

**PES to PES Dialogue Dissemination  
Conference**

Brussels, 19-20 September



**Services for enterprises provided  
by Pôle emploi**

# LA CONVENTION TRIPARTITE

La convention tripartite a été signée le 14 janvier 2012 entre l'État, l'Unédic et Pôle emploi.

3  
ORIENTATIONS  
FIXÉES À  
PÔLE EMPLOI

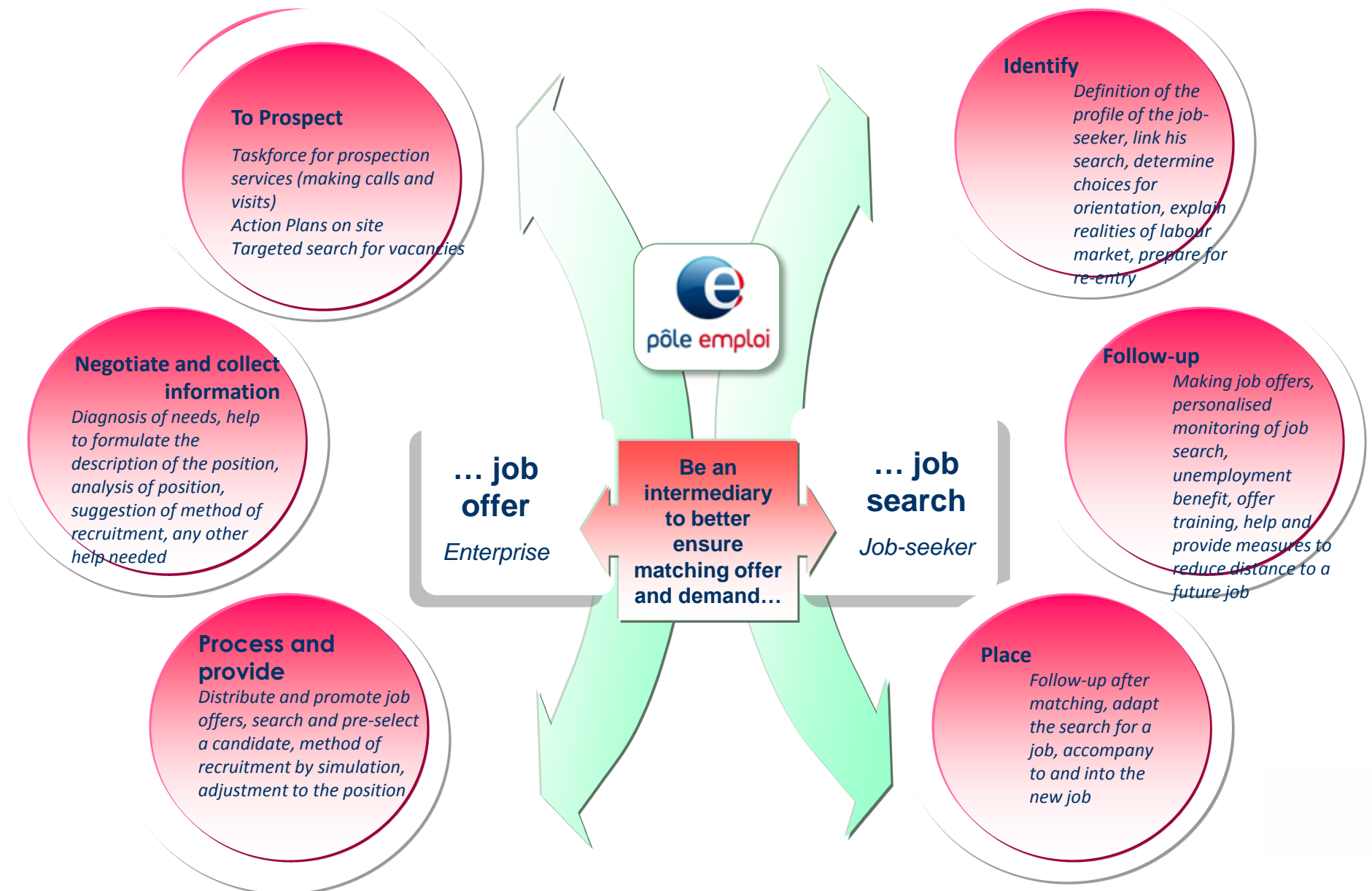
LA PERSONNALISATION DE L'OFFRE DE SERVICES

UNE PROXIMITÉ PLUS FORTE AVEC LES TERRITOIRES

L'OPTIMISATION DES MOYENS POUR CONSACRER DAVANTAGE DE TEMPS À L'ACCOMPAGNEMENT DES DEMANDEURS D'EMPLOI

La convention tripartite marque le point de départ de l'élaboration de Pôle emploi 2015, traduction opérationnelle de ces 3 grandes priorités.

# Overview of services provided by Pôle emploi – division of the services to those that offer work and that seek work



## To call on services for employers to the benefit of job-seekers

Services for enterprises provided by Pôle emploi will be structured into two types of services :

### A universal service

This service is adapted for enterprises that wish to make use of the tools online, easy access to the profile of candidates and a direct visibility of the consultation of the offer of employment.

Information about the labour market situation, perspectives of types of profession and services for recruitment are being put forward.

This kind of service should also facilitate and contribute to the development of contact between enterprises and job-seekers.

The online services will be further developed and extended.

### A specialised service

**These services** are complementary and will be further focused depending on the potential of placement of the job offer and difficulties of recruitment: Small enterprises that do not have an HR service often have more difficulties to recruit.

The service is also for those enterprises that want to recruit those job-seekers that have been long-term unemployed in a partnership framework.

Once the enterprise benefits from a specialised service, its employment offers will go directly to a determined contact person.

**The choice of service will be decided after a diagnosis by the advisor on the needs of recruitment and the local labour market.**

**The objective is to increase the service to those enterprises that need to recruit most urgently and to increase the chances for the job-seeker registered with Pôle emploi to find a job**

## Contribute to transparency in the labour market

**Pôle emploi contributes to the transparency of the labour market** by ensuring on the one side a large part of publication of employment offers and job-seekers in respect of legislation, and on the other side by gathering a large amount of employment offers.



More visibility of employment offers and jobseekers increases the chances of matching successes. Transparency is the best way to fight against inequality and selectivity of the labour market.



**Pôle emploi increases the number of employment offers due to new partnerships with job-search websites and due to improvement of partnerships with the biggest recruiters.**



The objective is to increase the relocation of job-offers to the website pole-emploi.fr. The application by job-seekers directly on the website of the enterprise will be facilitated.



In parallel **Pôle emploi will also increase the visibility of highly motivated job-seekers on its website and other recruitment websites. It has the intention to promote the online CV and subscriptions to specialised recruitment websites that are adapted to the job-profile of the job-seeker.**



## Make the relationship with large enterprises and their needs a lever for placement of jobseekers

The negotiation of an agreement with a large enterprise has the following objectives:

- ▶ Harmonise the cooperation practices in the whole country and extend and diffuse best practices of placement.
- ▶ Develop the cooperation for other job-profiles and subsidiaries of the company
- ▶ Define the methods for recruitment and selection of profiles and draw attention particularly to those job-seekers that are vulnerable in the labour market and therefore need specific engagements.
- ▶ To learn and share perspectives of recruitment, competences and volumes of needs of the different localities.
- ▶ Adapt the process of recruitment of the enterprise to its size and characteristics of the work to be carried out.

**The agreement with a large enterprise will be to its advantage to enable the enterprise to better use all services offered by Pôle emploi.**



## Rely on Corporate Social Responsibility of enterprises to promote matching of the most vulnerable jobseekers

### **Anticipation of HR needs of an enterprise characterises the best partnership for recruitment :**

To know and to exchange information about possible future recruitment and practices of the enterprise allows the PES to better obtain the volume of needs and characteristics of expected job-seeker profiles, to match a higher number of persons that need specific help through the creation of a path of accession to employment and specific tools and measures and training provided by Pôle emploi :

- ▶ Evaluation of applications (Evaluation of work/life environment )
- ▶ Adaptation of profile of the job-seeker to the needs of the enterprise (specific recruitment training and short qualifying trainings)
- ▶ To implement the method of recruitment through simulation (MRS) which allows to better select those profiles that would not be considered when using the classic method of recruitment selection.
- ▶ Apply special measures to make recruitment possible such as using the labour contract for insertion to the labour market, a contract used to recruit those that are most vulnerable, or the labour contract for professionalization that allows young workers to gain more experience and qualification.