



## Group counselling services for young unemployed in BiH Public Employment Services:

### ***How Job Clubs make a difference***

The Youth Employment Project (October 2018 until April 2020) supported by the Swiss Development Cooperation contributes to improvement of job intermediation and (social) entrepreneurship by introducing new procedures and services in Public Employment Services and providing new training and support mechanisms for enterprises.

***Job Club is an active labour market measure (ALMM)*** whose purpose is to provide continuous job search assistance to unemployed persons. Through method of group work and guidance, a trained counsellor – Job Club leader is working with a group of unemployed persons for three weeks, four days a week with a specified programme and activities for each day.

Job clubs are one of the ways to actively involve young unemployed people in job searching process and reactivate the long-term unemployed through a disciplined and well designed activity programme. The original concept was made both in Great Britain and United States, but is widely accepted and implemented throughout the world. In Bosnia and Herzegovina, the programme is introduced by the Youth Employment Project in cooperation with Public Employment Services (Federal Employment Institute, Employment Institute of Republika Srpska, Cantonal Employment Services and Employment Institute of Brcko District BiH).

By working closely with employment service specialists, YEP has trained and equipped PES to implement this measure in 29 locations throughout BiH. (*map of JCs available at <http://yep.ba/lokacije-klubova/>*).

***JC model, developed by YEP*** prepares the unemployed young person to respond to employers' demands in the best and most effective possible way. Unemployed person, member of the specific JC group adopts the basics of business communication, recognizes the importance of teamwork and group support in job search. Through three-week long training programme, members gain knowledge and skills relevant to job search that will further affect their self-confidence and motivation along with chances for labour market reintegration.

JC is an interactive experience and includes full involvement of its members - that is exactly what differs it from other typical training programs. JC is a combination of skills enhancement, discipline in job search and support. It is not just training on CV writing skills, job ads searching, job interview role-plays, but also a full group support for other unemployed who have a common goal - ***to find a job in the shortest time possible***.

In order to encourage counsellors who work in Job Clubs, YEP has established ***a Job Club performance measurement system*** that compares single performances based on the set of indicators such as the number of unemployed people who attended the training, their level of job search activity and ultimately, ***the number of placements – successful outcomes***. (*Current JC score list available at <http://yep.ba/rang-lista/>* )





### **Job Club Mobile Application**

Finding a decent job, and getting actively involved in labour market in Bosnia and Herzegovina as youngster seems to be one “mission impossible2. In BiH it may be especially hard to achieve that work and life balance when you face 60% unemployment rate. Job Club is created to ease the job searching process – as an information dissemination upgrade for, skill enhancement and networking for youngsters - it helps them get a job, motivation and involvement in labour market. With an aim to design something which is attractive to Millennials beside the obvious existing network, a Job Club mobile application is created which provides info on open vacancies, wide range of opportunities such as volunteering, workshops, seminars, training provision, mostly that are free of charge.

### **Most important achievements**

Since the establishment of this ALMM, 7.098 young people (4.266 women and 2.832 males) were provided with the training and support programme, and out of the total number of participants 3.090 (1.871 women, 1.219 men) found employment 6 months after or during the JC programme, which is an average that is very good and surpasses the vast majority of active measures being implemented in BiH.

In period April 2017 – April 2018, 1.581 people were involved in Job Clubs out of whom 498 found work.

*Much attention, resources, and energy have been invested in designing successful and feasible group work counselling that will give results. Training and mentoring provided through YEP to counsellors throughout BiH PES have resulted in better service provision to clients, and has enriched their ALMM range by giving them a programme they can implement without additional funding. Lobbying with senior management to take Job Club programme more seriously and devote more staffing remains a challenge, but still a combination of exhortation, motivation of Job Club leaders at annual “Best Job Club” ceremonies has given a new light to the traditional ALMM implementation, and series of “success stories” a real proof that a job search is a job itself which will give results if carefully planned and guided.*

### **Contact information**

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*Job Club Banovici (Tuzla Canton Public Employment Service)*

*The Job Club target group are young unemployed persons registered for at least 6 months, who will benefit from a structured and goal-oriented support during their job search. Sharing mutual experiences in their job hunt helps them gain more knowledge about labour market and prepare themselves for interviews.*



*Job Club Tuzla*

*In order to enrich the programme, YEP expanded the original programme by bringing in employer's opportunities directly to Job Club members (selection between all JC members who still have not found work). Presentations of employers business, employment plans and open vacancies provides an opportunity to have a group interview, find additional information and get a job.*





*Job Club Nevesinje (Public Employment Service Republika Srpska)*

*Job Clubs are run by Public Employment Service staff mostly counsellors, previously trained and mentored by YEP team but who developed additional skills in training delivery, group and individual activities, thus expanding their original job roles and gaining new life experience that a public service would normally never provide. The Job Club success in most cases depends on Job Club Leader, therefore strengthening their skills and providing them with support scheme has been one of the goals of YEP.*



*Job Club Banja Luka (Public Employment Service Republika Srpska)*





JC is an active measure consisting of group-based counselling, training and some individual activities. JC members learn how to write a CV (or improve one) and (speculative) applications for relevant jobs based on the available vacancies, in hidden and open labour markets. Role-play interviews and use of their own networks are central activities, that JC members value the most.

### Slađana's story



Slađana Radic is 29 years old, lives with her parents. After completing medical school, she could not continue with university, but had to look for work. Once her internship ended she lost her job and registered at the Employment Service, where she was included in JobClub programme. She is happy to have found a job directly through Job Club, namely Job Club leader was asked to select 3 candidates to work in a Preschool institution. Slađana was one of the 3 candidates, had a successful probation and has a full-time employment.



### Ajša's story



*SOS Children's Villages. When I was 18, I had to look for work. In order to survive, I worked at different jobs. After several months of unemployment I was invited to join the Job Club. My expectations were low, but I was really surprised to how much support and guidance you can get from employment service. Current job I got through job-mediation of Employment Service who prioritise Job Club members, as counsellors get to know unemployed much better through a long-term Job Club programme.*

### Draženko's story





*I consider myself to be brave and honest person (Drazenko, 27). In my job hunt I travelled even to Slovenia where I thought I would find easily a job as a cook. As I failed and returned to Banja Luka, I registered myself at the Employment Service where after several months I was invited to join the Job Club. During the JC programme I applied at several vacancies together with other JC members. During the JC training, I learned that everything matters when you apply or go to a job interview. Soon after this programme ended I got a great job offer which I accepted and am happy I did not have to go to Slovenia to find a fantastic employer and a fulfilling job I love to do.*

