

Cooperation Programme

Interreg V-A Greece-Bulgaria 2014-2020

“Market Changer”

“MarCh”

MIS Code: 5070788

Project Website: <http://marchproject.eu>

Deliverable 4.5.4

Labor market digital platform



Regional Industrial Association – Kardzhali

The Project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Interreg V-A “Greece-Bulgaria 2014-2020” Cooperation Programme



Kardzhali, 2023

The contents of this guide or publication or deliverable are sole responsibility of the Regional Industrial Association – Kardzhali and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat.

Labor market digital platform - D.4.5.4 <https://jobs.ria-kj.com/>

The object of the activity is the development of career (Employers-Jobs Seekers) Platform. The main purpose of the e-platform is met employers with job seekers in Kardzhali area , in the field of Rural Development and Agri-food.

Scope: Develop and maintain a digital platform for the labour market

The digital labour market platform should contain at least the following functionalities and type of information:

Functionality:

Availability of advanced searchable user fields

Ability to apply/login with social media accounts - Facebook, Twitter, Google, LinkedIn or other accounts (social login)

Apply with/without login.

Candidate can apply for jobs by uploading resume, selecting from their online resumes in the portal or uploading them as files from their devices.

Availability of a dashboard to manage candidates

Ability to subscribe candidates

Compatibility with the WooCommerce Subscriptions add-on for recurring payments and packages

Availability of different styles of job details, candidates and employer page

Receive email alerts

Availability of an employer dashboard

Employers to approve or reject applications with a message to the applicant

Each action to be accompanied by email notifications

Export resumes to Pdf, Excel or CSV

Featured jobs

Ability to sort filters for employers, jobs and candidates

Free job submission, within the project

Submission of jobs after review by the administrator/responsible party

Submission/application of CVs

General Data Protection Regulation (GDPR) compliance

Search by keyword, category or geolocation (integration with Google maps and/or Bing maps)

- Receive job notifications and job tagging
- Attach jobs/postings
- Job Chat
- Job Offer
- Create a profile
- Complete profile
- Resume Creator/Author
- CV Manager
- SEO Responsive
- List of jobs
- Ability to use an automatic translator
- Ability to upload videos
- Integrated Zoom API , including for scheduling interviews or meetings with candidates

The interface should be simple and guided, and include at least the following menus:

- Main page
- Job listings
- Employers
- Candidates
- Login
- Search

Access: Digital platform must have the following roles/accesses secured via WEB:

- Administrator
- Editor
- Associate
- Employer
- Candidate
- Guest/public

Expected result: Digital labour market platform developed and maintained within the project.

The objectives of the platform are:

Efficient Matching: Facilitate the efficient matching of job seekers with relevant job opportunities based on their skills, qualifications, and preferences.

Accessibility: Provide easy access to job listings and career resources for both job seekers and employers, regardless of location or time constraints.

Transparency: Promote transparency in the hiring process by providing clear information about job requirements, salaries, and benefits to both parties.

Streamlined Communication: Enable seamless communication between employers and job seekers through messaging systems or application tracking features.

Skill Development: Offer resources for skill development, training, and career advancement to help job seekers enhance their employability and competitiveness in the labor market.

Data-driven Insights: Utilize data analytics to provide insights into labor market trends, demand for specific skills, and salary benchmarks, assisting both job seekers and employers in making informed decisions.

Diversity and Inclusion: Promote diversity and inclusion by connecting employers with a diverse pool of candidates and providing resources for addressing bias in the hiring process.

Feedback Mechanism: Implement a feedback mechanism to gather input from users, allowing for continuous improvement of the platform's functionality and user experience.

Cost-effectiveness: Offer cost-effective solutions for both job seekers and employers, reducing traditional recruitment expenses such as advertising and hiring fees.

Job Market Insights: Provide information on job market dynamics, including industry growth sectors, emerging job roles, and regional employment trends, to help guide career decisions and workforce planning.

Users:

In the Kardzhali region, a digital platform for the labor market could be utilized by various stakeholders for different purposes:

Job Seekers: Residents of Kardzhali seeking employment opportunities could use the platform to search for job listings in the region. They can create profiles showcasing their skills, qualifications, and work experience to apply for relevant positions. Job seekers can also access resources for career guidance, skill development, and networking to enhance their employability.

Employers: Businesses and organizations operating in Kardzhali can utilize the platform to advertise job vacancies and recruit qualified candidates. Employers can search for potential hires based on specific criteria, such as skills, education, and experience. They can also use the platform to streamline the hiring process, manage applications, and communicate with applicants.

Entrepreneurs and Startups: Entrepreneurs and startup founders in Kardzhali can utilize the platform to recruit talent for their growing businesses. They can connect with skilled professionals who can contribute to their ventures and help them expand their operations locally and beyond.

Educational Institutions: Schools, colleges, and vocational training centers in Kardzhali can leverage the platform to provide students with access to job opportunities, internships, and apprenticeships relevant to their field of study. Educational institutions can also use the platform to connect students with employers for career-related events, workshops, and mentorship programs.

Government Agencies: Local government agencies and employment services in Kardzhali can partner with the platform to support workforce development initiatives and reduce unemployment in the region. They can use the platform to disseminate information about job training programs, job fairs, and other employment-related services available to residents.

Nonprofit Organizations: Nonprofit organizations and community groups in Kardzhali can use the platform to assist marginalized or disadvantaged populations in accessing employment opportunities. They can provide resources and support to help individuals overcome barriers to employment, such as lack of education or transportation.

Overall, the digital platform for the labor market serves as a valuable resource for connecting job seekers with employers, promoting economic growth and development, and addressing the workforce needs of the Kardzhali region.