

## ACTIVITY 2.4.2



Job brokerage agencies are increasingly seeing employers as customers as well. It is the employer that will have the final say in whether the jobseeker gains employment, therefore shaping services to meet the employer's needs is critical. To do this, job brokers must understand the business sector of their target employers as well as the business environment they operate in. You should consider offering more than simply putting jobseekers forward for interviews. Having a range of services that the employer may not have considered before can be highly effective in meeting employers' needs and these might include:

- developing job descriptions / person specifications
- carrying out bespoke assessment
- work experience
- customised training
- post-employment support.

The best job brokers are those that can achieve a good balance of services for all their clients by:

- being absolutely clear which jobseekers will be targeted and ensuring themselves with the skills and resources to meet their needs
- understanding the employer target group and having knowledge of the business sector and its particular skills requirements
- choosing their funding routes carefully to ensure that contractual obligations do not





take them into areas they know little or nothing about.

- ensuring that post-employment support is provided that meets the needs of the jobseeker and employer to ensure effective retention and ongoing 'business' from the employer

### **Implications for service design**

It is important that your organisational structures and plans reflect the fact that you have three groups of clients. As an organisation, you must carefully plan how the needs of each group are met, how targets are set and how you monitor progress. Even though your organisational mission might be focused on the needs of the individual employer, you must ensure that sufficient focus within your service offer, marketing and business planning, is given to the needs of your other clients to achieve success.

