



german cooperation

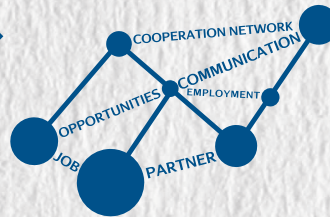
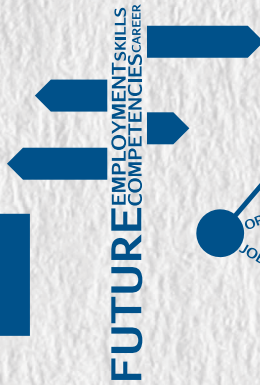
DEUTSCHE ZUSAMMENARBEIT

Implemented by:

**giz** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



# 8.19 WHAT IS YOUR JOB?



**WORK** FUTURE JOBS OPPORTUNITIES



# WHAT IS YOUR JOB?



## What Is It Useful For

This tool can be used to raise awareness about certain jobs; as it contains information about the job; supported by photos of the working environment; so it visualises the job for the reader.

It also gives an indicator about the labour market in a certain region at a certain time.



## When To Use

This tool is typically used for the opportunity awareness pillar within the career guidance sessions with the students.

The tool can be used to inform the job seekers about the trend of the labour market in a certain region at a certain time, about the available jobs and its characteristics.

The tool can be also used to orient the applicant of Dual system schools.

- in job fairs
- on a website
- via facebook

The tool can be used during the orientation sessions of undergrad students.



## How Long Does It Take

- One job profile may take 2 to 4 hours, it depends on the size and organisation of the data that the cooperating recruitment office has (i.e. for analysing the data base).
- Captured photos of the chosen jobs may take one day for one profile, considering the distances and transportation means.



## What Is Needed

- Project leader / consultant
- A cooperative recruitment office
- Protocol of cooperation with the recruitment office
- Data analysis software (from MS Access or Excel)
- Photographer with a professional camera
- Connections with companies to collect photos



## Examples

Kindly have a look at the booklet. [>> here](#)

## WHAT TO DO

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



1

### IDENTIFY A SUITABLE RECRUITMENT OFFICE OR INITIATIVE WHO DEALS WITH BLUE COLLAR JOBS

Select the suitable recruitment office or initiative who deals with blue collar jobs.

Data of the vacancies must include a complete job description (tasks, working environment, qualifications, average of salary etc.).

#### Identify what is their win and prepare yourself for better negotiation.

Present the idea to them offering a win / win situation.

Listen to them, to their win.

Negotiate what will you offer them, and what will they offer you.

Specify the roles and responsibilities. i.e.: having their logo on the printed materials, or their name, logos of the companies they are working with etc.

Also, they may facilitate getting the photos, they may contribute in printing cost, or distribution cost, they may publish it on their website, etc.

You may write a protocol of cooperation or a memorandum of understanding to document your agreements.

2

### IDENTIFY A SUITABLE PROJECT LEADER

A person will be needed to be in charge of steering the overall process, closely monitoring the realisation of project activities, supporting all the needed processes (choosing the jobs, analysing the data, texting, design of the visual job profile (layout), proofreading, printing, distribution, and maybe monitoring and evaluation.

And of course monitor the action plan, and keep everything according to the plan.

3

### SELECT AN APPROPRIATE PERSON FOR THE DATA ANALYSIS

This task is the core task of the whole processes!

This person will deal with figures and also with text (qualifications, tasks, etc.)

S/he should be aware / familiar with blue collar jobs.

4

### HOW TO DO THE ANALYSIS

This person should deal with the whole database of the blue collar jobs as one sample. Then select one job (e.g. electrician). Count how many electricians occur as a job among the other jobs, and how many vacancies are available for the electricians among the total number of blue collar vacancies in the data base. Also count how many companies are looking for this position comparing with the total companies. In this way he / she can calculate the percentage of this job in the total sample, which reflect as an indicator representing the "formal" labour market.

Calculate the average of how many years of experience are needed, average salary, the percentage of how many female workers are needed for such a job, etc.

Look at the tasks in each job description, try to come out with the most needed tasks, and adding to them whichever extra tasks are mentioned by the different employers, same applies for the working conditions.

5

### IDENTIFY THE LAYOUT

A specialist should do the layout to be attractive, colourful, appropriate fonts (type and size of the font). Position of the photos, considering having 3 photos at least. Considering that the job profile also includes numbers and percentages, they can be represented by graphs or tables.

6

### CAPTRING PHOTOS

Photos must focus on a person doing his/her job, while s/he is fully engaged / concentrating, not facing the camera as an example.

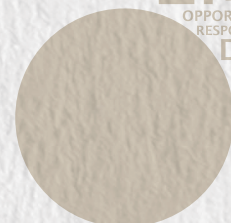
Also the photo should show the working environment, around the person to show where s/he works, what are the tools to be used, etc.

The photos must be taken from at least 3 different locations.

You should get at least 5 good photos from each location, so you can select the most expressing 3-4 photos for the profile.

A professional photographer is needed for such a job.

BLUE COLLARS QUALITY  
YOUTH GIZCA  
DECENT JOBS JOB SEEKER  
NATIONAL EMPLOYMENT  
EMPLOYMENT  
OPPORTUNITIES EGYPT PR  
RESPONSIBILITY DEVELOPMENT  
SUPPORT





## WHAT TO OBSERVE

The following lessons learnt should be observed:

- Photos are more effective than 1000 words.
- Photos should be taken at eye level.
- Avoid upset faces, serious, pleasant and satisfied faces are very important.
- You should mention the way / the method used to collect the information in the visual profile.
- You might include some information from the Arab Qualification Standards.
- You should present the reality and a good way, however be aware that we do not cheat youth.

ALCULATIONS • STAKEHOLDER  
DER WORK • YOUTH • SUPP  
ONSIBLE CSR • OPPORTUNI  
OR MARKET • EGYPT • LABOR M  
AL COST CALCULATIONS • STA

