In the context of the new employer strategy, the ‘Job Hunters’ Project was launched. It aimed to develop new methods of cooperation and fill hidden jobs. Employment officers visited small businesses offering qualified counselling and looking for hidden jobs. In 2014/15 the project generated 2332 vacancies of which 1176 have been filled. As a follow-up to the project, the approach was integrated into the daily work of PES.

**Name of the PES**
Arbetsförmedlingen, Swedish Public Employment Service

**Scope of measure**
Pilot project

**When was the practice implemented?**
2014/15

**What was the driver for introducing the practice?**
In the context of improving the quality of employer related services, it became clear to the PES that small businesses were not using the PES to any great extent.

**Which organisation was involved in its implementation?**
Swedish Federation of Business Owners (Företagarna)

**Which groups were targeted by the practice?**
Small companies

**What were the practice’s main objectives?**
The overarching aim of the project has been networking and developing new methods for filling hidden vacancies. Furthermore, the project aimed to find new forms of cooperation between small businesses and the PES.

**What activities were carried out?**
Employment officers received specific training for communication with small businesses. The officers visited small companies offering qualified counselling for the businesses and looking for ‘hidden’ employment opportunities, i.e. detecting employment opportunities that previously were not advertised.

**What resources and other relevant organisational aspects were involved?**
The adequate training of staff was crucial. Also, the employment officers had to put on hold other tasks in order to have sufficient time for contact with employers. More personnel resources have been devoted to employer service provision.

**What were the source(s) of funding?**
National budget

**What were the outputs of the practice: people reached and products?**
The most important outputs of the practice are:
- increased number of employers contacts
- increased working time spent in relation to employers
- the project generated 2332 vacancies of which 1176 were filled in the course of the project.
What outcomes have been identified?
The project’s approach was integrated into the daily work of the PES. In the context of the new employer strategy the project results contributed to several improvements:
- A new staff role of business counsellor was created and the appointment of 200 business counsellors is planned for the end of 2017;
- Development of a staff training programme called ‘Employer relations’;
- Special offices dealing with employers have been established (firstly in the Stockholm area);
- Increased satisfaction amongst employers identified by regular surveys of employers.

What are the lessons learnt and success factors?
In order to improve the quality of employer services it is crucial to understand their needs and to communicate on an equal level. This requires specific communicative and organisational skills amongst the staff. Furthermore, the provision of a constant contact person proved to be beneficial. High quality services for employers, intensified contacts and more efficient work with employers are prerequisites for PES’ effective performance particularly in terms of its matching activities.

Contact details for further information
Abetsformedlingen, The Swedish Public Employment Service
Department of Employment Services,
Unit for Services and Programmes.
Email: enheten-tjanster-program@arbetsformedlingen.se