التعاون الألماني
DEUTSCHE ZUSAMMENARBEIT

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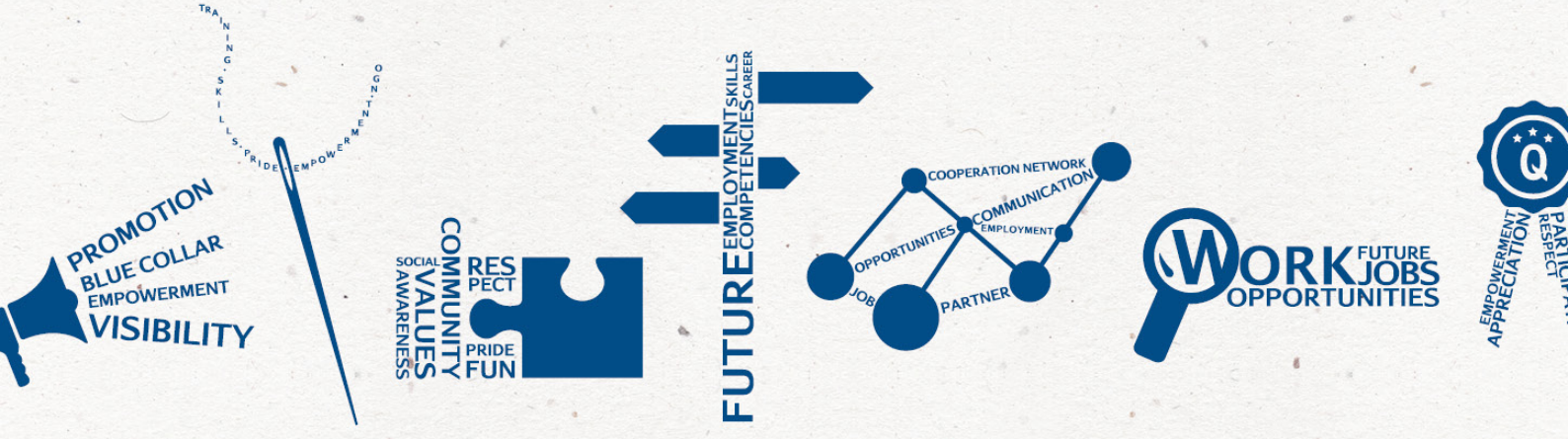
4.3 HOW TO DEVELOP AND IMPLEMENT ONLINE JOB ORIENTATION



HOW TO DEVELOP AND IMPLEMENT ONLINE JOB ORIENTATION

What Is It Useful For

Online job orientation is an effective tool to reach out to a **high number of job seekers** with a comparably **low investment** in personnel, space and time. Job seekers can use this offer in a flexible manner and from their homes or internet cafés. At the same time, the internet is a source of information and orientation which is increasingly important in particular for young job seekers.
In particular, it is a tool for employment centres, training institutes and professional associations in sectors which face problems to fill vacancies due to a lack of information and orientation with regard to decent Blue Collar job opportunities.
With online job orientation, a **free service** is offered to job seekers, graduates and students, promoting a more positive image of jobs and providing transparent job-related information and guidance. It ultimately aims at motivating more job seekers to apply for Blue Collar jobs.
In parallel, the relevant institution is also being **promoted**, which job seekers might later on contact for additional services and support.

When To Use

The tool can be used in cases where institutions would like to promote a certain job profile or sector and to provide guidance to job seekers without having the resources to offer one-to-one counselling and job orientation for a high number of job seekers.
It can also be applied in cases where job seekers prefer online job orientation as a first low-barrier step to career counselling.

How Long Does It Take

Content development: 2 months.
Website development: 2-3 months.

What Is Needed

- A person in charge to steer and manage the overall process
- A website domain
- Financial and human resources for website content and technical development, layout, hosting and up-dating

Examples

The concept has been successfully developed and partially realised in the printing and packaging sector in Greater Cairo, Egypt.

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

- Little information on the sector is available on the market for youth
- Have a high need for Blue Collar workers
- Face considerable challenges in finding suitable candidates for certain occupations

RE EMPLOYMENT SKILLS COMPETENCIES CAREER

WHAT TO DO

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

1

DEFINE THE OBJECTIVES AND TARGET GROUP FOR THE ONLINE JOB ORIENTATION

As a starting point, it will be crucial to clearly define:

- What do we want to achieve with the online job orientation? (=objectives)
- Who should use the online job orientation? (=target group)
- What are the main needs of the target group?
- What are our key information / messages to be communicated?

In the Blue Collar job segment, it will be mainly **young graduates** from technical schools / institutes as well as **job seekers** which can be considered as main target group. In addition, it could also be interesting for **students** to inform themselves about promising job opportunities in the relevant sector.

At the same time, **companies** can be a second target group. They could use the orientation platform to present themselves and decent Blue Collar job opportunities which they find difficult to fill.

2

ELABORATE ELEMENTS AND MAIN CONTENT OF ONLINE JOB ORIENTATION

Based on the key decisions regarding the target groups and objectives, the main elements and related content can be defined.

As a guiding principle, they should serve the **most urgent** needs of graduates and job seekers with regard to job orientation and could include:

- Which job profiles are offered in the respective sector? (see also tool 3.1)
- Why are Blue Collar job opportunities in the sector an attractive option for job seekers and graduates?
- What are the career paths in the respective sector / job profile?
- Which would be the best job option for me?
- Which advantages are linked to formal employment?
- What are the minimum wages for the various job profiles?
- Which skills do I have?
- Which skills and qualifications are required to apply for the various job profiles?
- Where can further skills and qualifications be obtained?

WHAT TO DO

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

3

REALISE TECHNICAL IMPLEMENTATION OF ONLINE JOB ORIENTATION

In parallel to step 2, it will be important to contact a web-designer. S/he will transform the content developed in step 2 into a user-friendly website.
This website should be an integral element of the website of the institution with easy access for the target group.
In general, the website should include as many **interactive elements** as possible (such as skills-testing etc.) to increase attractiveness for the user. At the same time, resources for up-dating the website should be kept at a minimum if resources are limited.

4

LAUNCH AND PROMOTE ONLINE JOB ORIENTATION

It will be important to undertake a targeted promotion campaign in order to reach out to the target group and to inform them about the job orientation.

Various promotional tools can be used, depending on the channels frequented by the target group and the budget available, including:

- Use social media as promotional platform
- Print attractive flyers and distribute at places used by the target groups (e.g. technical schools and institutes, meeting points, cafés, public transportation)
- Inform multipliers about the service (e.g. teachers at technical schools and institutes, NGOs)
- Offer information sessions at technical schools, institutes, employment centres etc.
- Link the website with other relevant websites
- Promote it during employment fairs and similar events

5

EVALUATE ONLINE JOB ORIENTATION

After 2-3 months, it is recommendable to verify whether the approach / content chosen proves to be useful for the target group and whether it is accessed by the target group to the desired extent or not.

This can be done by verifying the number of clicks on the website, which elements have been used most often etc. A feedback tool on the website might also be useful.

WHAT TO OBSERVE

The following lessons learnt should be observed:

Overall, project experience proves that the following key **success factors** should be observed:

- Do not provide an unstructured bulk of information, but offer actual orientation and guidance for the user
- Focus on an attractive layout that expresses quality, respect for Blue Collar work and appreciation for the target group
- Keep content short and to the point, and use easily understandable language
- Work to the maximum possible extent with visualisation of content
- Interlink the job orientation with social media for higher access rates

Be aware of the fact that **orientation and guidance tools require more efforts and resources** in terms of content development, web-design and layout (such as for quizzes, knowledge tests, recommendations for most suitable job profiles etc.).

After definition of objective and target group, it is highly recommended to verify **which other services / websites might already be available** with similar services. This can be an excellent opportunity for collaboration / synergies or a valuable source of inspiration.

The content should always be kept up-to-date. At the same time, resources for **up-dating** content should fit within the budget available.

If the needs of the target groups are not clear in detail, it can be advisable to **form focus groups**. It should be composed of representatives from the target group and can accompany the whole process from elaboration of content over design to evaluation of the job orientation.