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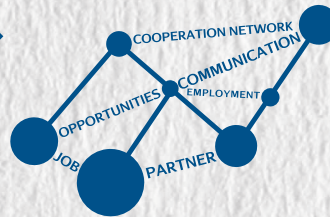
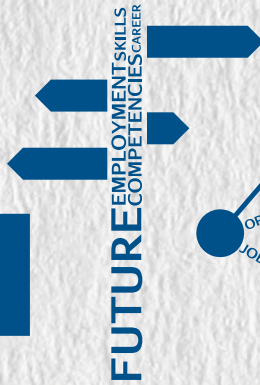
DEUTSCHE ZUSAMMENARBEIT

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8.20 HOW TO PRODUCE A VIDEO JOB PROFILE



HOW TO PRODUCE A VIDEO JOB PROFILE



What Is It Useful For

This tool is to be used to raise awareness about certain jobs; as it contains information about the job and the working environment.

It can convey very important messages in an indirect way.

It is a tool that provides information on a certain job, and its career path.

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 jobs, their characteristics and their career path. It is a complete live job profile.

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

The tool can be used during job fairs.

On websites.

The tool can be used during the orientation phase of undergraduate students.



How Long Does It Take

One video job profile may take two – four weeks, it depends on the filming company and how much time is require for revision and editing.



What Is Needed

- Professional filming company
- List of jobs
- Connections / network with companies



Examples

Kindly have a look at the following examples

- >> [Example 1](#)
- >> [Example 2](#)
- >> [Example 3](#)

WHAT TO DO

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

1

IDENTIFY THE BLUE COLLAR JOBS

Select the suitable blue collar jobs for your context. That can be done according to the specialisation you have in TVET schools or training centres, or can be according to your objective (i.e. promoting certain jobs). Or also can be according to your network (what is available to film).

Identify who is your audience.

Identify a list of information you need to share with the audience, i.e.: name of the job, where to work, what is needed to get the job, what are the benefits (job offer), what are the challenges, what are the relations with other jobs in the company, how about its career path, how much important it is for the company, etc.

Identify what are the messages you need to convey in a direct and indirect way.

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, negotiate with the companies, do the needed arrangements between companies and filming firm and maybe monitoring and evaluation.

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

3

IDENTIFY WHAT IS THE COMPANIES' WIN AND PREPARE YOURSELF FOR BETTER NEGOTIATION

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

Listen to them, to their win; i.e.: having their logo on the printed materials, or their name, logos of the companies they are working with, they may publish it in their website etc.

Tell them clearly what is needed from them, the work load, etc.

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

4

WRITING AND NEGOTIATING THE SCENARIO

Meet with the editor, explain and discuss with him / her about the whole concept, your objective, your audiences, etc.

Allow / support him to visit a company and spend couple of hours there, talking to people, managers to be familiar with the working day in accompany.

Ask the filming company to write a script and discuss it.

Should be a face-to-face discussion to learn why s/he proposes certain elements; sometimes their approaches (as artist) need to be examined against your objectives.

Considering focusing on an employee doing the job. Not focusing on the job.

You need to show the motives behind doing this job, you need to show the future of the job in the eyes of the character of the short video.

You need to present the company / working context too.

5

FILMING

The editor should meet selected employees and choose one or maybe two of them.

The editor should see where the character (employee) is working, with whom, how does s/he work, etc.

The editor should study the working place very well to identify which equipment s/he needs.

Negotiate with the company the filming date.

Filming company will then accomplish the job.

It is a good advice to get some shoots for other jobs while in the company to enrich other movies.

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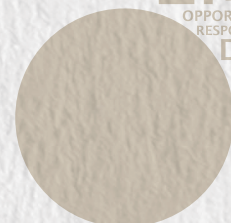
MONTAGE / REVISION / FINALISING THE MOVIE

This is the job of the filming company. Watch the draft yourself, take comments.

Ask other colleagues to watch the draft individually and take comments.

Meet with your colleagues who watched the movie, watch the movie again and then start discussing your comments, negotiate and come out with feedback to the filming company.

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





WHAT TO OBSERVE

The following lessons learnt should be observed:

- You may need to revise the movie many times in different modes.
- Movie should not exceed 5 minutes.

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