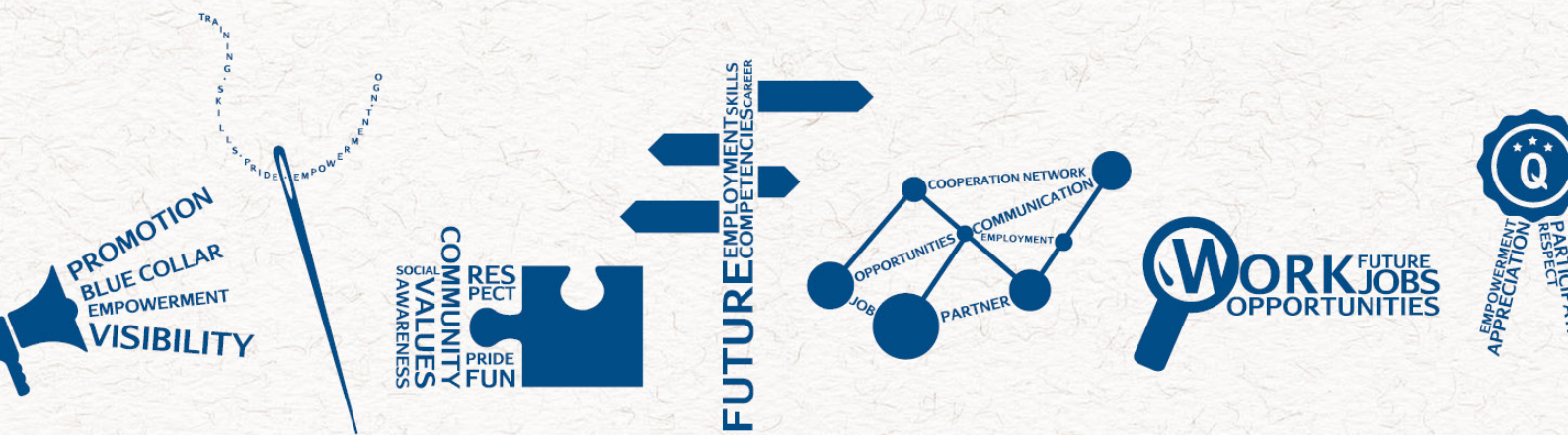




3.2 HOW TO USE JOB PROFILES FOR PROMOTION AND JOB ORIENTATION



HOW TO USE JOB PROFILES FOR PROMOTION AND JOB ORIENTATION



What Is It Useful For

Once job profiles have been developed (see [tool 3.1](#)), they need to be **disseminated to the various target groups**. Thus, job profiles should be used in all activities related to **information** about attractive employment opportunities in the sector, **orientation** for job seekers, students and graduates on labour market requirements and opportunities as well as career perspectives and for more general **promotion** of the sector. In addition, relevant institutions need to be **informed** about the job profiles as well, if not yet included in the elaboration process (e.g. companies, professional associations, employment facilities, NGOs, technical schools and training institutes etc.).



When To Use

The tool should be used as soon as job profiles have been formulated (see [tool 3.1](#)). It can be used e.g. by professional associations and NGOs as well as by companies, employment facilities, public institutions, technical schools and training institutes.



How Long Does It Take

- 2-3 months for development of promotional tools
- Continuous usage of job profiles for promotion and job orientation



What Is Needed

- One person steering and managing the overall process
- Financial and human resources for development and dissemination of promotional tools



Examples

The approach has been successfully applied in the following two sectors in Greater Cairo, Egypt:

- Logistics / Transportation / Fast Moving Consumer Goods (FMCG)
- Printing and packaging sector

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

- Job profiles formulated
- Face considerable challenges in finding suitable candidates for certain occupations
- Have considerably low retention rates among Blue Collar workers



WHAT TO DO

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

1

IDENTIFICATION OF MOST RELEVANT TARGET GROUPS FOR JOB PROFILES

As a starting point, it will be crucial to define which target groups need to be informed about the job profiles.

In general, this includes:

- **Companies** in the relevant sector typically recruiting employees as described in the job profiles
- **Professional associations** in the relevant sector representing companies typically recruiting employees as described in the job profiles
- **NGOs** in the field of employment promotion
- **Employment facilities**
- **Schools and training institutes** within fields relevant to the job profiles
- **Job seekers, graduates and students**

Depending on the project context and scope, one could also consider the involvement of relevant ministries and public authorities.

The actual selection of target groups also depends on the partners already involved in the elaboration process of the job profiles (see [tool 3.1](#)).



2

IDENTIFICATION AND IMPLEMENTATION OF RELEVANT PROMOTIONAL AND JOB ORIENTATION TOOLS

Based on the definition of the target groups, it will be important to identify how to best include job profiles in promotion material/tools and orientation activities. In general, this can cover:

- **Print materials** (e.g. flyers, posters, booklets) informing about the job profiles and related promising career perspectives in an overall appreciative and positive approach
- **Websites** of relevant institutions (such as professional associations, or NGOs) presenting job profiles in detail, as an integral element of overall presentation of decent employment opportunities and general information on the sector
- **Social media pages** providing links to detailed descriptions of job profiles while focusing on more up-to-date information and interactive formats, such as details on relevant events, presentation of success stories and film clips etc.
- **Promotional films** e.g. showing Blue Collar workers of the relevant job profiles in their daily place of work with focus on decent working conditions, success stories and with an overall appreciative and positive image; while providing at the same time links for more detailed information on job profiles
- **Employment fairs**, where job profiles can be presented e.g. during orientation sessions and print material with information on job profiles can be distributed; if match-making of job seekers with vacancies is foreseen, this can e.g. take place based on job profiles
- **Orientation and information sessions at schools and training institutes**, where job profiles can be presented on the practical level, including related requirements in terms of skills and capabilities and career perspectives
- **Other events** promoting employment opportunities in the sector, where job profiles can be presented, print material can be used and information about relevant websites and social media pages can be disseminated. This can also include **information sessions** for companies, employment centres etc. to inform them about the job profiles.

As a guiding principle, job profiles should be used as **one key instrument to inform and orient** target groups about decent employment opportunities in a specific sector or occupational field. It should be an integral element of any initiative in this regard, wherever feasible and meaningful.

For more details on **communication and promotional strategies and tools**, please also refer to [chapter 2](#).

3

EVALUATION OF PROMOTION TOOLS AND JOB ORIENTATION RELATED ACTIVITIES

It is highly recommended to regularly evaluate whether the formats, channels, key messages and target groups selected for the promotion and dissemination of job profiles **are effective or not**. To this end, feedback should be collected and taken into consideration for further activities.

Feedback can be collected in various forms, but could include interviewing participants in events, analysing comments on social media pages, consulting target groups on print materials etc. In addition, a **focus group** can be created, for details please refer to [tool 1.1](#).

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WHAT TO OBSERVE

The following lessons learnt should be observed:

Typically, highest effectiveness can be achieved when **combining transparent information on job profiles** (including required skills and career perspectives) **with more emotional elements** presenting the sector and /or occupational field in an appreciative and positive way (e.g. in a short film). In particular job seekers, graduates and students are then more likely to take an employment in this sector / field into consideration.

It can also be useful to organise **interactive platforms for exchange** of youth with representatives of the sector (i.e. managers, employees, Blue Collar workers), such as information sessions, discussion platforms and exhibition / fairs.

Project experience shows that **HR managers of companies are at times hesitant** to use job profiles for their recruitment process. As described in [tool 3.1](#), it constitutes a mind shift which might take some time. In such cases, **information sessions** can be useful, where the advantages of job profiles can be presented in detail. In addition, if **employment facilities** are being used for recruitment, they could be included in this process, as they find it typically very useful for clear orientation and match-making.

In general, promotional activities should be **positive and appreciative** and highlight the promising chances linked to an employment in a specific sector / occupational field, while still being **realistic, authentic and trustworthy**.

Wherever useful, **success stories** should be used. They are typically perceived as a trustworthy model for a promising career and thus motivate job-seekers, graduates and students to consider an employment in this sector / occupational field.

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