

Factsheet: Job Matching

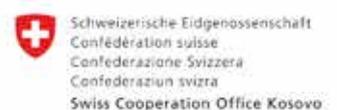
**20.000**  
JOBS ADVERTISED  
BY JOB MATCHING SERVICE PROVIDERS



Implemented by:



Financed by:



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## Job Matching

Job matching component seeks to ensure that the supply and the demand match better through enhancing the market system for private and public job matching providers and career guidance services.

The focus of the interventions is three main systemic changes:

- 1) The promotion of commercially sustainable matching services offered by the private sector
- 2) Improving the capacity of the Public Employment Service (PES) to support unskilled youth in finding jobs
- 3) The development of career guidance services that help young people at critical points of their lives in making the right choices about their professional future.

**Indicator 1:** 20,000 job vacancies advertised through formal job matching services

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**Indicator 2:** 15,000 young women and men that benefit from career guidance services

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## Main Areas of Interventions

### Private Job Matching

EYE project facilitates technical capacity building for business planning, and product development for job matching providers (e.g. web job search engines such as Kosova jobs, Telegrafi, Portalpune and Ofertapune) to offer an additional range of job matching services. Better functioning model of job portals enable local job matching firms to bring additional income streams to operate on a commercially sustainable way and use advertisement services to market their products to businesses and individual job seekers. Since the market for job matching is limited in Kosovo, it is expected that only very few matching companies will be profitable. So the crowding in effect is expected to come from a higher number of job seekers and employers, not necessarily from the job-matching providers.

### Public Job Matching

EYE facilitates technical assistance so that the Public Employment Services (i) have a proper training system, which will provide in-service and peer training to the employment counsellors in a regular way to enhance quality of services, and (ii) start the process of discussing possible improvements of management and performance.

### Career Guidance

EYE project supports the piloting of career guidance services in selected vocational schools and higher education providers given they ensure financing of the guidance services sustainably. Hence, key support functions, which are required to ensure career guidance services perform well and are used by students, will be developed. The pilot interventions seek to enable higher education providers and vocational schools to successfully influence students' choices and in the long term become a service to their students. The EYE project will ensure that the Skills Gap Analysis studies will be used in the career guidance services as tools for orienting and advising students on their future career decisions.

## Market Niche

Job Matching Component will apply tailor made approachn achieving the projected results whilst ensuring that it remains within its strategic framework (M4P). Partner selection is strongly driven by the need to promote a stronger role by the private sector, but also respective Ministries and public agencies (such as Public Employment Services), student groups, school and university management, consultancies, etc.

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## Feature story

Arion Rizaj is the founder of Kosovajob.com, a web portal that offers job-matching services for Kosovar professionals. It is a private business entity that, thanks to the facilitation by the EYE project, has successfully developed new services and expanded its outreach to large number of job seekers, including private companies and public institutions that seek to hire skillful labor. Arion and the owners of two other job matching portals in Kosovo, had the opportunity to meet and learn from Posao.ba, a leading job portal in the Balkans.

In a meeting with SDC representatives in Kosovo, Arion shared his experience: “My company is growing faster. When I established KosovaJob, it was just like a hobby. I was taking the job ads for the newspapers and posting them online to target young job seekers. The response was overwhelming. I was surprised by the number of clicks that I was getting. Then, EYE came along, and opened a whole different perspective to Kosova-Job. We are now a registered business offering a range of services to young job-seekers.”



He continues, “I know for sure, that thanks to my matching services, 5,000 young man and women have found employment. I am happy that I am now starting to make money out of this business. There are other job matching services that are copying by business model, so I am getting a fierce competition, which pushes me to be better in the market”.

**EYE** Enhancing Youth  
Employment

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