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|  | | <h2>Job search portal for free</h2> |
| Country name: | | Hungary |
| Region: | | The territory of Hungary |
| City : | | n/a |
| Public organisation responsible for the initiative | National language | Magyarország Kormánya |
| | English | The Government of Hungary |
| Department (if any) | | Ministry of Innovation and Technology |
| Address: | | n/a |
| Webpage: | | https://www.karrierm.hu |
| Public organisation representative: | | n/a |

Initiative description

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| Title: | Free job search portal |
| Features of group/s of beneficiaries | <ul style="list-style-type: none"> • Job-seeking unemployed who have lost their jobs due to the Covid lockdown and new recession, • Small, medium and large companies that carry out business and economic activities throughout Hungary with different production and service profiles. |
| Initiative / tool objective | The KarrierM job portal goal is to supports labour placement and the recruitment and selection process, thus contribute to the protection of the local economy through expanding employment during the corona pandemic. |
| Steps / phases / stages of tool / initiative implementation and its activities description | <p>The KarrierM job portal is an initiative that was implemented as a public initiative on a national scale. Due to the fact, that initiative has strong support from local public institutions, it is possible to implement similar mechanisms on the city level.</p> <p>The KarrierM portal is available for end-users as job-seeking mechanisms organizing the transfer of data between two interesting sides, including personal advice and call centre support. Its main strength is that it performs automatic pre-screening based on the expectations set by the employer and the competencies required to fill the job, thus greatly facilitating the job searching process. The website enables companies and institutions to advertise vacancies in a professional framework, to pre-screen and address suitable candidates.</p> <p>From an end-user perspective (that also describe how to create the mechanisms by the public institution on a local level) using the mechanisms is divided into 3 stages:</p> |

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| | <p><u>Stage 1: Registration on a website</u></p> <p>There are two profiles:</p> <ul style="list-style-type: none"> • job seeker profile, • employer profile, <p><u>Stage 2: Applying</u></p> <p>Referring to the profile, if the job seeker has found the ideal job opportunity for him, all he has to do is send his application for the given advertisement.</p> <p><u>Stage 3: Verification mechanisms</u></p> <p>The portal staff always checks the uploaded job seeker, employer profiles and job offers, which guarantees that only real advertisements, existing companies and individuals are included on the site. In addition to basic characteristics (such as education, job title), professional and key competencies were also emphasized during the implementation, so the interface can help job seekers and employers to find each other more broadly.</p> <p><u>The purpose of creating the website:</u></p> <p>This job search portal was created to curb unemployment caused by the Covid pandemic. Curriculum vitae templates can be downloaded from the site, or they are created automatically based on the data entered in the job seeker profile. As a result, they are expected to be hugely popular with job seekers and employers. More than two hundred job offers can be accessed by job seekers and career planners on the portal providing professional support for the entire recruitment process. Employers and job seekers can use the KarrierM.hu website completely free of charge. The portal aims to enable the most flexible job and job search, therefore in addition to objective data (education, previous jobs, etc.) they also allow the recording of “softer” information and expectations (professional and key competencies) for both job seekers and employers.</p> <p><u>Advantages:</u></p> <ul style="list-style-type: none"> • The portal provides job seekers with the opportunity to search for jobs independently, while at the same time offering employers a wide-ranging communication interface to publish their vacancies. The orientation of job seekers and employers on the portal is supported by professionally trained staff. • The easy-to-navigate portal provides personal advice and call centre support to its customers. • Its main strength is that it performs automatic pre-screening based on the expectations set by the employer and the competencies required to fill the job, thus greatly facilitating the job of job seekers. • It allows many people to get a job amid the difficulties caused by the epidemic. • Provides not only an innovative and free, but also a comprehensive package of HR services for small and medium-sized businesses. • Adaptable to market challenges, user-friendly and easy to use. |
| <p>Expected result(s)</p> | <ul style="list-style-type: none"> • One of the expected results of the establishment of the portal is that it will directly contribute to the filling of vacancies in Hungary as soon as possible. • As the epidemic situation is causing difficulties for many market and economic actors, which poses new challenges for both employers and jobseekers, they are expected to be able to reduce unemployment by setting up this portal. • Most people are active internet users, so they tend to look for or post job opportunities on the internet. This was confirmed by the fact that the coronavirus redesigned workplaces: the home office system was introduced in many places, thanks to which even more Internet users were allowed. |

Transferability

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| <p>Transferability to other countries (to be assessed by all Project Partners)</p> | <p>Medium – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organisation</p> |
| <p>Transferability on country of origin level (to be assessed by all Partner from specific country)</p> | <p>Medium – the initiative / tool can be transferred with the fulfilment of some demanding requirements by adopting organisation</p> |
| <p>Necessary resources</p> | <p>Technical infrastructure:</p> <ul style="list-style-type: none"> • IT tools (computer, laptop) • server, other computer equipment (printer) • Internet connection |
| | <p>Knowledge:</p> <ul style="list-style-type: none"> • an appropriate level of IT knowledge to set up and operate the portal • a specialist in the field of graphics and design, so that the created website is transparent and user-friendly • professional support of the entire recruitment and selection process from the staff • advanced qualification for members of the executive team • key competencies (assistance, communication skills) |
| | <p>Costs to be covered:</p> <ul style="list-style-type: none"> • creation of the portal • payment of staff salaries • the cost of operating a website |
| <p>Key success factors:</p> | <ul style="list-style-type: none"> • dissemination of IT knowledge among user-level • ability to support many people to get a job amid the difficulties caused by the epidemic • possibility to promote business (advertising) • effective communication between the executive body and economic operators |
| <p>Key challenges:</p> | <ul style="list-style-type: none"> • Efficient mechanisms of promotion and information distribution about portal on local scale • small amount of mistakes in matching of the candidates (focus on best available matching) |
| <p>Impact on regional economy (general description)</p> | <p>The initiative had a significant impact on the local economy and justified its implementation</p> <ul style="list-style-type: none"> • it creates a new workforce for businesses and a new opportunity for jobseekers • the positive outcome of the initiative can be described nationally, as it has an economic stimulus effect on the economic policy of the whole country |