fund
- 2- Good relations with different governmental bodies in the field, such as the Ministry of Industry, the Ministry of Education, the Ministry of Manpower and Emigration ...etc.
- 3- Renovated and well equipped training center in central Cairo
- 4- Experts in the field of printing and packaging
- 5- Network with business community through cooperating with EFU
- 6- Accessibility to printing chamber's network
- 7- Excellent course outlines adapted to market demands.

Weaknesses

- 1- The location of the center
- 2- Shortage in experience in manage EFU
- 3- No existing communication channels with the target group
- 4- The center is specialized in providing services for the printing and packaging sector only.
- 5- Limited scope of services for broader community
- 6- Lack of personnel
- 7- Lacking of profiles
- 8- Lacking of services
- 9- Lacking of internal administration system

Opportunities

- 1- Accessibility to GIZ EFU that has a wide network and can be helpful
- 2- Accessibility to social networks.
- 3- High rate of unemployment among youths
- 4- The printing sector includes wide range of job profiles.
- 5- Demand of companies because of the technological revolution in the sector
- 6-

Threats

- 1- The bad image that relates to the printing sector's workers.
- 2- The bad condition in the field of investment that related to the instable political situation.
- 3- The high cost of airing mass media campaigns could hinders the distribution of the key messages

Date: 25.03.2013

- 4- The absence of governmental mechanism that we can cooperate with to insure the sustainability of the center and the EFU
- 5- lack of credibility toward centers that work in the same field
- 6- High percentage of the technical school students who want to study in order to work as white collar workers or work in other fields.
- 7- Due to the recession in the sector, companies have limited hiring
- 8- Lack of investment in staff training

Audience Identification and Analysis

Market socially the Petra Skills and Career Center to

- 1- Attract youth who are seeking to enhance their ability to join the printing sector
- 2- Attract employers to hire the center to train and recruit job seekers in the printing sector.
- 3- Attract potential job seekers to join printing and packaging sector

Audience	Characteristics	Communication Needs	Preferred Media Tools	Coordination with
Technical schools' students	Between 14– 20 (Educated)	Need to know that printing and packaging sector is an important and promising sector that could be a good opportunity to work in after the school's period.	<ul style="list-style-type: none"> - Field visits to the schools, presenting visual materials about the printing process. - Field visit to the printing house. - Implement school into industries concept. 	- Technical schools – printing houses
Youths	14 – 35 (male and female)	<ul style="list-style-type: none"> - Encourage them to join that field through the EFU services. - Encourage them to attend orientation that the center conducts. 	<ul style="list-style-type: none"> - Presentations/ visual material in the EFUs/ youth centers / website. - Website - Orientation session in employment Fairs - Publications (Posters, info-cards, profiles booklet, Facebook group 	Youth centers – Dokki EFU – other EFUs – NGOs – Fairs organizers – schools -

Date: 25.03.2013

Business community	All the printing houses	- Promoted for the training courses to enhance the capacity of the worker in that sector. - Provide them with the skilled employments	Website- Fairs- newsletter – brochures - Facebook group - workshops- the chamber events - seminars	The printing houses- The chamber
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Key messages

For business community:

Petra skills and career center has the ability to conduct professional trainings in the field of printing and packaging and provide you with the needed employees.

- We can provide you with the skilled employees in the printing and packaging sector

• يمكننا ان نوفر لكم العمالة الماهرة في قطاع الطباعة والتعبئة

Petra Center is updated with the modern equipment's in the printing and packaging sector which can design and implement the trainings' programs that matches the needs of your company.

مركز بنرا مجهز باحدث الاجهزة في مجال الطباعة والتغليف ويمكننا تقديم التدريبات التي تتناسب مع احتياجات شركاتكم.

- We have professional team in the field of trainings and the updated equipment to build the capacity of your team

• لدينا فريق من الخبراء في مجال التدريب والاجهزة المتطورة لبناء قدرات والارتقاء بفريق عملكم.

بالتعاون مع الغرفة التجارية للطباعة والتغليف يمكننا ان نقدم لكم برنامج تدريبي متكامل للارتقاء بالعمالين في مطابعكم.

لدينا الكفاءة والخبرة لامدادكم بعمالين محترفين في مجال الطباعة

In cooperation with the chamber of printing and packaging we can provide you with integration plan to improve the capacity of your employees.

Date: 25.03.2013

For the youth:

The printing and packaging sector is a promising sector to work in.

قطاع الطباعة والتغليف هو قطاع واعد للعمل

Petra skills and career center is a professional center in the field of printing and packaging and has the capacity to help you to find the opportunity to work in that field.

مركز بترا للتدريب والتوظيف هو مركز متخصص في قطاع الطباعة والتغليف ولديه القدرة على توفير لك فرصة عمل في هذا القطاع

With Petra team you can guarantee your job vacancy

مع فريق عمل بترا فرصة عملك في مجال الطباعة مضمونة

You can prepare yourself by participate in trainings in printing field to gain a decent job

يمكنك المشاركة في برامج اعداد الفنيين في مجال الطباعة للحصول على فرصة عمل لائقة

We can build your capacity and improve your skills to get a decent job in the field of printing and packaging

نوفر لك فرصة عمل والتدريب اللازم للاتحاق بسوق العمل في مجال الطباعة والتغليف

For technical schools' students:

The field of printing and packaging is a promises career and the center can provide the technical educational support and the help in provide job vacancies.

مجال الطباعة والتغليف هو مجال واعد وفرصة العمل به والتأهيل للانضمام له مضمونة مع بترا سنتر

In cooperation with the chamber of printing and packaging, Petra center is providing you the appropriate chance to join printing and packaging sector through improve your skills and provide you with the suitable job vacancy.

برعاية الغرفة التجارية للطباعة والتعبئة يقدم بترا سنتر الفرصة المناسبة للانضمام لسوق عمل الطباعة عن طريق التأهيل الفني وتوفير الفرص المناسبة لامكانياتك.

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Time frame

From April 2013 – December 2013

****Pre-condition:**

Profiles are available

Courses outlines are available