



Job Placement Services

Advisory service

The challenge

High unemployment, underemployment and precarious employment pose problems for many countries. Worldwide, more than 170 million people are jobless. Women and youth are particularly affected. Not even half of all women have a paid job and one in five youth neither attend school nor are in vocational training or employment. Although many people are looking for work, companies often complain that they are unable to fill vacant positions. There are several reasons for this seeming contradiction: When recruiting employees, companies often limit their search to personal networks. In addition, job seekers also frequently look no further than their immediate surroundings. Unrealistic expectations complicate job searches. On top of that, in many countries there are no reliable job placement services that are free or affordable and accessible to everyone. Public employment services often lack capacity or do not feel responsible for job counselling and placement, especially for job seekers without academic degrees.

Our approach

We support the establishment and expansion of public and non-governmental job-placement services. They need to be efficient and effective and be available to everyone seeking or offering employment. The goal is to promote new and better employment relationships that conform with the International Labour Organization's (ILO) core labour standards. We pursue the integrated approach of employment promotion. Tailored placement of the labour force works best in close interplay with labour market information systems and vocational counselling. Digital solutions and machine learning are playing an ever-greater role in these efforts. We also help job seek-

ers who have only had limited job prospects to date get fit for the labour market. By establishing individual advisory and coaching services and providing temporary wage subsidies, we help dismantle obstacles to placement. We see advice on decent work and employment quality as an integral component of our cooperation with companies.

Our services

- » We advise governments on strengthening public job counselling and placement services and on implementing additional support measures such as wage subsidies.
- » We support establishing networks and exchange formats between ministries, employment services, the private sector and other actors at local, national and international level.
- » We collaborate with government and private partners, and often with the German chambers of commerce and industry abroad, to promote local, regional and national, as well as virtual job and career fairs.

We strengthen public, private and non-profit employment service providers:

- » by offering training, assessment and certification of specialists for job placement, in the areas labour market analysis, labour law, profiling and counselling as well as coaching skills, etc.,
- » by establishing quality management and quality assurance systems,
- » by improving outreach to and advisory services for companies, including reviewing and creating job profiles,
- » by enhancing services for job seekers, such as outreach, counselling, profiling and competence analyses,
- » by improving the matching of supply and demand through machine learning, databases and digital job matching platforms,



» by strengthening vocational counselling and job preparation offers as well as job application trainings.

The benefits

Job placement services that are accessible to everyone, individualised advice and other support services make labour markets more efficient. There are fewer unemployed and underemployed people. In addition, inclusive placement services make it easier for the workforce to switch between different segments of the labour market. As GIZ's partner, you will benefit from our years of experience in establishing job placement structures in partner countries, both in collaboration with government partners and with the private sector. We offer locally adapted innovative and digital solutions and internationally recognised further training programmes. You will also benefit from the expertise of our German network, which includes the Federal Employment Agency and its university, the Institute for Employment Research, the Association of German Chambers of Industry and Commerce, the German chambers of commerce abroad, research institutes and IT providers. At international level, we work closely with the ILO, non-governmental organisations and providers of IT-assisted job portals and virtual job fairs.

An example from the field

The Labour Market Access project implemented in Egypt on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) responds to the private sector's own interest in efficient placement services. Based on an employment pact between companies, the German Embassy and the German-Arab Chamber of Industry and Commerce, GIZ has supported the placement of more than 9,000 young job seekers since 2015, a third of them women, in the formal sector and in accordance with ILO core labour standards. More than 6,000 youth partici-

pated in job preparation courses, with 36 per cent of the participants women. To this end, digitally supported job placement and counselling was first piloted successfully in Cairo. To disseminate the methods, GIZ supports various regional investors associations with establishing self-financed job centres. In this context, the project trained 25 job placement specialists and provided advice on the introduction of standard operating procedures and an audit system for quality assurance. The job centre in Cairo is being further developed into a centre of excellence for job placement that advances innovations and disseminates its expertise to other placement providers. Part of the dissemination strategy also comprises cooperation with the country's largest digital job platform for non-academic professions.

Imprint

Published by:
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH

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GIZ is responsible for the content of this publication.

Eschborn 2022