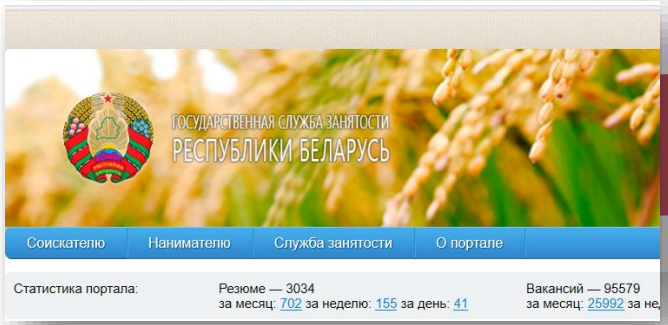
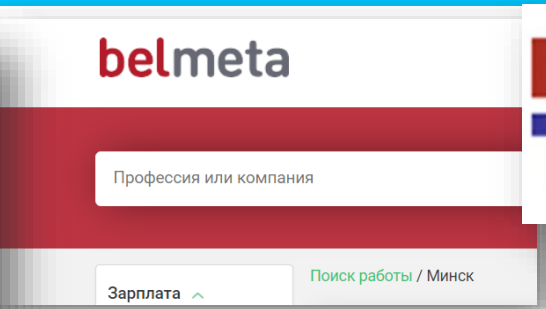
Session 8.
Online Job Portals in Belarus





Elena Vankevich
Milan, 21-22 November 2019

DISCUSSION POINTS

- quantity, types and dynamics of online job portals in Belarus
- methods of classifying, and structure of, job openings
- methods of describing skills and qualifications in resumes
- analytics
- prospects

SOCIAL AND DEMOGRAPHIC CHARACTERISTICS OF THE JOB MARKET IN BELARUS, 2018

Population (in thousands)	9483.5
Labor force (in thousands)	5141.6
Employed (in thousands)	4337.9
Unemployed (according to LFS data) (in thousands) (for individuals aged 15-74)	244.9
Employment rate (according to LFS data), percent (for individuals aged 15-74)	67.5
Unemployment rate (according to LFS data), percent (for individuals aged 15-74)	4.8

OPEN DATABASES ON JOB OPENINGS IN BELARUS (>40)

- Portal of the Public Employment Service on the website of the Ministry of Labor and Social Security of the Republic of Belarus: http://gsz.gov.by/
- Private databases: https://jobs.tut.by/, https://praca.by/, https://rabota.by/
- Job search engines and aggregators: https://belmeta.com, gorodrabot.by, trudbox.by, mnogo-raboty.by
- Many portals function as a supplement to other portals and platforms, as job search sections: https://kufar.by, **joblab.by**
- A large number of smaller websites

TYPES

Primary portals:

- Nationwide job bank (gsz.gov.by) –
- Работа.TUT.BY (работа.tut.by)
- Праца.Бай (praca.by) –
- Riv.by (riv.by) –.
- Вакантно (vakantno.by) –.
- Много Работы (mnogo-raboty.by)
- Jobs Dev (jobs.dev.by) –.
- Работа для вас (rdw.by) –
- etc.

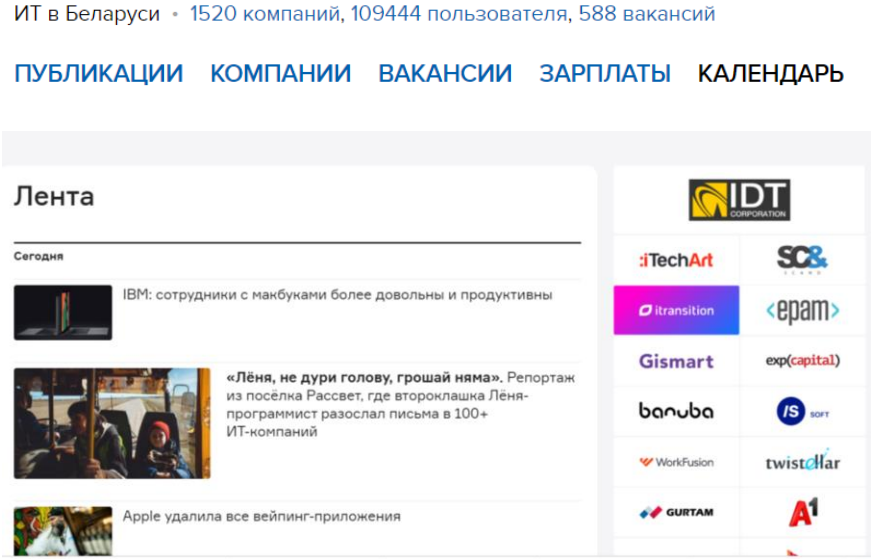
Secondary portals / aggregators

- Belmeta.com is a specialized job search system that provides the ability to search openings published on employment websites and portals. 121 882 job openings posted as at 16/11/2019
- **Trudbox (trudbox.by)** 40344 job openings posted as at 16/11/2019
- mnogo-raboty.by

Affiliated to portals in Russia

- HeadHunter – redirects to Работа.TUT.BY (работа.tut.by)
- **by.trud.com** – redirects to **TRUD (trud.com)**

SPECIALIZED ONLINE JOB PORTALS, E.G. JOBS.DEV.BY

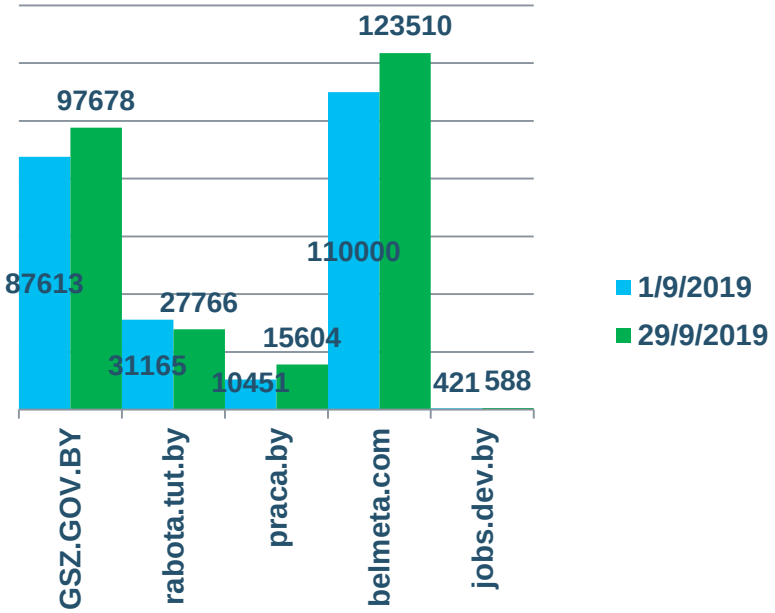


An IT job search resource

A total of 14189 companies posted 588 job openings as at 16/11/2019.

The site has 109444 registered users and 1520 company accounts.

Job offerings are categorized by technology (Java, HTML, C, .NET, etc.), organization, skill level, employment type, pay level and some are grouped into major-employer selections. Advanced search allows location, skill level and role selection.



DYNAMICS

The **general trend** is online portals in Belarus growing in number and the level of detail as new, user-friendly job classification criteria emerge, such as no prior experience required, shift work, temporary employment, evening work, accommodation provided, student employment, etc.

DESCRIPTION OF JOB INFORMATION PROVIDED

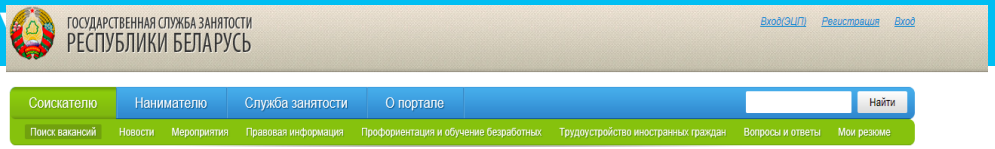
- THE PUBLIC EMPLOYMENT SERVICE PORTAL at http://gsz.gov.by/ru – information about the job is provided within five days of it opening, as prescribed by the Law of the Republic of Belarus on Public Employment.
- updated daily

Job vacancy structure as at 18/10/2019	total	Blue collar	White collar
Belarus (in thousands)	88.778	60.2 (67.8%)	28.6 (32.2%)
- Urban locations	75.4%	73.9%	78.57%
- Rural locations	24.6%	26.1%	21.43%

job openings classified by:

- industry, in accordance with Nationwide Classifier of the Republic of Belarus 005-2011 Industries
- region, urban/rural location
- blue collar and white collar – Nationwide Classifier of the Republic of Belarus 006-2009 Worker Occupations and Office Worker Positions is used when entering vacancies.
- A transition to Nationwide Classifier of the Republic of Belarus 014-2017 Occupations, harmonized with ISCO-08, and gradual formation of a job classification system across nine job skill groups are planned for January 2020.

PUBLIC EMPLOYMENT SERV



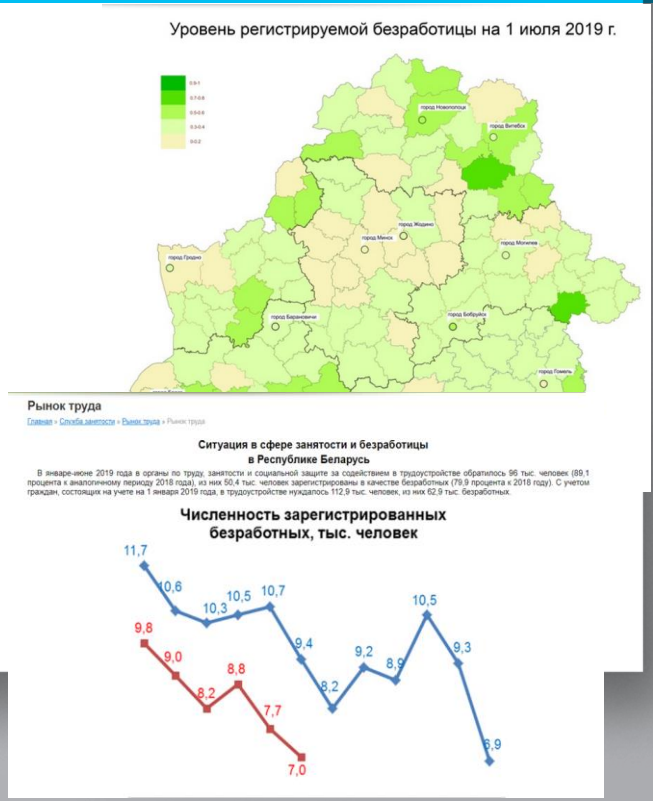
	jobs	organizations	resumes
As at 1/9/2019	87 613	120 882	2 981
As at 29/9/2019	97 678	122 133	2 968
	2.0% of overall labor force	Percent of total organizations in Belarus in 2018:s **85.47%**	**0.06%** of total labor force

Vacancies on gsz.gov.by are arranged by industry, in accordance with the Industry Nationwide Classifier of the Republic of Belarus

Section	Industry	share of total vacancies	
		blue collar	white collar
A	Agriculture, forestry and fisheries	**14.39%**	**14.66%**
C	Manufacture	**20.61%**	7.5%
F	Construction	**24.07%**	6.52%
G	Wholesale and retail; automotive and motorcycle service	9.87%	6.6%
H	Transportation, warehousing, mail and courier services	7.35%	1.87%
M	Professional occupations, research and engineering	2.11%	4.69%
N	Administrative and auxiliary services	2.9%	1.16%
O	Public administration	3.15%	6.28%
P	Education	3.11%	**12.27%**
Q	Healthcare and social services	3.02%	**25.39%**
	total	59562 (100%)	29090 (100%)

Analysis of portal data – job market status, most and least in-demand jobs by region and by occupation

Jobs most sought-after by employers			
Ranking	Blue-collar jobs	number	average wage
1	Driver	4 549	651.82
2	Store assistant	1 946	473.90
3	Laborer	1 893	447.55
4	Cook	1 695	492.76
5	Mason	1 620	720.87
6	Farm tractor driver / machine operator	1 592	600.07
7	Tailor	1 588	531.59
8	Shop floor / office cleaner	1 433	399.47
9	Welder	1 317	655.45
10	Stuccoworker	1 111	677.46
11	Electrical equipment maintenance worker	1 101	544.69
12	Milking machine operator	1 041	551.44
13	Painter	1 003	665.83
14	Nurse	922	414.71
15	Loader	861	544.20



Private job portals: example

	Jobs (percent of total labor force)		Resumes (percent of total labor force)		Organizations (percent of total organizations in Belarus in 2018)	
	1/9/2019	29/9/2019	1/9/2019	29/9/2019	1/9/2019	29/9/2019
rabota.tut.by (jobs.tut.by)	31 165 (0.54%)	27766 **(0.54%)**	1.76 mln (30.71%)	2.05 mln **(39.87%)**	62 845 (44.4%)	74 410 (**52.6%**)
praca.by	10 461 (0.18%)	15604 (**0.31%**)	246 815 (4.3%)	308 976 **(6,01%)**	71 196 (50.3%)	84 261 **(59,6%)**

JOB OPENING CLASSIFICATION BY INDUSTRY

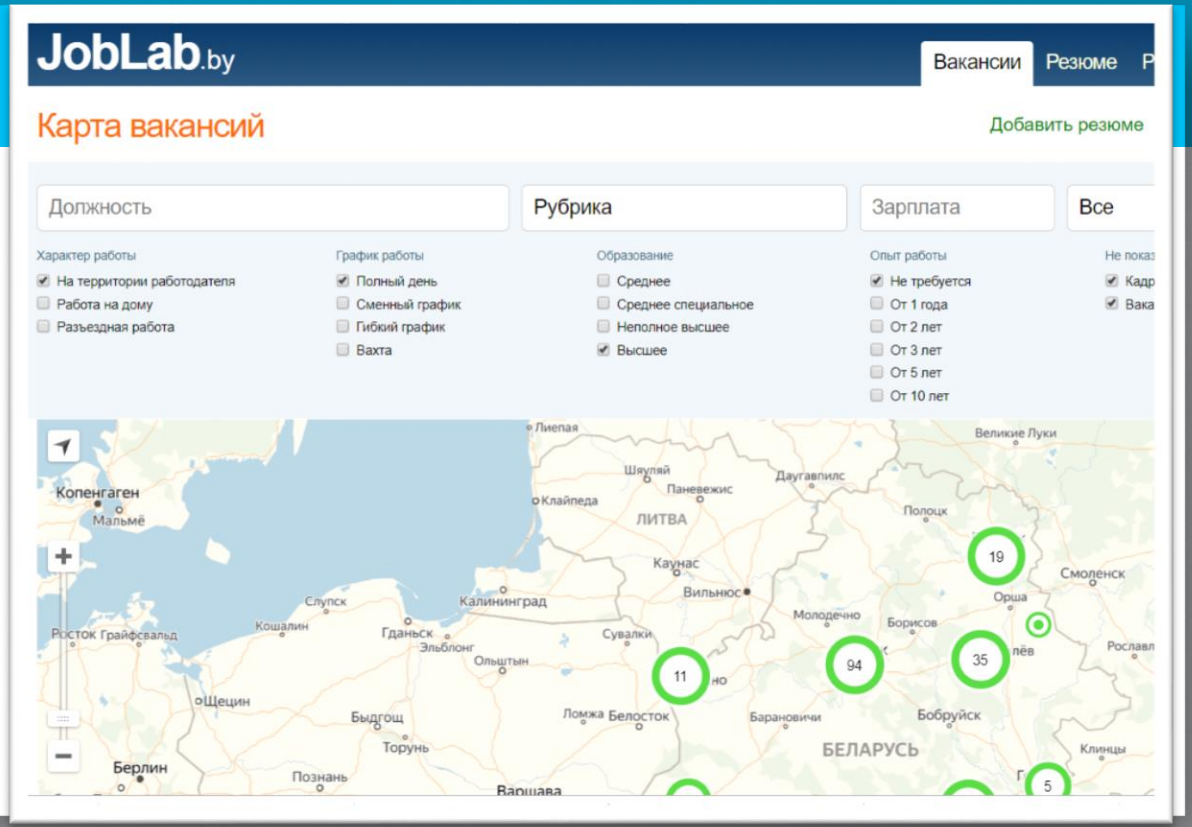
РАБОТА TUT.BY

Лидирующие позиции по количеству вакансий стабильно занимают следующие профессиональные сферы: «Продажи» (26,9% от общего количества вакансий), «Рабочий персонал» (12,7%), «Информационные технологии» (12,2%), «Транспорт и логистика» (10,8%) и «Производство» (9,9%).

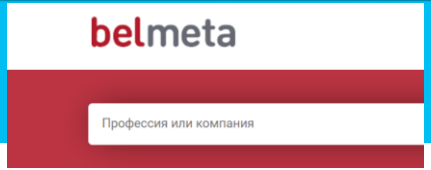
JOB OPENING CLASSIFICATION BY OCCUPATIONAL FIELD

РАБОТА TUT.BY

USER-FRIENDLY INTERFACE



belmeta.com (aggregator)



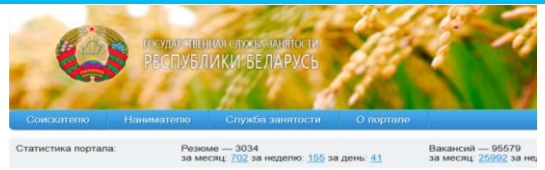
126,454 job openings posted as at 29/9/2019		%
IT, Computing, Internet	3397	2.69%
Accounting, Audit	3116	2.47%
Engineering, Technology	6052	4.79%
Logistics, Customs, Warehousing, Foreign Trade	9725	7.69%
Medicine, Pharmacy, Healthcare	7896	6.25%
Education, Research, Translation	5474	4.33%
Manufacture, Industry, Blue-Collar Jobs	31203	**24.68%**
Construction, Architecture, Real Estate	14660	**11.6%**
Transport, Automotive Retail, Automotive Service	13,384	**10.59%**
Wholesale/Retail, Sales, Procurement	23279	**18.41%**

Vacancies by type:	Units
No prior experience	2510
Shift work	861
Evening work	578
Temporary employment	1874
Night work	468
Occasional jobs	2430
Student employment	782
Work from home	1289
On-the-job training	3184
Accommodation provided	1122
Shift rotation	2642
Part-time work	1335

JOB OPENING STRUCTURE COMPARISON

GSZ.GOV.by 88,652 vacancies	rabota.tut.by 27 766 vacancies	belmeta.com 126 454 vacancies
A. Agriculture, Forestry and Fisheries: 14.48%	-	4.03% (Farming. Agribusiness. Livestock Farming)
B. Manufacture: 16.3%	9.9% (Manufacture)	**24.68% (Manufacture. Industry. Blue-Collar Jobs)**
F. Construction: 18.31%	7.7% (Construction, Real Estate)	**11.6% (Construction. Architecture. Real Estate)**
Q. Healthcare and Social Services: 10.36%	-	6.25% (Medicine. Pharmacy. Healthcare)
G. Wholesale and Retail; Automotive and Motorcycle Service: 8.8%	**26.9% (Sales)**	**18.4% (Wholesale and Retail. Sales. Procurement)**
J. Information and Telecommunications: 1.9%	**12.2% (IT, Internet, Telecoms)**	2.7% (IT. Computing. Internet)
H. Transportation Business, Warehousing, Mail and Courier Services: 5.56%	**10.8% (Transportation, Logistics)**	10.5% (Transportation. Automotive Retail. Automotive Service)
67.2% (blue-collar jobs)	**12.7% (workers)**	

COMPARISON OF JOB MARKET SITUATION BY OCCUPATION



РАБОТА TUT.BY

Most in-demand office jobs

Ranking	Office positions	number	average salary
1	Registered nurse (nurse)	2 621	478.52
2	Medical specialist	2 581	633.74
3	Engineer	1 716	732.55
4	Professional worker	969	651.01
5	Veterinarian	748	574.10
6	Accountant	557	501.47
7	Managing officer	437	899.20
8	Medical laboratory technician	411	479.78
9	Forest ranger	386	549.24
10	Tradesman	361	666.19
11	Physician assistant	327	553.27
12	Chief accountant	320	684.98
13	Kindergarten nurse	293	428.65
14	Veterinarian assistant	285	477.05
15	Chief technical officer	276	778.54

REGIONAL DIFFERENCES

Job statistics on GSZ.GOV.BY

	share of posted jobs, percent
Minsk	71.87
Brest and Brest Region	7.52
Vitebsk and Vitebsk Region	4.81
Grodno and Grodno Region	5.49
Gomel and Gomel Region	5.12
Mogilyov and Mogilyov Region	5.21

HOW INFORMATION IS POSTED ON THE PORTALS

» About job vacancies

By PES – pursuant to the Law on Public Employment	By private portals: at their own discretion
Occupations – according to Nationwide Classifier of the Republic of Belarus 006-2009 Worker Occupations and Office Positions. A transition to Nationwide Classifier of the Republic of Belarus 014-2017 Occupations, harmonized with ISCO-08, and gradual formation of a vacancy classification system across nine job skill groups are planned for January 2020.	In-house occupational field / business classifiers
and industry classifiers, in accordance with Nationwide Classifier of the Republic of Belarus 005-2011 Industries	
By region, pay level, etc.	

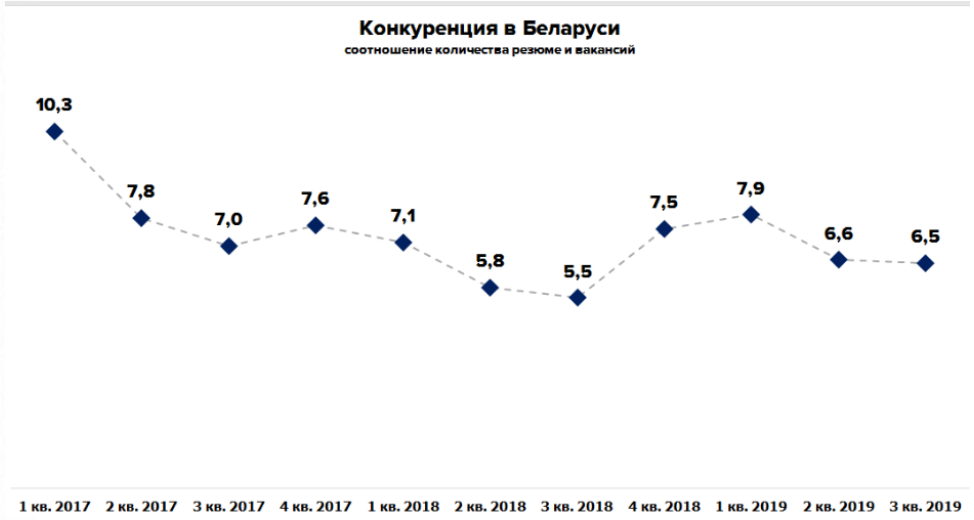
resumes

PES	privately owned
Resumes by individuals registered with labor, employment and social security agencies	Anyone
Preset resume form, with occupations/positions selectable in accordance with the classifier	Custom resume forms
Additional skills	

Job market situation: various parameters that characterize various job market segments

gsz.gov.by
0.1 unemployed per opening

rabota.tut.by: 6.5 resumes per opening



- By covering various segments of the Belarusian job market, the public and private job portals together provide anyone with access to information and services for efficient employment .

Prospects for using job and resume big data.

A unified job analytics portal

Challenges:
Different job and resume information structuring criteria
Different ways of presenting data on jobs and resume content
Lack of detail in describing required skills
Uneven representation of jobs and resumes across regions and occupations – the representativeness issue

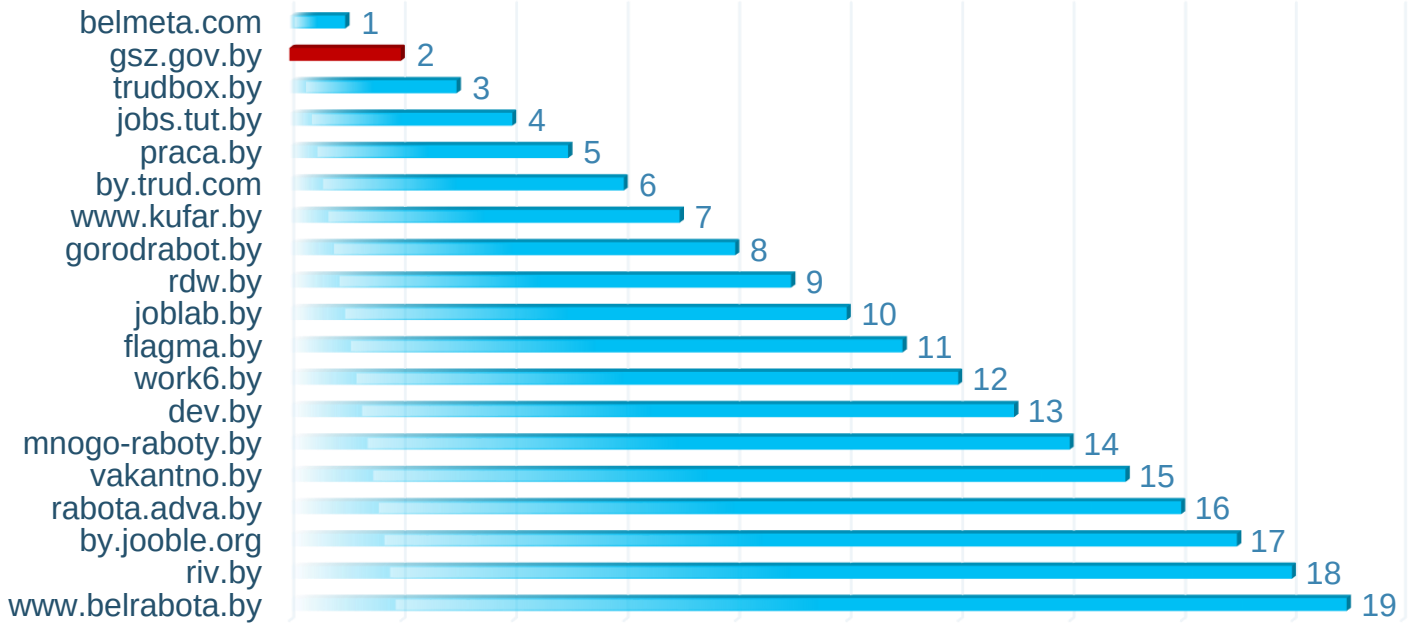
Online portal ranking – the ETF methodology

1. Rough position in the Google ranking:
2. Type of job portal
3. Type of operator
4. OJV volume (approximate number of OJV)
5. Geographical scope
6. Sectoral scope
7. Publication date of OJV
8. Update frequency
9. Language
10. Occupation
11. of operator
12. Working time
13. Sector
14. City
15. District
16. Region
17. Qualification level
18. Wage

Fabio Mercorio and Mario Mezzanzanica: Feasibility Study for Tunisia and Morocco to Identify, Validate, and Rank Web Job Vacancy Sources – practical guidance . 2019, ETF – 18 indicators

Name of the job portal	Rough position in the Google ranking	Type of operator	Type of job portal	OJV volume (approximate number of OJV)	Geographical scope	Sectoral scope	Publication date of OJV	Update frequency	Occupation	Type of contract	Working time	Sector	City	District	Region	Qualification level	Wage	Normalized size	Media	Final Ranking	
Name of the job portal	Rough position in the Google ranking	Type of operator	Type of job portal	OJV volume (approximate number of OJV)	Geographical scope	Sectoral scope	Publication date of OJV	Update frequency	Occupation	Type of contract	Working time	Sector	City	District	Region	Qualification level	Wage	Normalized size	Media	Final Ranking	25
belmeta.com	1	1	1	122409	1	1	1	1	1	1	1	1	1	1	1	0.5	1		0.96875	1	belmeta.com
gsz.gov.by	0.8	1	1	96156	1	1	1	1	0.5	1	1	0	1	1	1	1	1		0.89375	2	gsz.gov.by
trudbox.by	1	1	1	147741	1	1	1	1	0.5	1	1	1	1	0.5	0.5	0.5	1		0.875	3	trudbox.by
jobs.tut.by	1	1	1	25,521	1	1	1	1	1	1	1	1	1	0	0.5	1	0.5		0.875	4	jobs.tut.by
praca.by	1	1	1	15705	1	1	1	1	0.5	1	1	1	1	0.5	0.5	1	0.5		0.875	5	praca.by
by.trud.com	1	1	1	77012	1	1	1	1	0.5	1	1	1	1	0	0	1	1		0.84375	6	by.trud.com
www.kufar.by	0.5	1	0.8	2040	1	1	1	1	0.5	1	1	1	1	0	1	0.5	1		0.83125	7	www.kufar.by
gorodrabot.by	0.8	1	1	33668	1	1	1	1	0.5	1	1	1	1	0	1	0	0.5		0.8	8	gorodrabot.by
rdw.by	1	1	1	5205	1	1	1	1	0.5	0	1	1	1	0	0	1	1		0.78125	9	rdw.by
joblab.by	1	1	1	21252	1	1	1	1	0.5	0	1	1	1	0	0	1	0.5		0.75	10	joblab.by
flagma.by	0.8	1	0.8	9056	1	1	1	1	0.5	0	1	0.5	1	0	1	0.5	0.5		0.725	11	flagma.by
work6.by	0.8	1	1	-	1	1	1	1	0.5	0	0	1	1	0	0	0	1		0.64375	12	work6.by
dev.by	0.8	1	0.8	624	1	0.5	1	1	0.5	0	1	0	1	0	0	1	0.5		0.63125	13	dev.by
mnogo-raboty.by	0.5	1	1	53854	1	1	1	1	0.5	0	0	1	1	0	0	0	1		0.625	14	mnogo-raboty.by
vakantno.by	0.5	1	1	14169	1	1	1	1	0.5	0	0	1	1	0	0	0	0.5		0.59375	15	vakantno.by
rabota.adva.by	0.5	1	1	5819	1	1	1	1	0.5	0	0	0	1	0	1	0	0		0.5625	16	rabota.adva.by
by.jooble.org	1	1	1	1004	1	1	1	1	0.5	0	0.5	0	0.5	0	0	0	0.5		0.5625	17	by.jooble.org
riv.by	0.5	1	1	2100	1	1	1	1	0.5	0	0	1	1	0	0	0	0		0.5625	18	riv.by
www.belrabota.by	0.5	0.5	0.5	1096	1	1	1	1	0.5	0	0	0	0	0	0	0	0		0.375	19	www.belrabota.by

RESULTS OF RANKING 19 ONLINE PORTALS IN BELARUS, 2019



- Many nations have unified Web portals, platforms or online services in various forms. These are supervised by either the public employment agencies (Germany, Canada) or national educational institutions (Czech Republic, Austria, Denmark, Great Britain, Estonia, Finland, the Netherlands).
- Russia has similar best practice, e.g. in Karelia, where this is implemented as an open portal.
- Belarus has elements of this system: the public employment service website providing information about registered vacancies, human resources portals primarily providing current analysis, and the websites of some education institutions offering career guidance services, etc. Starting in 2020, there are plans to introduce a new version of the PES Portal, as well as develop and introduce the unified search and reference subsystem of the Corporate Information System for Social and Labor Management (Management CIS), one source of reference for the PES Portal and the Public Employment Automated Management System.
- A comprehensive and open prediction of future in-demand competences, skills, and concise and self-explanatory overviews of the state of various job market segments (industries, regions, occupations) all require one platform and one organization.

Prospects for using big data for job market analysis

JOB ANALYSIS

In view of the fact that a number of portals duplicate one another's information, and in light of a need for providing access to their data, three steps are necessary:

- 1. define a list of required public portals to provide information for prediction and analytics
- 2. enter into agreements with the owners of private portals on information use and uniform classification
- 3. supplement the portals' content with visual, interactive analytics results

RESUME ANALYSIS

- Applicant resumes (descriptions of skills and qualifications) must be structured in the same manner as the job descriptions (inside the job posting), using a unified format, e.g. EuroPass.
- Both the job description and resume description must have consistent lists of competences and skills, which can be combined into various qualifications, so that the system can automatically match these by keywords and align.

Prospects for using big data for job market analysis

JOB ANALYSIS

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Job analysis specifies the following:

1. title and occupation
2. industry
3. certificates (diplomas) and education requirements
4. experience
5. level of compensation
6. competences and skills – entered uniformly. An agreement is required on entering these in accordance with one classifier. This would provide an insight into the grouping or splitting of skills within a job.

Thank you for your attention!