

**Thematic Network Project**

**CN 2009-2204/001-001**



**Round Table Meetings**

**Internet-related Jobs**

**“Needs of the Internet Industry  
Making Offer and Demand meet in Training and  
Education”**

**Country: France**

**Venue: Maison de la Promotion Sociale, 24 Avenue de Virecourt,  
33370 Artigues près Bordeaux**

**Date: April 19th 2011**

**Author: François Adoue**

**Partner: MPS Maison de la Promotion Sociale**

---

The PIN thematic network project has been funded with support from the European Commission.

This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

## 1. Description/General Information

The Pro-Internet RoundTable was held in Artigues près Bordeaux, in close suburb of Bordeaux on Tuesday April 19<sup>th</sup> 2011 from 14H to 17H00.



The attendance was a mix of representative of the jobs market for internet jobs :

RH consultant for SME and large companies

Management consultant for SME (also elected as municipal councillor in 20 000 citizens city)

Independent provider

Manager of SME specialised in IT recruiting internet specialist

Jobseeker

2 Officers from public service for coaching young jobseekers

Independent service provider to SME

Journalist

2 Young ex-students one without job, and one with 4 employers ! (same promotion)

Manager of international association

Training organisation manager

The Roundtable attendance was designed to focus on internet jobs and services with specific target : "SME in general field, not specifically IT or ICT companies"

This was designed to analyse the job market, the difficulties encountered by companies to recruit employees they need to support their development, young ex-students and jobseekers in internet jobs and services, training organisations, intermediary public services who support and coach young jobseekers for employment (5 000 persons)

## **2. Main Topics discussed**

The Roundtable started with a presentation of the PIN project supported by results and issues (mainly methodology) of former projects (CompTrain, EQFCODE...)

After presentation of the project supported by a Powerpoint presentation (included in annex) discussion started on the "internet industry" specially for SME not in IT or ICT sector but using internet for their promotion, marketing, sales....

Internet jobs represent clearly large opportunities for job creation, and this has a strong interest to support development of those SME.

Typology of SME is clear : a company who need to engage one or more employees to manage web presence. As companies are mainly small sometimes they need only part time contract with employees.

50 % of SME are on the web, and they have difficulties to manage their presence in terms of objectives, strategy, and do not know well how to drive internet employees.

Those companies are able to engage part time job, because they can not afford full time, or they engage employees for limited period. On another hand, potential employees and students have in mind a long term contract, to be able to rent a house, to buy a car, to start a family. Two of the participants explained clearly their approach, one explaining why and how he started to gain experience with one, then two...and now 4 employee contracts with different organisations. His colleague from university (same training : master level) explained that in her mind, she wanted to establish her in life, and for that she needs a full time contract, because with only one small contract she can not live.

She send many CV with no success, and few returns and no contract. This was analysed by participants as she needs to adapt her strategy by identifying her main competencies, showing them to potential employer, identifying where she can show the added value she can bring to a company.

Those 3 approaches were compared : point of view of companies, multi-contract employment and search for employment. It is clear that there is a wide gap in the different approaches. Understanding needs from each side, and adapting approach was set up as a valuable improvement.

Officers from the public support organisation to coach youngs, noticed that this is the main problem for employment in all fields.

This can lead to a discussion about the importance for training organisations to make sensibilisation to companies needs and feeling.

Having multiple employers is not easy to manage, specially for youngs without experience, this can lead to Health and Safety at Work problems and French legislation is not adequate (Meeting with a member of parliament is already scheduled)

Take a risk or Take a chance ? With high level degrees, candidates or jobseekers see the "take a chance" view, and those with lower degrees see "the take a risk view".

The job market has 2 parts : the visible part with jobs ads, in newspapers, job offers on the internet, publication by employment public office... and the hidden part where no public address is done.

Published notice for vacancies is done mainly by large companies, and because there is a large number of unemployed people, when a vacancy is published, a lot of applications are received (500 is said as a common number for most jobs in the sector)

In this case that mean that odds are very slight, and due to the fact that resume are not properly written to show real competencies and to show the added value of the applicant, selection is a very difficult activity.

On another hand, as companies have been advised by employment office or counsellors to determine profiles in accordance with qualifications and not with competencies (proved by qualifications or experience) most of the applications are not well considered by recruiters. RH consultant explain also that expressed needed profiles given by managers are not accurate (sheep with 5 legs) the job of the RH consultant is to analyse the real needs, the team spirit, the company strategy and make a valuable proposal of candidates.

Training organisations advise jobseekers and students to elaborate a “professional project” but this project is not always in accordance with job market (presentation, competencies valorisation, salary...) The importance of coaching youngs to coherent forecast is important.

On a company point of view, implication of employees is a decisive key to stay in the job, during recruitment process recruiter try to evaluate the ability to involvement and commitment to corporate strategy. Competencies are evaluated by the manager with projection in the context of the company. Motivation letter and adequation with usages and objectives of the company are evaluated.

Technical skills are the aim of the first selection, are selected applicants who fulfil need on technical points. The final decision is done on wish to work personally with the applicant. Personal communication, commitment to aims of the company, adaptability, and transversal competencies are decisive.

Personal involvement in side activities (sport, associations...) is taken by recruiters as an added value to prove adaptability and team spirit.

Professional “nomadism” is seen as a risk by the company manager because the “company memory” and company spirit is needed to have a good communication on the internet. Employees who often change of companies is badly appreciated and often seen as a proof of non commitment to the company objectives.

English language is more and more needed by recruiters, this is true for companies who work on international market, but also on domestic ones, some informations are only available in English : when you want to survey innovations, or technical issues.

Search Engine Optimisation is one of the most important issue. Companies managers place it at the border of technical skills and communication competencies. It is noticed that it is very fewly trained and that the level of applicants is obviously lower than needed. Some pretend to be able to do such tasks, which can be true or not. In this way presenting this competency in a CV and to show results is a very valuable point. Search engine optimisation on an internet CV is a valuable tool.

All managers check e-reputation on the internet (at least Google) and sometimes social networks. If a candidate is not present, his chances to be recruited are low. An internet professional who do not have footprints on the internet is not credible. On the other hand

candidates and professionals have to be attentive about the footprint they leave... and how those footprints can be understood. Most of time they will not have the opportunity to explain why they leaved "unvaluable" footprints, they will be eliminated immediately...

Competencies are not to be able to use such software, but to use it in a good way, and to prove it.

### **3. Definition of "Internet Industry"**

Difference has to be made between Internet industry and the use of internet for all sector outside internet field. Internet jobs move fast from IT to all sectors, and enter in all companies (at the moment 50% of companies are in the web. This number is growing every day, and opportunities are large for new jobs positions

### **4. Describe the situation regarding current/prospective needs and job requirements related to e-jobs in your country, considering the point of view of the IT sector and VET institutions.**(max 1 page)

E-jobs are moving very fast from IT companies to all SME in all fields, the increasing number of jobs position and the lack of professional able to take in charge needs of SME is increasing while professionals are mainly trained for large companies.

SME in all fields needs very different profiles with communication abilities and personal involvement.

As SME managers are less specialists than the persons they employ they have difficulties to identify the adequate skills and competencies, and to monitor those activities.

Training students and trainees to transversal competencies is the next challenge training organisations and public authorities have to face.

**5. What is the most important/current problem faced by the sector regarding e-jobs? (max ½ page).**

The mix between technical skills and communication skills is the main problem. Personal approach, commitment involvement is the gap that professional have to address to enter a job.

A large gap exists between the approaches of all stakeholders Training organisations, companies specially SME, students and jobseekers and intermediary organisations who support jobseekers.

Making those groups understand others may reduce this gap and allowing companies to develop quicker and safer, by this way employment opportunities will be open for more professionals who can adapt to needs

**6. What can/should be done to improve the situation on the job market for e-jobs? (max 1 page)**

Sensibilisation of stakeholders to needs of the other ones. Cooperation between stakeholders will help to reduce the comprehension gap and foster a better adequation between offer and demand

**7. Who of the target groups should do what to improve the situation? (max 1 page).**

Not addressed by the roundtable

**8. [www.e-Jobs-observatory.eu](http://www.e-Jobs-observatory.eu)  
Please describe the general opinion of the audience about the platform. (Do they like it?, will they join it?, do they feel it useful? Ways of improvement? Etc, max 1 page)**

Participants are interested mainly by results, profiles...but English level has to be improved. Most will visit the platform.

**9. What is the opinion of the participant towards labellisation, certification and normalization in the field of e-jobs in general? (1/2 page)**

Results of previous projects and future issues by PIN project are valuable tools to evaluate needs for e-jobs. Labellisation of training organizations and diplomas will support managers who are not specialists of internet subject to make good choices and avoid mistakes

**12. Attendees:**

1. Luc Pascal HR consultant
2. Claude Lacassagne Senior consultant
3. Pierre Georges Independent
4. Luc Berthaud SME manager
5. Melanie Tichané Officer public service employment for youngs
6. Dominique Cardesse Officer public service employment for youngs
7. Gerard Meunier self entrepreneur
8. Jean Yves Saint Ceran Journalist
9. Solène di Paolo Jobseeker (Communication Master graduated)
10. Jeremy Abdilla Multi-employee (Communication Master graduated) (also working for training organisation)
11. Claude Bertrand manager international non-profit association (education and social insertion)
12. Francois Guilhem Jouan Internet translator
13. Sigrid Terwolbeck MPS
14. Francois Adoue MPS