



A new national employment service for more and better job opportunities

Line of action:
**ACTIVE EMPLOYMENT
POLICIES**

Area:
SOCIAL POLICIES

Scope
MEXICO

THE ROLE OF THE NATIONAL EMPLOYMENT SERVICES (SNES)

Employment —in any country— is central to development and social cohesion. Although every country has a different starting point and different levels of development, promoting employment and their population's participation in the labour market is a common priority. Counteracting the precariousness of work as it is experienced in Europe is a different challenge that can be seen in Latin American countries. However, the challenge of lowering unemployment and encouraging active participation by citizens, to improve their economic autonomy and contribute to social development, is a common challenge in both regions. As a result, states intervene in the employment market through different mechanisms, from subsidies to the unemployed (passive policies), to tax benefits for companies that contract workers, through policies that promote training and reintegration, scholarships for study and via vocational training institutes, etc. (active policies). These policies are usually the responsibility of labour ministries and are often implemented through public/national employment services (SNES).

The SNES play a central role in promoting the link between the jobs offer by companies and the demand for employment from workers. The offices of the SNE not



only try to link job seekers with existing vacancies, but they also guide them towards training opportunities, accompany them in the job search, provide occupational guidance services and try to improve their employability through specific programmes.

The role of the SNE is even more central when serving job seekers facing greater vulnerability challenges. Young people, people with disabilities, the long-term unemployed etc. In this context, the professionals working in the offices of an SNE play a key role in improving the linkage between job seekers and the labour market.

EUROSOCIAL+ SUPPORT IN MEXICO

As of April 2018, EUROsociAL+ has supported the Mexican Ministry of Employment and Social Welfare to strengthen the role of the professionals in the National Employment Service, called "employment counsellors", who are the officials who serve job seekers. It has done this with the support of a team from the French national employment service, Pole Emploi, which has carried out a series of missions to the country. They started with meetings at the central level, with the General Coordination of

the National Employment Service, and then visited offices in Jalisco, Hidalgo and in the municipality of Tlalnepantla, to observe how the employment counsellors act and organise and perform their tasks in organisations of different sizes. In each of the mentioned offices, they have been able to share experiences with the staff and gather information on the main problems they face. A number of Work Skills Assessment Centres were also visited from the VALPAR system, for older adults and people with disabilities. In these centres, psychologists assess people's abilities, skills, potential and limitations in order to identify their vocational and work profile and encourage their insertion in the jobs market. This is particularly relevant for those who do not have formal qualifications or who have a disability. While having a training certificate may make it easier to find employment, it is not always sufficient to guarantee access to work: knowing the skills that vulnerable job seekers have and their ability to perform specific tasks can be a "winning ticket" for them to be taken into consideration by employers.

On the basis of the visits made, Pole Emploi's technical team has made several recommendations to strengthen the role and professionalism of the employment counsellors in particular relating to a more in-depth profiling of the job seeker, better knowledge of the regional job market - and available employment opportunities - and better coordination with the work of the

business coordinators, who are responsible for relations with companies and linking them with the services of the SNE.

NEXT STEPS

The new phase of cooperation between the SNE and EUROsociAL+ is being focused on the figure of the business coordinator, given that they, together with the employment counsellor, represent the other cornerstone of the SNE, ensuring that there is a range of quality vacancies on offer. In this phase, EUROsociAL+ experts and SNE technicians are working on designing a new portfolio of services that the SNE offices (USNE) can offer companies. The services will be oriented to meeting the human resource needs of companies and identifying potential candidates. The action foresees a set of activities that will allow the USNE and the business coordinators to provide methods and tools in terms of identifying the productive sectors and the companies that generate employment in a given region. Also in terms of designing tailored services, as well as adopting a sales and marketing approach; in other words, the development and implementation of activities and ways of acting aimed, on the one hand, at searching for more clients (companies) to use the USNE services and, on the other, to optimise the management of relations with them based on the services provided, from the perspective of customer satisfaction.

The new vision is that the SNE will provide decent work opportunities, especially to the most vulnerable job seekers, as well as greater and better links with those who generate employment.

EUROSOCIAL SUPPORT ITINERARY

- ▶ Diagnostic mission: to analyse the current model of attention and the work of the employment counsellors and business coordinators as well as the complementary attention mechanisms; conceptual and operational agreements and work plan
- ▶ Design models for (i) Employment Counselling and (ii) Business Consultation
- ▶ Reformulate or adjust complementary attention mechanisms
- ▶ Study visit by representatives from the SNE Team to one or more partner countries in the EU and Latin America
- ▶ Review the draft Employment Counselling and Business Consultation Models, for the profiling system and the complementary attention mechanisms and implement improvements
- ▶ Prepare operation manuals for (i) Employment Counselling and (ii) Business Consultation, as well as the methodological guides on the complementary attention mechanisms
- ▶ Approve the models and manuals and the profiling system and the methodological guides.
- ▶ Detect training or professional education needs for employment counsellors and business coordinators
- ▶ Design training programme

The National Employment Service is the public institution at the national level that offers free and personalised attention to the population seeking employment and employers in Mexico. The SNE is part of the Ministry of Employment and Social Welfare, has national coverage and operates in a coordinated manner with federal entities. It has 168 offices throughout the country (32 central and 136 regional) and operates in the 32 federal entities through the signing of a Coordination Agreement.



Employment counsellors advising job seekers at an SNE office. The first task of an employment counsellor is to identify a job seeker's skills and work preferences, and to match them with possible vacancies