

Private job intermediation

This is an intervention summary from the MSD for employment (MSD4E) landscape assessment.

EYE Kosovo worked with private job matching service providers (online portals, recruitment agencies and head-hunters) and organisations offering targeted matching services to increase the efficiency of labour market intermediation and open more opportunities to young jobseekers. This includes shifting to more performance and merit-based hiring practices, beyond informal networks.

Background information

Project	EYE Kosovo
Funder	SDC
Implementer	Helvetas Swiss Intercooperation and MDA (local consortium partner)
Contact	Albina Berisha (Albina.Berisha@helvetas.org)
Rural or urban?	Rural and urban
Sectors	All sectors
Intended employment outcomes	Access to jobs
Target group (end beneficiaries)	Youth (18-35)
Cross-cutting priorities	GESI
Years of operation	2013-2023

What constraints did the intervention aim to address?

Labour market intermediation plays an important role within the labour market system. Before the intervention, the process of finding a job or employee was characterised by high costs and time, limited information flows and outreach, and high costs for employers.

Social norms also influence the demand side of the labour market system. There is a shift underway from employers relying on informal or family-based networks to using outsourced, professional, fee-based hiring and recruitment services. EYE is facilitating the growth of new providers and entrants in the job intermediation service market, aiming to diversify these services while educating employers about their benefits.

Which market actor partners did the intervention work with?

1. Private employment service providers
2. Private employers

3. Young jobseekers (particularly women)

What were the intended behaviour changes for these partners?

1. **Private employment service providers** are expanding their offerings and targeting different types of employers by tailoring their services. This approach is aimed at building revenues and enhancing competitiveness.
2. **Private employers** are increasing engagement with professional HR services. There are signals that a shift in social norms is underway for employers – they need to be convinced first to use the service and subsequently to pay for it, which can be particularly challenging for small, informal microenterprises. Then, there is the additional step of persuading them to invest in more professional recruitment processes.
3. **Young jobseekers** are increasingly using job matching platforms to apply for jobs, marking a shift away from traditional job search channels.

How sustainable are these behaviour changes?

- **Adopt:** Supported platforms are running in a commercially sustainable way - business customers (including small and micro enterprises) are paying for the services. More than 390,000 jobseekers use the job intermediation services.
- **Adapt:** Jobs matched increased from 40% to 55%, signalling improved quality via introduction of features like personalised notifications and creation of jobseeker profiles.
- **Expand:** There are now 34 registered private job matching providers, up from none in 2016. Private services are now recognised by citizens and employers as the main source of job vacancy announcements. Due to growing competition, private providers are adapting and expanding their offers, for example offering automatic matching services, and some portals are specialising in particular sectors.
- **Respond:**
 - The public sector is increasingly focused on active labour market measures (e.g. job subsidies for the most vulnerable).
 - Digital job matching has also helped to challenge social norms preventing young women from accessing work:
 - **Family care expectations:** it is easier to access opportunities, and there is greater variety, via mobile app.
 - **Perceptions of employers:** more applications from women demonstrate the quality of these candidates to employers, some of which held negative perceptions previously.

What were the intervention's key results?

- More than 390,000 jobseekers use the job intermediation services.
- EYE partners account for 70-80% of all job vacancies.
- There are now 34 registered private job matching providers, up from none in 2016.
- Job postings up from 1,200 vacancies (2012) to 42,000 (2022).
- Businesses paying for job adverts up from 40 (2012) to 6000+ (2022).

- Around 45% of users are women.
- And 99% are SMEs, including microenterprises (EUR 50 per job posting has kept it accessible).

<i>Has a third party been involved in measuring these results?</i>	No
<i>Is the partner behaviour change the sole/major/minor contributing factor towards the employment-related outcome you've reported? (i.e. are there other contributing factors?)</i>	Major
<i>Results chain available?</i>	No

Relevant project documents

- Intervention case study: <https://beamexchange.org/resources/1897/>

The MSD4E Intervention Library was compiled by the MSD4E Community of Practice and funded by the ILO, Mercy Corps and Swisscontact.

The [library is hosted by the BEAM Exchange](#)