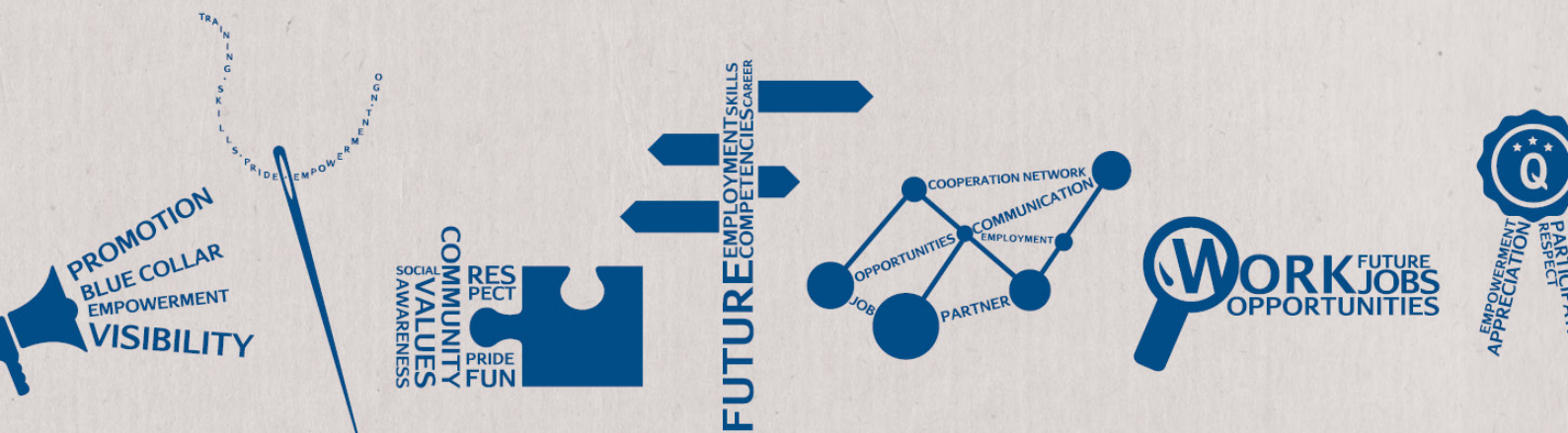




2.1 HOW TO DEVELOP AN EFFECTIVE BLUE COLLAR COMMUNICATION STRATEGY



HOW TO DEVELOP AN EFFECTIVE BLUE COLLAR COMMUNICATION STRATEGY



What Is It Useful For

This tool helps institutions to develop and improve communication strategies that effectively reach out to Blue Collar job seekers and youth in general. The final goal is to **motivate job seekers** to apply for Blue Collar jobs and to promote the services offered by the institution in this regard.

A communication strategy aims at **conveying specific information and messages** to a selected target group. Even though similar tools and channels can be used, a social marketing campaign as described in [chapter 1](#) is a more comprehensive endeavour aiming at a behavioural change of a much broader target audience or the society as a whole.



What Is Needed

- A person in charge for overall coordination of communication strategy elaboration and implementation process, including coordination with professional marketing agency
- Financial and human resources for developing the communication strategy (including analysis) as well as tools development and implementation (e.g. through a professional marketing agency)



Examples

The approach has been successfully applied in the printing and packaging sector in Greater Cairo, Egypt.

It might also be applied in other sectors which fulfil the following criteria:

- Have a high need for Blue Collar workers
- Face considerable challenges in finding suitable candidates for certain occupations
- Have considerably low retention rates among Blue Collar workers



When To Use

This tool can be used in cases where a considerable demand for Blue Collar workers exist, but the number of qualified applications remains low due to a **lack of information and awareness** about decent job opportunities.

In particular, the tool tries to support institutions which are eager to inform job seekers / general youth about labour market opportunities and to encourage job seekers to apply for Blue Collar jobs, but are not sure **how to approach this target group** and/or where previous promotional activities have not shown the desired effect.

The tool can be applied e.g. by professional associations, NGOs, companies and training institutes.



How long does it take

3-4 months for communication strategy development including analysis.
Approx. 1 month preparation per communication tool



WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:



2

DEFINE KEY AUDIENCES AND THEIR NEEDS

It will be of utmost importance to clearly define the target group of the communication strategy and to truly understand their actual needs and/or information gaps. Only if this has been carefully analysed, the most effective tools and key messages can be identified.

In the Blue Collar segment, the following **key target groups** should be considered:

- Job seekers
- Technical school students and graduates
- General youth between 15-35
- Blue Collar workers
- Secondary target groups such as transmitters (e.g. NGOs, professional associations, companies, parents, teachers, community leaders etc.)



Project experience proves that the following **needs** of the main target group (job seekers, graduates and students) can be typically identified:

- **Lack of information** on the sector and labour market demand in general
- **Lack of information** about potential job opportunities, required skills, where and how to apply, which company offers decent jobs etc.
- **Lack of orientation** which job actually suits their skills, qualifications and interests best
- **Lack of interest and motivation** to apply for Blue Collar jobs as they are perceived as low paid, dirty jobs, not respected within the companies and social environment, without any chance to learn new skills and undertake a career

For the identification of the actual needs and beliefs of the target group it is highly recommended to undertake a **detailed study**. If time and resources are available this should ideally be a comprehensive analysis as described in [tool 1.1](#) “**Social Marketing Study**” in order to also understand further influencing factors of society. If less time and resources are available the analysis should at least contain information on the sector, market demand and characterisation of the target group on a viable basis (e.g. through a SWOT analysis).



1

DEFINE THE OBJECTIVES OF THE COMMUNICATION STRATEGY

At the beginning, the institution will need to clearly define what it would like to achieve by its new / adapted communication strategy. This could cover:

- Promote the relevant sector as a modern sector with decent job opportunities and respectful treatment of Blue Collar workers
- Inform job seekers / technical school graduates and students / general youth between 15-35 about the sector and related labour market demand (= decent Blue Collar job opportunities)
- Raise awareness that Blue Collar employment can be a realistic chance to enhance skills and to build a career
- Motivate job seekers / technical school graduates and students / general youth between 15-35 to take into consideration formal Blue Collar employment instead of informal employment
- Inform about the services / support offered by the institution to job seekers / Blue Collar workers / technical school graduates and students, and promote the institution as trustworthy and competent partner in this regard

WHAT TO DO

In order to achieve the above mentioned objectives, the following steps should be undertaken:

3

DEFINE KEY MESSAGES

Once the target groups and their most urgent needs are clear, key messages can be formulated. They will be used as basis for the development of the communication tools and can be transferred into slogans, pictures etc.

At the latest in this step it is highly recommended to involve a professional marketing agency. They will help to formulate most suitable key messages and support the elaboration of appropriate communication tools.

Potential messages could include:

- Blue Collar workers are respected employees of reputable companies.
- There are many decent Blue Collar job opportunities waiting for you.
- The sector XY is a promising sector to work in.
- A promising career is waiting for you in the sector XY.
- The institution XY will help you to find a decent Blue Collar job.
- The institution XY will prepare you best for a decent Blue Collar job.

4

DEVELOPMENT AND IMPLEMENTATION OF MOST SUITABLE COMMUNICATION TOOLS AND DISSEMINATION CHANNELS

Based on the objectives, key messages and target groups defined above, appropriate communication tools and channels will need to be elaborated. Again, it is highly recommended to contract external expertise for this purpose.

Besides choosing tools, it is highly important to **consider what to use where, when and how with which target group**. This will result in an efficient and effective usage of resources and time.

In general, the following tools and channels should be taken into consideration:

- **Website** (Inform in an attractive and user-friendly style about a sector and its decent Blue Collar job opportunities, present information about the career paths in more general terms, inform about relevant services offered by the institution, link to job vacancies / employment centres, provide information about training institutes, inform about related events, link to social media, provide publications, post image films (see [tool 2.4](#)), etc.)
- **Social media page** (Inform about the same issues as mentioned above however generally in a briefer and catchier way. It is regularly up-dated and offers an exchange with the target group.)
- **Events** (Organise events which are attractive for the target group to inform them about decent Blue Collar job opportunities and demonstrate that the sector is modern and "cool", e.g. discussion panels, film screening, concerts, technical school events, sport competitions etc. It can be beneficial to create links to events organised by other entities.)
- **Print materials** (Inform in an attractive and user-friendly style about the same issues as above, e.g. posters, flyers, info-cards, booklets etc.)
- **Image films** (see [tool 2.4](#))
- **Mass media** (Publish advertisements / articles / reports to inform a large audience about the same issues as above in radio / billboards / TV / newspapers)

- **Other promotional materials and give-aways** (e.g. banners, key chains, pencils, mugs, caps etc., with promising key messages, appreciative and positive images and proud Blue Collar workers, to be used at events and displayed in institution's premises)

Ideally, a set of interlinked communication tools are being developed and implemented in an integrated approach for even higher effectiveness and outreach.

5

REGULAR MONITORING AND ADAPTATION

It is highly recommended to constantly review whether the measures and tools developed and applied are truly effective and fulfil the objectives.

This can be done by interviews with the target group / focus groups (see [tool 1.1](#) for a detailed explanation), analysis of feedback of social media pages etc. Consequently, tools should be adapted if required.





WHAT TO OBSERVE

The following lessons learnt should be observed:



The most important success factor for an effective communication strategy is to **really align the tools to the actual needs, habits and preferences of the target group**. Only if they are reached by information that is helpful for them, a mind shift is possible.

Considerable effort should thus be invested in the clear definition of the target group and a **thorough understanding of their assumptions, beliefs, hopes and preferences with regard to employment and career**.

Based on the analysis of the target group, language and style of the tools should be adapted accordingly. Do not underestimate the fact that **information is easier and more likely to be consumed and thereby digested if it is presented in an attractive way**.

Always be aware of the fact that **implicit messages about the institution / campaign are being transmitted** also by such aspects as paper quality, layout and design, correctness and currentness of data etc.

In case institutions are hesitant about developing a comprehensive communication strategy, **consider starting with the development of one most effective tool, and/or the enhancement of an existing tool** (e.g. website).