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Belarus – Web Labour Market: key messages from the landscaping study

Webinar of the Make it Match Network and partners

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Labour Market Information in Transformation | 10 December 2020



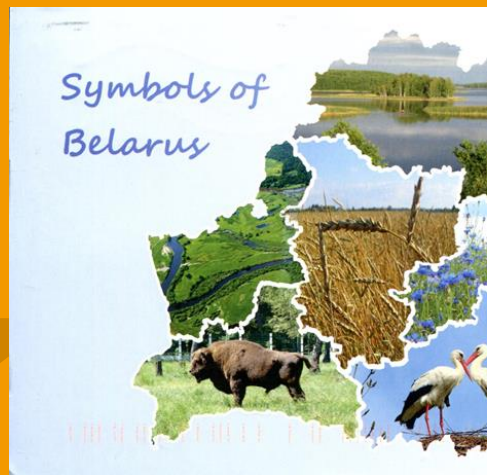
Schematic overview of the workflow and method of Big Data for LMI



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1. The Web Labor market in Belarus – OJV portals, main features and ranking
2. Occupations and skills in the OJVs portals - comparison with vacancy / employment data from Statistical office
3. Combining OJV data with Statistical data - some recommendations

1. The Web Labor market in Belarus – OJV portals, main features and ranking



There are more than 40 different kinds of OJV portals in Belarus.

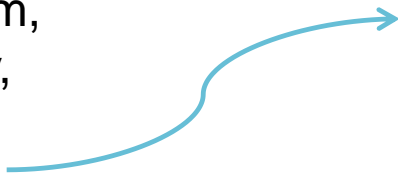
Among them:

- National Bank of Vacancies (<http://gsz.gov.by/ru/about/rukovodstva/>) on the website of the Ministry of Labour and Social Protection is a state-owned online vacancy portal,

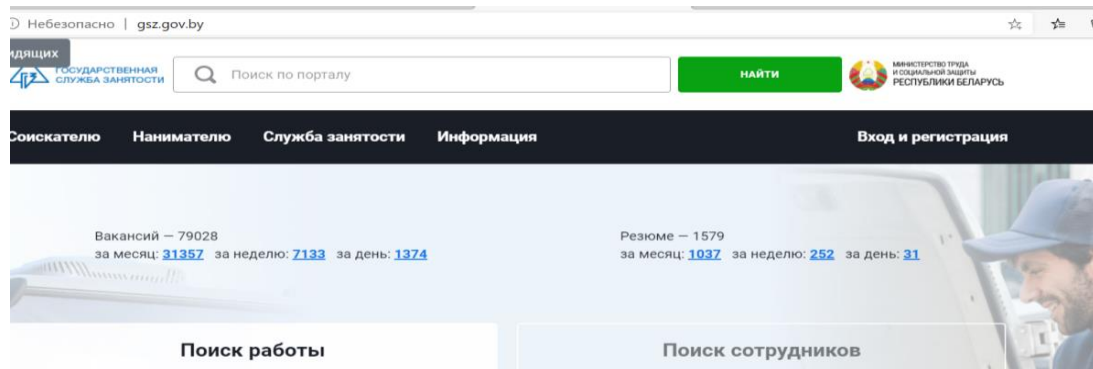
- Non-state databases: portals - Jobs.tut.by/, Praca.by/, etc., aggregators - Belmeta.com, Gorodrabot.by, Trudbox.by, Mnogo-raboty.by, etc.

List of online job portals, 1–3 August 2020 (the first page from Google search results)

	Google search results	1 August 2020
	Page 1	
1	Belmeta.com https://belmeta.com/	70 161 vacancies
2	Praca.by https://praca.by/	376 705 resumes 10 434 vacancies 90 734 employers
3	Jobs.tut.by https://vitebsk.jobs.tut.by/	2 256 181 resumes 23 002 vacancies 81 920 employers
4	JobLab.by https://joblab.by/	19 311 vacancies
5	Trudbox.by http://trudbox.by/jobs	121 431 vacancies
6	By.jooble.org https://by.jooble.org/	53 000 vacancies
7	By.trud.com https://by.trud.com/jobs/	69 680 vacancies
8	Rdw.by https://rdw.by/	5 224 vacancies 14 132 resumes
9	Belrabota.by https://www.belrabota.by/	1 009 vacancies



NATIONAL BANK OF VACANCIES: [HTTP://GSZ.GOV.BY](http://gsz.gov.by)



Number of vacancies, CVs and organisations listed on the National Employment Service portal (posted on the portal on a fixed date)

Date	Vacancies	CVs	Organizations
30.07.2020	78 497	1 683	157 237
04.12.2020	76 932	2 019	
Share vacancies amount employed – apr.1,6%			
Share amount organizations – apr. 100%			

THE ADVANTAGES AND LIMITATIONS OF THE NATIONAL BANK OF VACANCIES

Advantages:

- It is the most complete collection of vacancies, as entering information about vacancies is required by law, and violation (that is, concealing information about a vacancy) entails administrative sanctions for organisations.
- It uses classifications adopted in statistical reporting, harmonised with international approaches.
- Everyone can post information about vacancies and CVs free of charge.

Limitations:

- It has a small number of users (people who have registered their CVs and are looking for a job).
- There are no statistics on the rate at which vacancies are filled or the time a vacancy is open (from registration to being filled or closed).
- There are no services for matching vacancies for job seekers or for selecting employees for employers. Therefore, employers note that they either do not receive a response after posting a vacancy, or the qualifications of job seekers are insufficient. Thus, the National Bank of Vacancies only posts vacancies, but does not act as a recruiting agency. This might explain the small number of people willing to post their CVs on the portal to search for vacancies.

NON-STATE PORTALS IN BELARUS: SIZE AND BASIC CLASSIFICATIONS USED

Google and Yandex search results list numerous links to online portals and job aggregators in Belarus. The basis for their activity is the certificate of state registration of the mass media issued by the Ministry of Information.

The largest and most active are:

- the initial portals - Jobs.tut.by, Praca.by, JobLab.by,
- the search engines and vacancy aggregators Belmeta.com, GorodRabot.by, Trudbox.by and Mnogo-Raboty.by.

Many portals operate as applications linked to other portals and platforms through tabs for job search (Kufar.by, Baraholka.onliner.by, etc.).

There are also many links to the websites of direct employer organisations, where these organisations post vacancies.

Ranking of the Belarus main online job portals, August 1-3, 2020

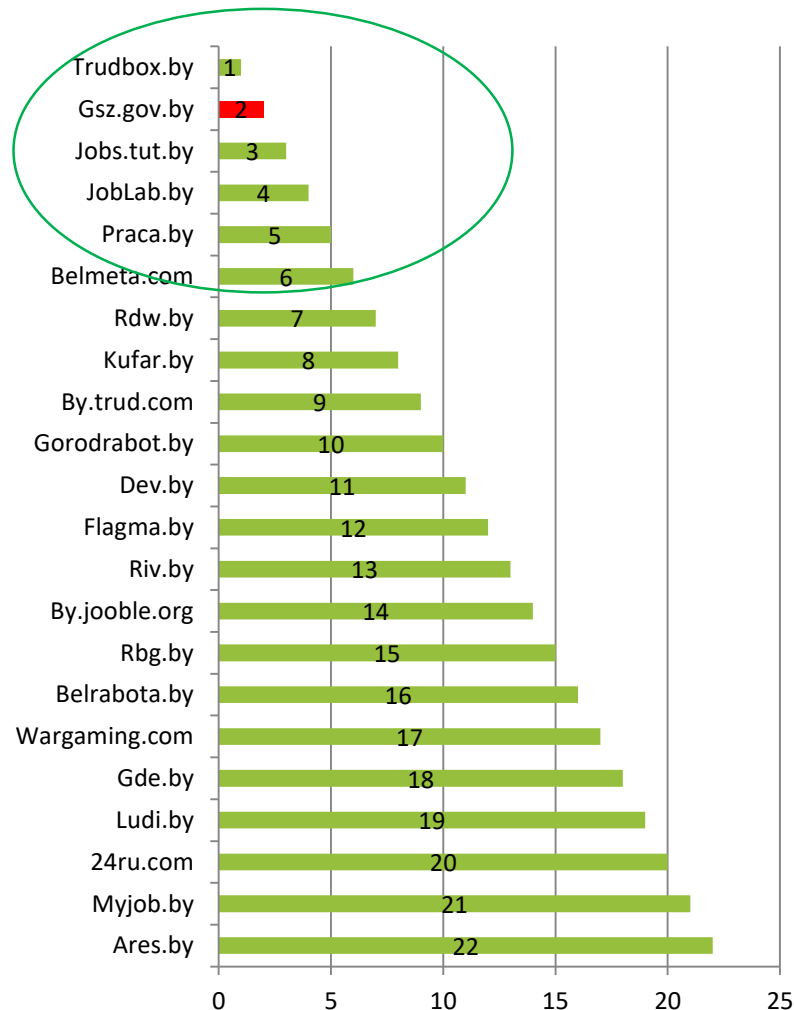


PHASE 2: FEASIBILITY STUDY FOR TUNISIA AND MOROCCO TO IDENTIFY, VALIDATE, AND RANK WEB JOB VACANCY SOURCES – PRACTICAL GUIDANCE

Fabio Mercorio and Mario Mezzanzanica



**SOURCE: F. MERCORIO, M. MEZZANZANICA
«FEASIBILITY STUDY FOR TUNISIA AND MOROCCO
TO IDENTIFY, VALIDATE, AND RANK WEB JOB
VACANCY SOURCES – PRACTICAL GUIDANCE»**



ASSESSMENT OF LABOUR DEMAND COVERAGE BY VARIOUS ONLINE PORTALS IN RELATION TO THE TOTAL LM-DEMAND IN BELARUS (31 JULY – 1 AUGUST 2020)

Number of vacancies on the portal, thousands (portal vacancies as share of the employed population, %)					
Trudbox.by	Gsz.gov.by (public)	Jobs.tut.by	JobLab.by	Praca.by	Belmeta.com
121.49 (2.47%)	78.497 (1.59%)	23.551 (0.48%)	19.311 (0.39%)	10.497 (0.21%)	70.161 (1.43%)
Number of companies that posted vacancies on the portal (share of the total number of companies, %)					
No data available	135 479 (1 April 2020) (94.94%)	81 893 57.39%	No data available	90 705 3.57%	No data available

Portals' coverage of the labour supply

Type of the open job vacancies portal	Volume of CVs on the portal, July 31-August 1,2020	In % of the workforce
Public - Gsz.gov.by	1 683	0,0328%
Private: Jobs.tut.by	2 255 457	44,03 %
Private: Praca.by	376 483	7,34%

THE ADVANTAGES AND LIMITATIONS OF THE NON-GOVERNMENT JOB PORTALS

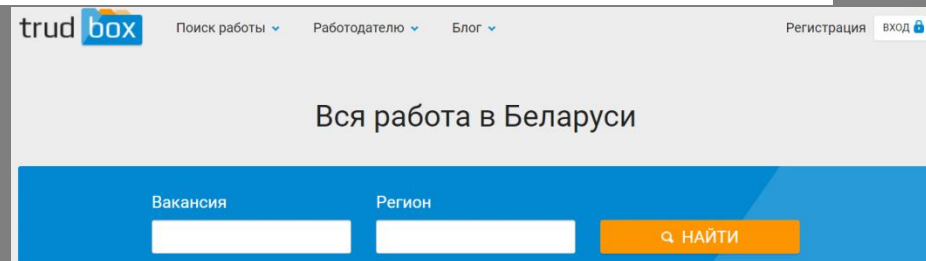
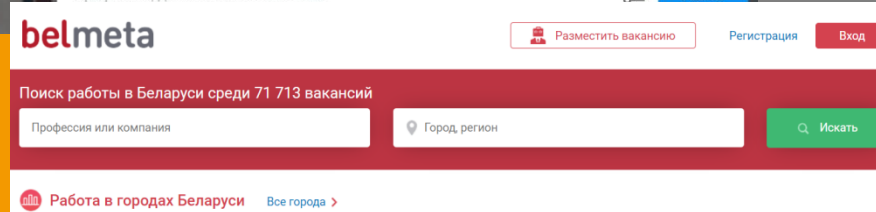
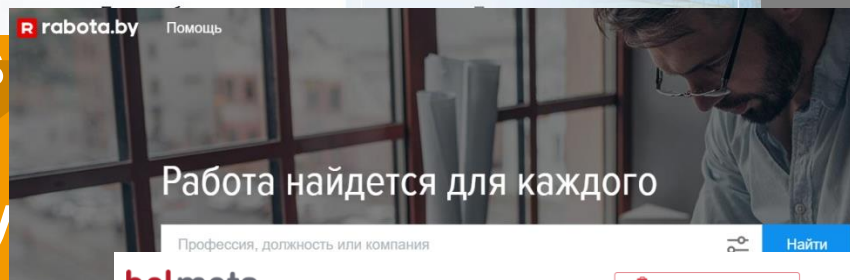
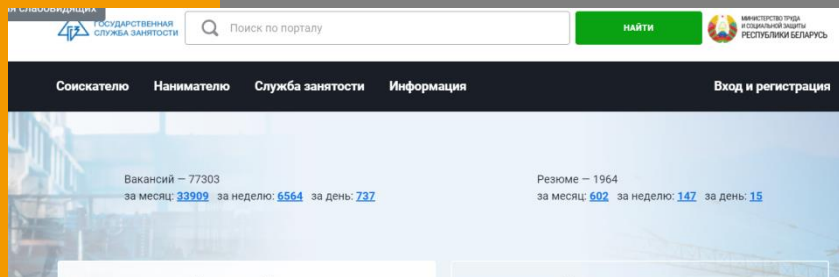
The **advantages** of posting vacancies on non-government job portals:

- They allow targeted selection of vacancies according to CVs, and vice versa, increasing a company's chances of recruiting a good employee (and of closing the vacancy).
- They offer the ability to move a vacancy or CV to higher position in search engine rankings, thus increasing the efficiency with which a vacancy is filled (or an applicant employed).
- They are a n easier form of communication, so companies duplicate information about their vacancies on non-state portals after their mandatory posting on the Gsz.gov.by portal.

The **disadvantages** of non-government job portals:

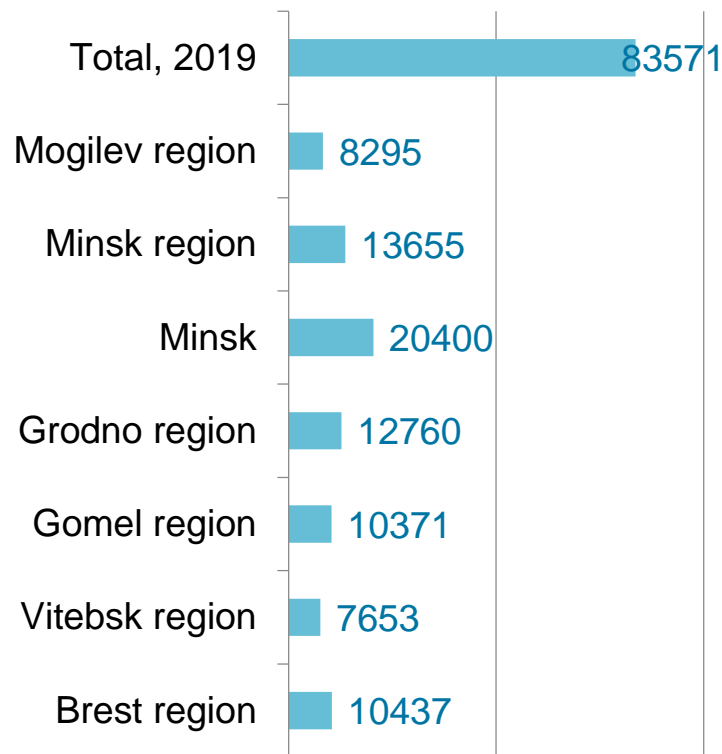
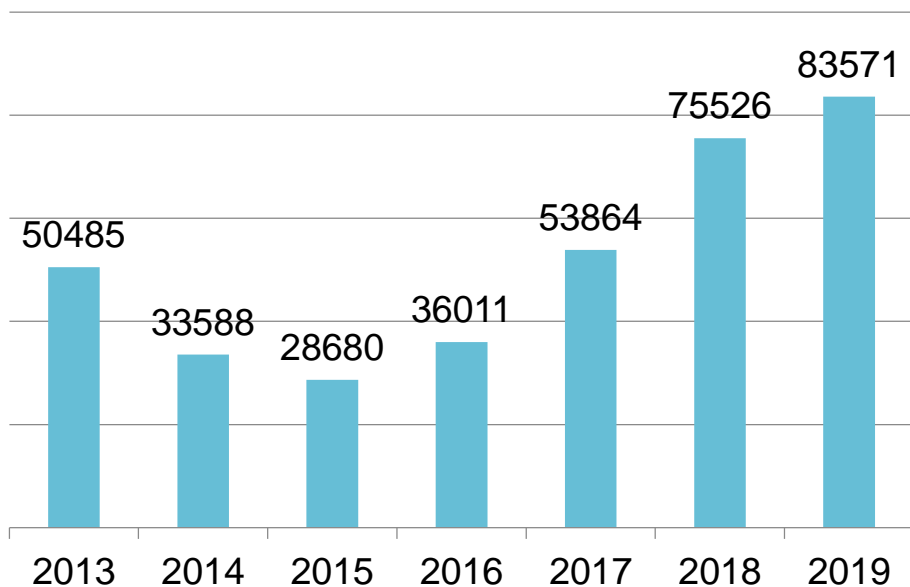
- Standard classifiers are not used, i.e. the same vacancy can be posted simultaneously on several tabs by areas of economic activity, which hinders the analysis and assessment of their contribution to the total demand for labour in the economy.
- They offer paid posting of vacancies and paid access to the CV database, as they are profit-making businesses.

2. Occupations and skills in the OJVs portals - comparison with vacancy / employment data from Statistical office

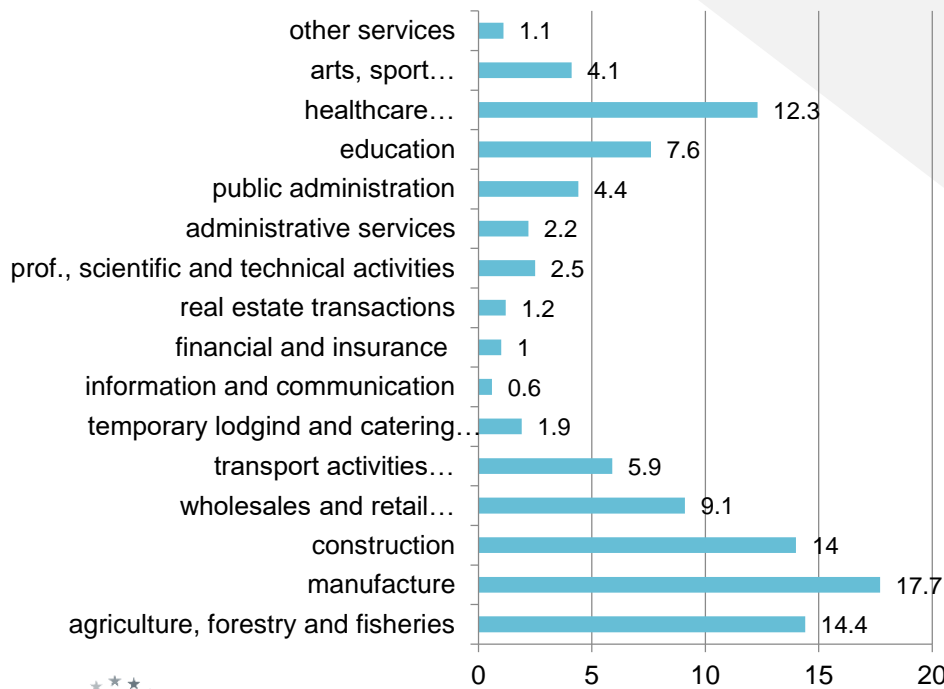


NUMBER OF VACANCIES ACCORDANCE NATIONAL STATISTICAL OFFICE

vacancies, total



VACANCIES' STRUCTURE BY TYPES OF ECONOMIC ACTIVITIES AND OCCUPATIONS, 2019, %



61,6% for workers
38,4% for specialists

•name of the profession (position) from the National Classification of the Republic of Belarus 'Trades of workers and positions of employees' OKRB 006-2009, code of profession in accordance with OKRB 006-2009 (five digits)

•name of the profession (position) from the National Classification of the Republic of Belarus 'Occupations' OKRB 014-2007, in 2020, there has been a gradual transition to OKRB 014-2017 'Occupations', harmonised with the ISCO-08 classifier

Source: Belstat, Labour and Employment in the Republic of Belarus, 2020, pp.229-231

PORTALS' COVERAGE OF LABOUR DEMAND BY TYPES OF ECONOMIC ACTIVITY

Section	Gsz.gov.by 1 April 2020	Belmeta.by 3 August 2020	Praca.by 3 August 2020	Jobs.tut.by 3 August 2020	JobLab.by 3 August 2020
A	12 130	4 276	1 533	1 275	-
B	145	-	-	16	-
C	12 630	17 349	8 466	-	2 889
D	1 255	-	-	-	-
E	369	-	-	-	-
F	11 275	6 601	7 154	1 377	2 237
G	7 701	9 925	4 900	4 095	3 730
H	4 417	6 316	3 726	1 525	2 180
I	1 312	2 348	1 276	755	941
J	497	1 248	747	2 535	307
K	797	715	2 132	562	409
L	858	Vacancies are combined with Section F 'Construction industry'			
M	3 481	3 385	654	617	584
N	1 515	2 387	2 629	502	393
O	3 384	-	-	-	-
P	3 985	Vacancies are combined with Section M 'Professional, scientific and technical activities'			
Q	9 065	6 737	672	474	233
R	2 620	970	938	343	198

Vacancies for workers, urban area	
Trade	Number
Driver	2 070
Salesperson	1 632
Cleaner (production and office premises)	1 500
Tailor	1 262
Cook	1 086
Nurse	1 034
Cashier controller	886
Loader	786
Bricklayer	755
Electrician for repair and maintenance of electrical equipment	711

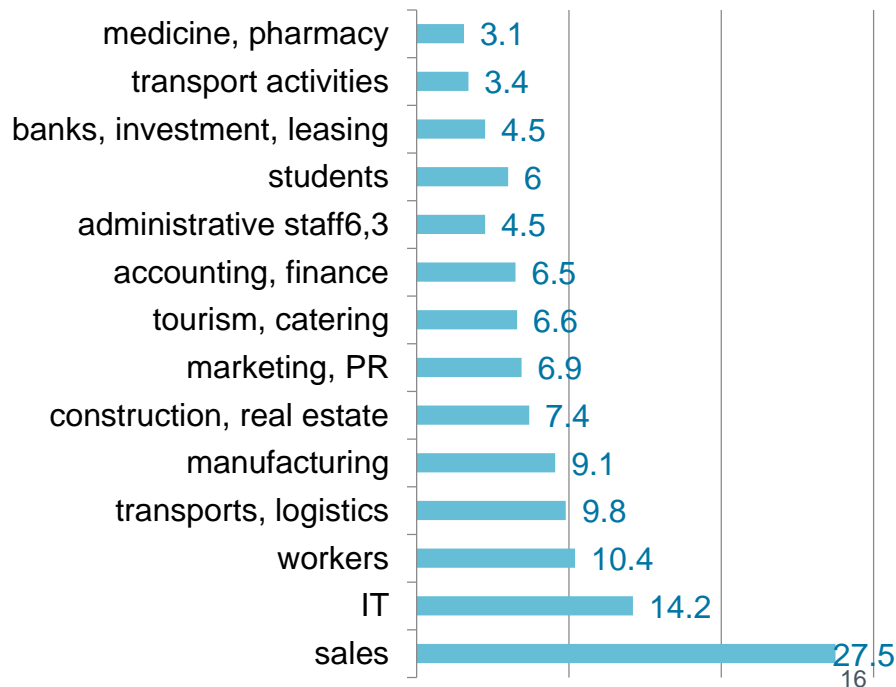
Vacancies for specialists, urban area	
Profession	Number
Specialist nurse (nurse)	2 353
Doctor	2 347
Specialist	669
Engineer	467
Veterinarian	668
Medical laboratory assistant	323
Forester	320
Executive	303
Veterinarian	279
Medical assistant	265
Accountant	247

Source: <http://mintrud.gov.by/ru/rynok>

The most in-demand vacancies, 04.12.2020

Part-time job	20 046
Managers	12 985
Distance work	11 363
Work at home	10 888
Operator	6 841
Employee	5 424
Consultant	5 042
Part-time job at home	4 988
Without experience	4 520
PC operator	3 785

Jobs.tut.by, 1Q 2020, %

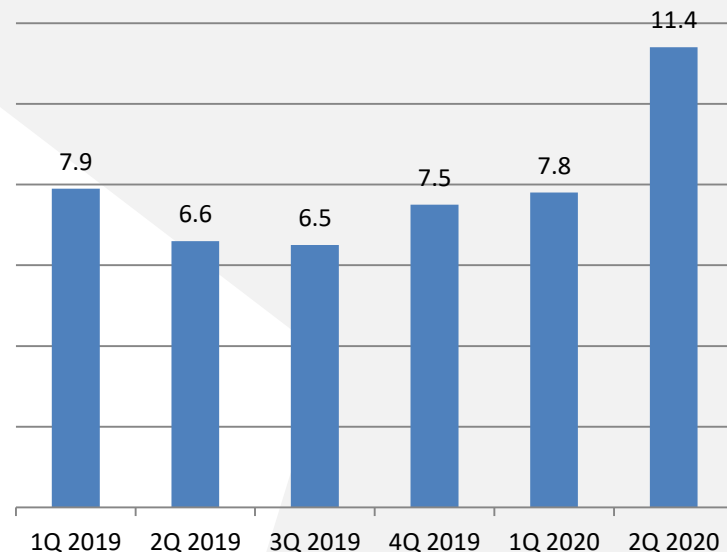


LABOUR MARKET CONDITION – DIFFERENT VIEWS

Labour market condition according to Gsz.gov.by (0.1 unemployed per vacancy)



Labour market condition according to Jobs.tut.by (11.4 CVs per vacancy)



CHARACTERISTICS OF ONLINE JOB PORTALS

Characteristics	State portal	Non-state portal
Type of economic activity	All types of economic activity	Focus on the manufacturing, construction, trade, transportation, IT, financial services, temporary lodging and catering services
Occupations	Over 60% of vacancies are intended for workers, and specialist vacancies are mainly offered in the education, healthcare	Focus on specialists and skilled workers, or special groups of job seekers (students, home work, etc.)
Educational level and description of required skills	Structured according to classifications	Required level of education is indicated, skills are formulated descriptively, not structured
Number and size of partner organisations	All organisations	Voluntary participation, portals form their list of partner organisations
Geographical coverage and detailed breakdown	According to administrative division	Mainly in the context of cities
Operational context	National Bank of vacancies	Multifunctional

3. Combining OJV data with Statistical data - some recommendations



HOW TO COMBINE THE CAPABILITIES OF TRADITIONAL DATABASES AND BIG DATA TO ENHANCE THEIR CAPABILITIES AND REDUCE THEIR LIMITATIONS?

Grouping and analyzing competencies using artificial intelligence according to the ESCO classification will help to analyse more precisely the coordination of labour demand and supply, as well as to classify vacancies according to the dynamics of the required competencies

Number of vacancies downloaded (July–August 2020) from 3 biggest online portals

	Gsz.gov.by	Belmeta.com	Jobs.tut.by
Number of vacancies, obtained by scraping	24 700	22 800	5 900
Share of total volume of vacancies, % on portal	31.46%	32.5%	25.05%

TOP-10 VACANCIES DOWNLOADED (JULY–AUGUST 2020) FROM 3 BIGGEST ONLINE PORTALS

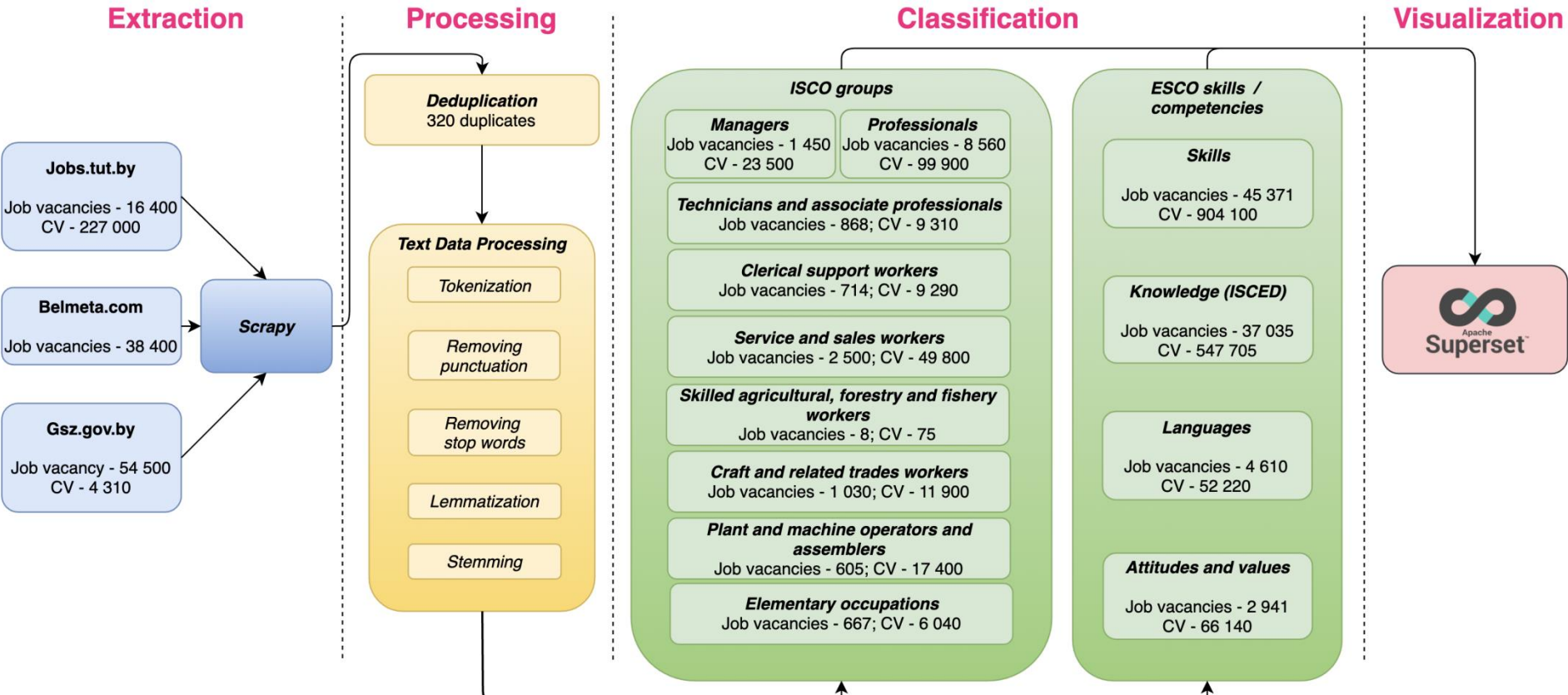
	Gsz.gov.by	Belmeta.com	Jobs.tut.by
1	Medical specialist: 1 910	Medical specialist: 1 670	Sales manager: 92
2	Nurse: 1 340	Nurse specialist: 1 060	Sales specialist: 91
3	Driver: 1 330	Electrician, electrical equipment repair and maintenance: 747	Sales assistant: 82
4	Cleaner (production and office premises): 782	Electric and gas welder: 611	Accountant: 81
5	Electrician, electrical equipment repair and maintenance: 659	Driver of agricultural machinery: 538	Customer service manager: 53
6	Salesperson: 625	Tailor: 427	Sales representative: 51
7	Building maintenance and repair worker: 565	Plumber: 401	Chief accountant: 48
8	Driver of agricultural machinery: 556	Turner: 384	Storekeeper: 45
9	Veterinarian: 520	Executive: 334	Customer service manager: 41
10	Cook: 504	Specialist: 30	Legal counsel: 37

COMPARISON AND GROUPING OF IN-DEMAND COMPETENCIES IN JOB DESCRIPTIONS ON JOBS.TUT.BY PORTAL (TOP-50 COMPETENCIES FROM VACANCIES)

	Competencies, count (primary)
1	PC user, 1,619
2	Teamwork, 1,070
3	Good grammar and oral speech, 955
4	Direct sales, 753
5	Negotiating, 632
	...

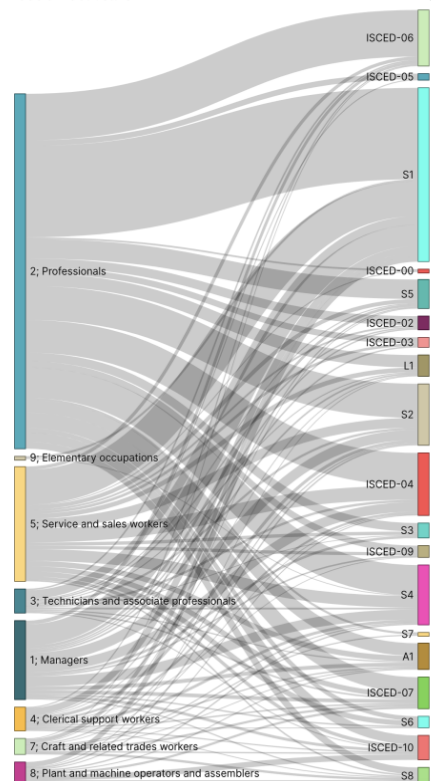
	Competencies, count (after grouping)
1	Direct sales, 753 Search and acquisition of new clients, 483 Selling skills, 461 Cold sales, 299 Client-oriented approach, 290 Growth of sales, 269 B2B sales, 262 Direct sales, 254 Sales management, 212 Retail, 162 3 445
2	PC user, 1,619 JavaScript, 216 Adobe Photoshop, 204 Working with large amounts of information, 189 CRM, 188 Git, 185 AutoCAD, 176 SQL, 167 Java, 153 HTML, 151 3 044
3	Negotiating, 632 Telephone negotiating, 397 Business communication, 385 Contracting, 327 Business correspondence, 298 Business communication, 212 Documentation, 166 2 417
4	Teamwork, 1,070 Team-player skills, 575 Working with people, 180 Interpersonal skills, 171 1 996

USING ARTIFICIAL INTELLIGENCE FOR CLASSIFICATION BIG DATA



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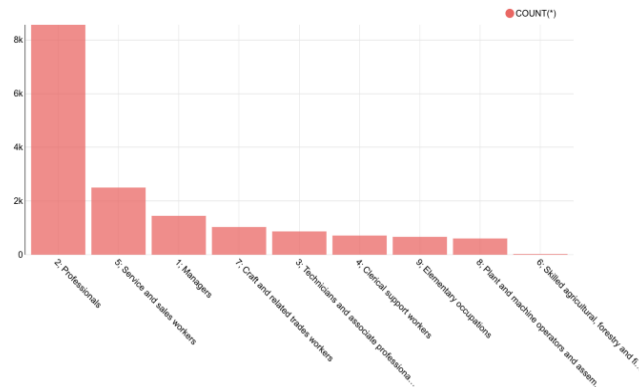
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2512; software developer



COUNT(*)



count: 16.4k

Occupation	Count
24; Business and administration professionals	8.56k
25; Information and communications technology professionals	800
21; Science and engineering professionals	550
26; Legal, social and cultural professionals	457
23; Teaching professionals	1.86k
52; Sales workers	406
51; Personal service workers	1.45k
12; Administrative and commercial managers	1.03k
13; Production and specialised services managers	860
72; Metal, machinery and related trades workers	770
74; Electrical and electronic trades workers	250
33; Business and administration associate professionals	250
34; Legal, social, cultural and related associate professionals	250
3; Technicians and associate professionals	860
5; Service and sales workers	2.5k
2; Professionals	8.56k

TO EXPAND THE USE OF THESE ONLINE PORTALS IN LABOUR MARKET ANALYTICS, THE FOLLOWING MEASURES CAN MADE:

1. Mandatory submission of vacancies to the state vacancy portal should be approved at the legislative level in all countries, since in this case the portal can serve as a measure of the unmet portion of labour demand.
2. It is necessary to standardise the forms of job descriptions and CVs, introduce a structured description of skills (according to the ESCO classification) in order to ensure that the required skills can be quickly identified, and develop recommendations for the education and lifelong learning systems.
3. Targeted projects should be organised to study specific aspects of the labour market (for example, the skills that are most in demand, or employers' assessments based on web surveys, studying individual segments of the labour market or regions) and to identify connections within it (for example, the relationship of specific skills to speed of employment, etc.). Such projects will help to achieved a better understanding of the online labour market.
4. Methodological recommendations should be developed for training artificial intelligence in the implementation of technologies to analysis the labour market and the selection of vacancies.
5. A market place on the labour market coordinating the main databases and generating information for users should be created.

Thank you for your attention!

