



---

# S4YE Presentation



# Hello!

**I am Ali Mnif  
Country Manager  
at Silatech**

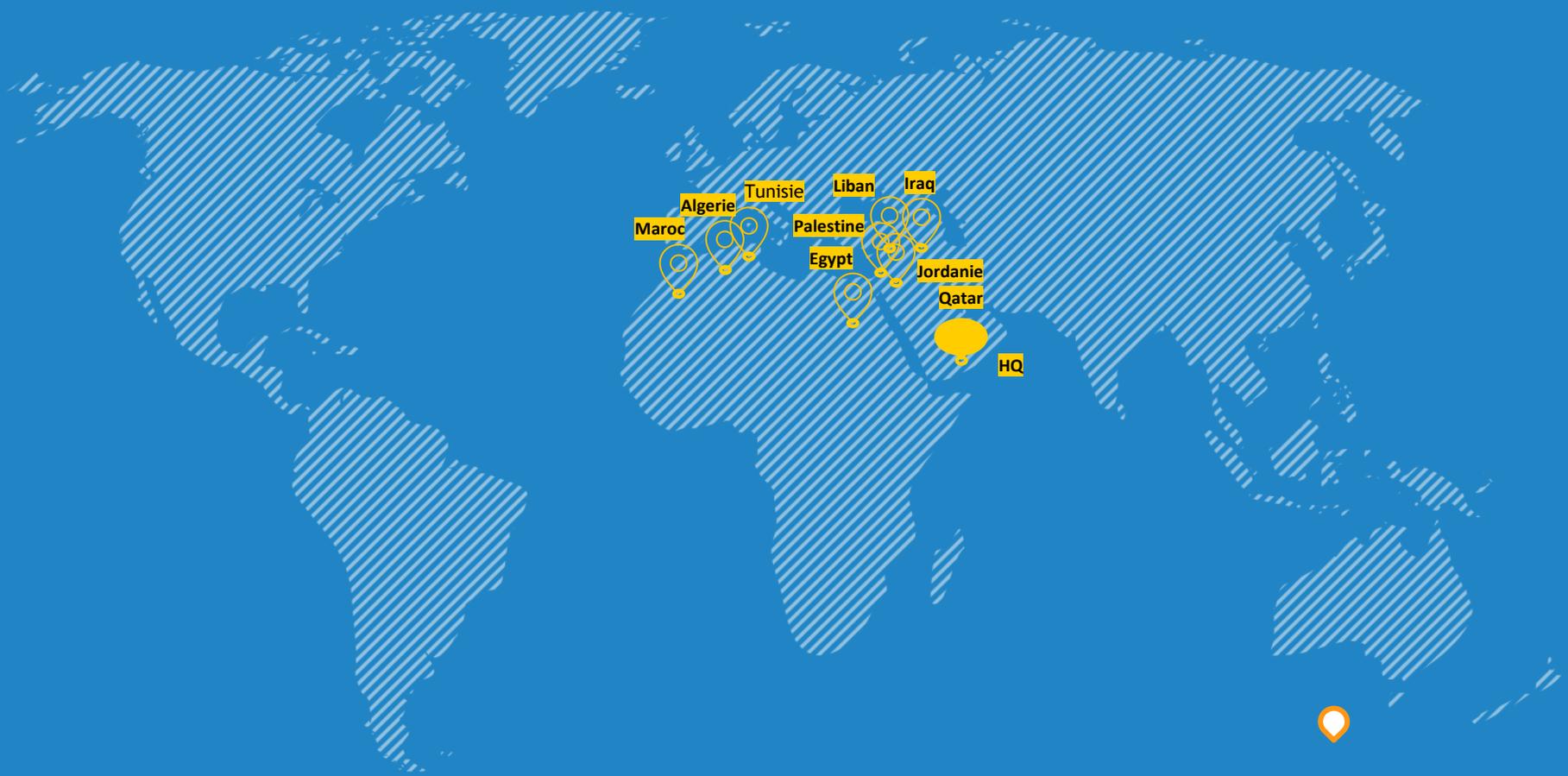
You can find me at:  
[amnif@silatech.org](mailto:amnif@silatech.org)

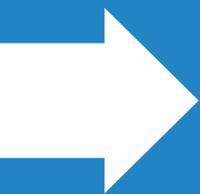


# Introduction to the project

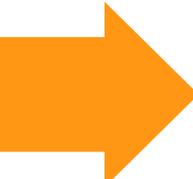


*Tounes Ta3mal is an online portal on employability that accompanies young people and job seekers in Tunisia in their transition to the world of work. Co-founded by Silatech and Microsoft, Ta3mal provides a wide range of resources and services ranging from career guidance tools such as "Tamheed", e-learning courses, employability and entrepreneurship training courses, in addition to job vacancies available in the country. The portal includes the Tamheed test, Silatech's career guidance program, which provides online psychometric and linguistic assessments, a career counselling framework, as well as training and capacity building for career guidance counsellors.*

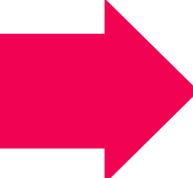




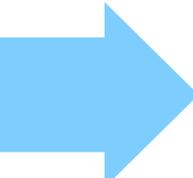
# Our IMPACT In Numbers



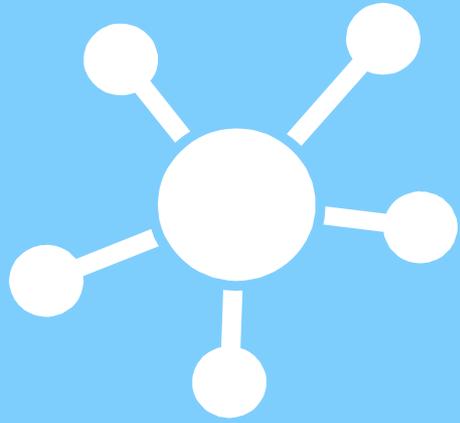
**37000 registered users**  
**22 472 CVs created**



**787 Employers**  
**registered**

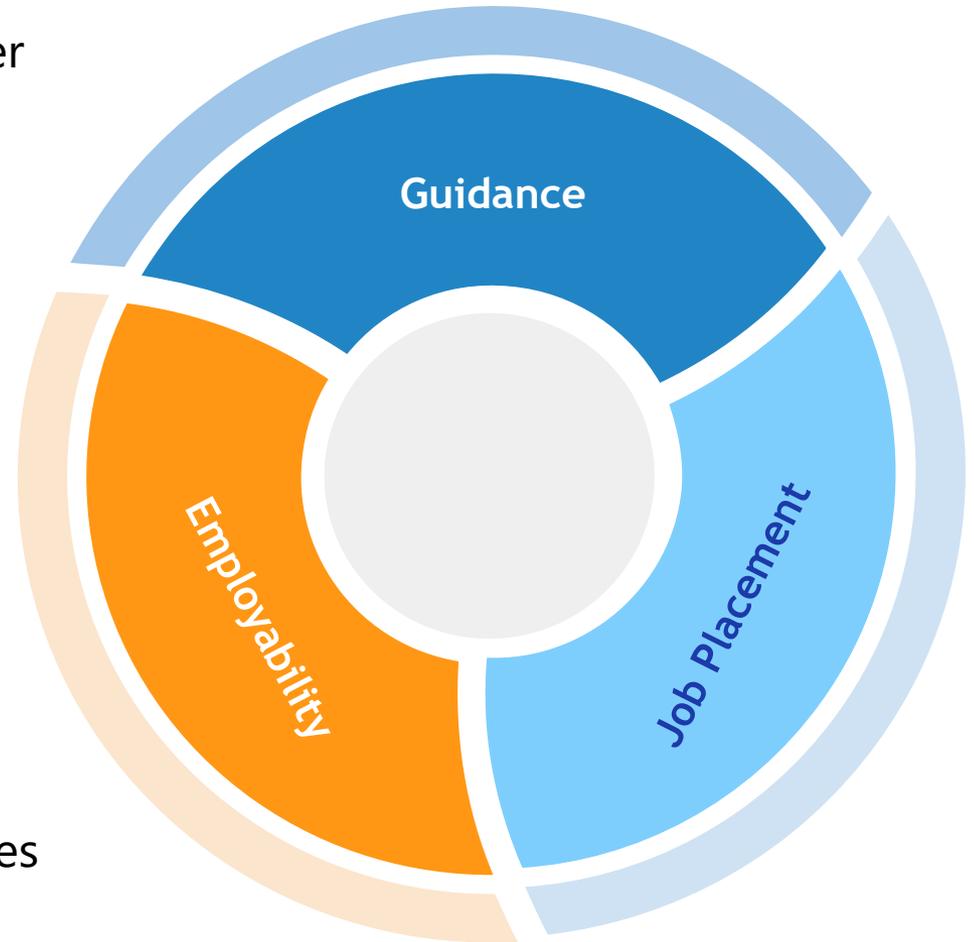


**4879 Jobs posted / 10900 vacancies**



# Our Services

- Trainings on Job search Techniques
- Organizing Career days with the career centers implemented in Universities
- CV builder
- Correcting CVs for our users
- Career advisory
- Employability portal Web/Mobile responsive
- +700 online courses in 3 languages
- Collecting Job offers among companies
- HR assistance for companies (sourcing, shortlisting, capacity building)
- Tamheed Test followed up with a free mentoring sessions





# DATA Collection

# DATA Collection

The main source of DATA is provided by the CVs of job seekers

After subscribing the job seeker is asked **to complete his/her CV and attach original copy if possible.**

To have a professional and consistent CVs on our database we invite job seekers to use the « **CV Builder** » feature. A set of fields to be filled by their specific information, that generates automatically a well-written CV more attractive for our employers.

The Data points covered by the CV builder are mentioned below:

First name/Last name/Date of birth/City/email/phone number/working experience/Academic background (university, highschool, degree, major)/Hard & soft Skills/Language Skills/Extracurricular activities/references

# DATA Collection

- The Data is also collected from the CVs candidates upload on the platform
- You can view the information extracted from your original CV
- The extraction of DATA is not manual, the system of the platform does it automatically



## Original CV Attachment

 [Download Attachment](#)  [View the information taken from attached file](#)

### CHAPTER ACHREF\_CV\_English.pdf

We have taken the following information from your CV; please keep in mind that all formatting gets lost in the extraction process.

Last name hidden First name hidden

E-Mail:  
Phone:

Curriculum Vitae

PROFILE SUMMARY

Freshly graduated from ISG Tunis with a major in management, I am currently focused on starting my professional career. During the last years I had several experiences within international NGOs and organizations. I first started with AIESEC (the international platform for young people to explore and develop their leadership potential) where I started to discover The managerial aspect in organizations and that learning by doing is one of the best ways to learn and develop professional skills. This experience gave me the opportunity to get in touch with one of the biggest organizations in the MENA region "Silatech" and it is within the "Tounes Ta3mal" project, launched in partnership by Microsoft and Silatech that I intensified my knowledge about employment, recruitment and career planning. Passionate about NGOs' Management and Project management I show a lot of ease in working with different

Close

# DATA Collection

The consolidation of all the data we collect from the CVs is helping us in many levels:

- The system displays recommended jobs for the job seekers and suitable profiles for the employers
- We can have a talent segmentation report generated by the platform thanks to this DATA as you can see it in the next slide. This helps us to better assess, the quality of CVs of our users, career level, background and then optimize and customize our services (type of jobs we need to raise in order to make the job placement faster, trainings to be delivered ...)

# Talent Segmentation Report

Select a primary criteria to breakdown talents

Gender ▾

Select secondary criteria to segment your breakdown

Company Industry

Job Role

Degree

Nationality

Monthly Salary Range

Career Level

Gender

Filter by registration date

2017/10/28 - 2017/11/27



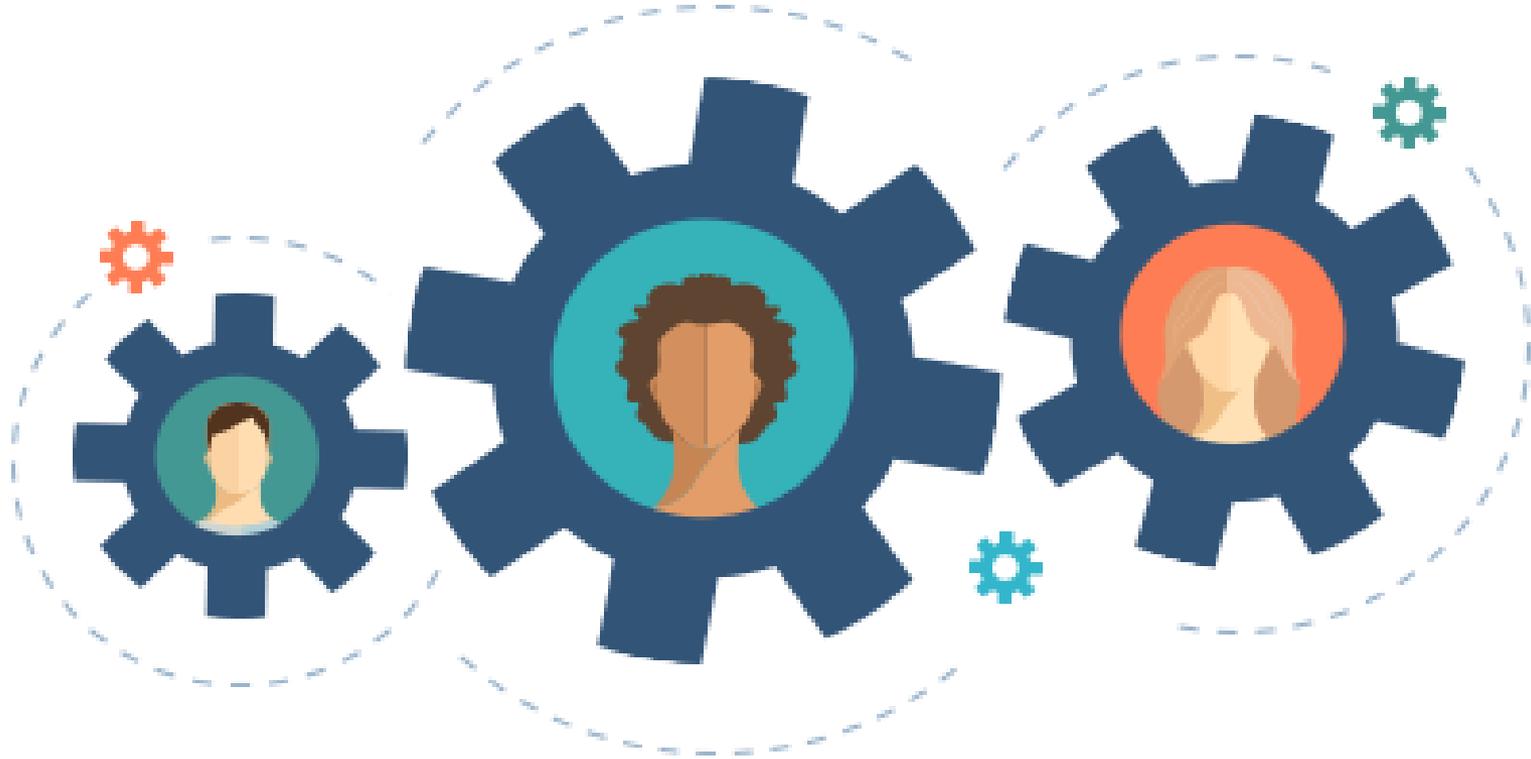
Filter

Preview

Gender/Education Degree ×	High school or equivalent	Diploma	Bachelor's degree	Higher diploma	Master's degree	Doctorate
Male	1	2	2	8	3	0
Female	1	4	0	6	7	0
Unspecified	0	0	0	0	0	0

Gender/Career Level ×	Entry Level	Student/Internship	Mid Career	Management	Executive/Director	Senior Executive (President, CEO)
Male	9	0	11	0	1	0
Female	11	2	4	0	1	0
Unspecified	0	0	0	0	0	0



## CV Builder Process

The first step consists in setting his expectations in terms of:

Salary

Waiting time

N° of applications to get a job offer

In this part, the Job seeker starts listing his/her skills (soft ones and technical ones)

He/she also lists his language skills and the proficiency level for each one

The professional experience is the first component of the CV. To make it clear and relevant the user needs to provide these information (start/end date, Company name, Company industry, The job role, Work description)

Then we move to the academic experience in order to give the employer an overview about the job seeker's background and major.

As a final step, we invite the user to upload his/her original CV. So he/she can be sure that he provided all the information about his/her profile

# How the CV looks like

Collaborate Other Actions



**Ahref chafter**  
Consultant - "Tounes Ta3mal" National coordinator  
at Silatech

**Location:** Tunisia, Tunisia  
**Education:** Bachelor's degree, Management / Business...  
**Experience:** 3 Years



Last Activity: 2017-11-24 Ref.: CV52692707

 **Target Job**

---

<b>Target Job Title:</b>	Project Manager / Business Development Manager
<b>Target Job Location:</b>	Tunisia
<b>Career Level:</b>	Mid Career
<b>Last Monthly Salary per full-time month of Employment</b>	USD 1,000
<b>Expected Salary:</b>	\$1,500 - \$2,000 (≈ TND 3,735 - 4,980)



## Personal Information

---

Birth Date	12 January 1992 (Age: 25)
Gender	Male
Nationality	Tunisia

---



## Experience (3 Years)

September 2017 - Present

### Consultant - "Tounes Ta3mal" National coordinator at Silatech

Location: Tunis, Tunisia

Company Industry: Education, Training, and Library

Job Role: Management

- Leading and managing the advisers, and brand ambassadors.
  - Monitoring project progress based on defined KPIs, and made adjustment decisions based on external/internal changes.
  - Matching exclusive partner companies with top talents by delivering full recruitment cycle support in IT, Finance, Sales, Marketing, Media planning, Account Management, etc.
  - Developing social media strategy to support subscribed employers to attract top talents.
  - Supporting +120 companies in their recruitment (IT, Finance, Business, Marketing, HR, Media, etc).
-



## Education

---

June 2017

**Bachelor's degree, Management / Business Administration**  
at Higher Institute of Management Tunis

Location: Tunis, Tunisia

Bachelor's Degree in Business Administration and management from the Higher Institute of Management (ISG)

---

June 2015

**Diploma, Business Administration**  
at Tunis Business School

Location: Tunis Tunisia

Freshman & Sophomore years at Tunis Business School



## Language Skills

---

### French

Level: Expert | Experience: More than 10 years

---

### English

Level: Expert | Experience: More than 10 years

---

### Arabic

The user will have a CV Completeness Score.  
The higher the score is, the more chances he/she will have to appear in the searches done by the employers

The idea here is to push the user to fill all the sections.  
Because filling all the sections will provide more information about him.

Each section has its own percentage according to its importance in job research.

For exemple: you professional experience is the most component of your CV then providing information about it is 40% of the CV and so on.

The screenshot shows a user's CV dashboard. At the top, the 'CV Completeness Score' is 95%, indicated by a green progress bar. Below this, a message encourages the user to enhance their CV by filling out more sections. The 'Suggested CV Sections' list includes 'List Your Skills (+5%)', 'Add Your References (+2%)', and 'Enter Missing Personal Section Fields (+1%)'. The 'Primary CV Settings' section has two checkboxes: 'Set as Searchable CV' (checked) and 'Set CV as Confidential' (unchecked). The 'CV Statistics' section shows 'Applications: 0' and 'Searches: 0'.

**CV Completeness Score**

95%

To improve your chances of landing a job, enhance your CV by filling out more sections.

**Suggested CV Sections**

- List Your Skills (+5%)
- Add Your References (+2%)
- Enter Missing Personal Section Fields (+1%)

**Primary CV Settings**

- Set as Searchable CV
- Set CV as Confidential

**CV Statistics**

Applications: 0

Searches: 0



# Job seekers / Employers Dashboard

# Job seekers' Dashboard



[Find a job](#) [Dashboard](#) [Advanced Search](#) [Post Your CV](#) [Career Resources](#)



achref

[Dashboard](#) [Mailbox](#) [My Applications](#) [My Account](#)

[Home](#) / [Dashboard](#)

## Dashboard



Edit

### My Primary CV

My CV - 24/11/2017 (Searchable CV)

Applications: 0

Searches: 0

Views: 0

Last Modified: 2017-11-24

[Refresh This CV](#)

### My Job Alerts



My Job Alerts



Add an Email Alert

### Recommended Actions

[Complete / Edit your CV](#)

[Search Jobs](#)

[Career Articles and Guides](#)

## My Applications

No Data Available

## Recommended Jobs for You

Job Title	Company Name	Dated
-----------	--------------	-------

No Data Available



# Job seekers' Dashboard

- ▶ The platform gives the opportunity to the job seekers to create Email alerts for new jobs posted and customize it according to his/her preferences
- ▶ According to the Skills, background, and professional experiences the system will automatically generate recommended jobs for the job seeker.  
**The recommended jobs are displayed to the job seeker: according to the key words written in the CV builder or extracted from his CV. The system will display having at least the same skills needed (not all), same background, years of experience**
- ▶ The job seeker can view his/her applications, how many times the CV appeared in the searches of the employers and how many times his CV is viewed by the employers.
- ▶ The Job seeker can also edit/complete the CV and apply for jobs from the dashboard

# Employers' Dashboard

eg. Front End Engineer, JB12345678

Creation Date

---

**CAD Designer / CAD Engineer** - JB3721216 - [4 Candidates](#)

<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>
CV Inbox	Shortlisted	Interviewed	Job Offer Extended	Rejected	Screened Out

**Active** Expires in 51 day(s)

Oct 01, 2017  Sarah Aouini  16 days ago  Tunis, Tunisia

# Employers' Dashboard

- ▷ The employer can Activate / Deactivate the job offer
- ▷ They can edit the Job setting or the applicant settings such as autoscreen criteria ...
- ▷ Customize the alert setting (receiving emails for each new applicant, or receiving daily emails with the CVs' applicants)
- ▷ They can attach a questionnaire with the job offer
- ▷ Export the CVs of the applicants (PDF, Word ...)
- ▷ Consulting the CVs from a folder to another (inbox->shortlisted->rejected->Job offer extended)

Search and filter using 26 search criteria (next slide)

- Keywords -



All words

Any word

Exact order

Boolean Search

- Load Saved Search... ▾

### Personal Information

- Name:
- Residence Location:
- Gender:
- Age:
- Nationality:

### Experience

- Job Title:
- Years of Experience:
- Employer:
- Work Experience:
- Location:
- Job Role & Industry:

### Target Job

- Target Job Location:
- Target Job Title:
- Target Industry:

### Additional Information

- CV Freshness:
- Referrer Source:

### Education

- Degree:

**Note:** Not all job seekers choose to have the below information in their CV. Using these search options may reduce the number of CVs you find.

### Education

- Institution:
- Major:
- Location:

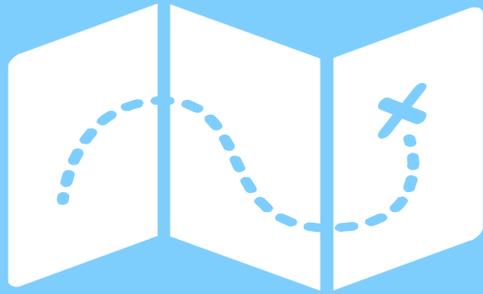
### Target Job

- Monthly Salary Range:
- Notice Period:
- Employment Type:
- Employment Status:

### Skills

- Skills:
- Languages:

Fewer Search Options ▲



Step by Step process

# Our process is easy

## Register

As a company or as a job seeker you are invited to register in our platform [www.tounes.ta3mal.com](http://www.tounes.ta3mal.com)

## Post a Job / Apply

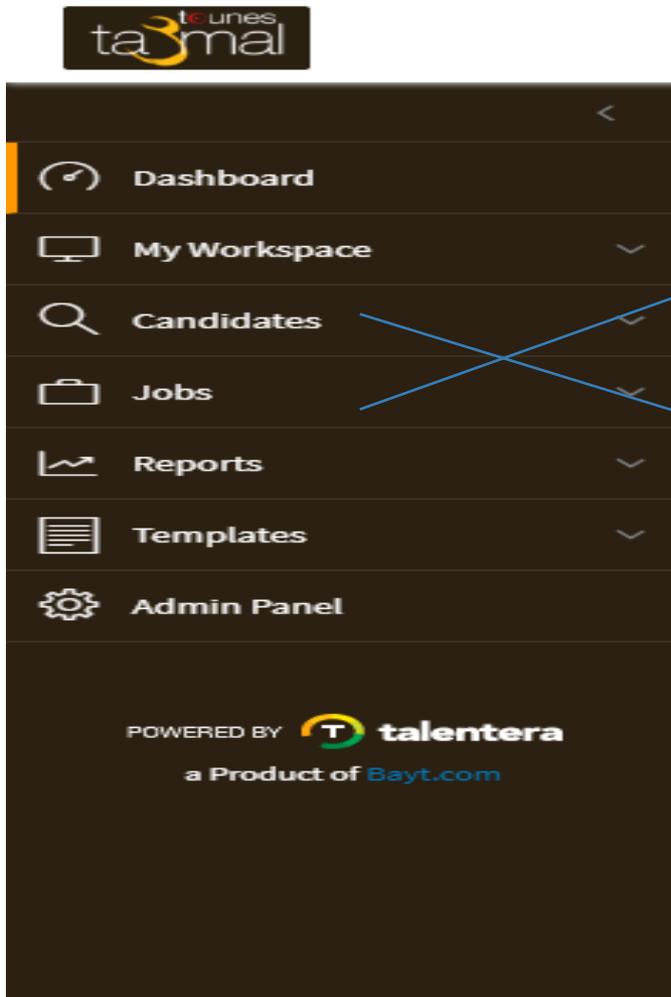
The employer will use the platform to post the vacancies and search for the suitable profiles.

The job seeker is now looking for a job and will apply using a simple click « Apply »

## Physical meeting (interviews)

Once the application is received by the employer he/she will review it and then he/she will decide either to get in touch with the applicant for an eventual interview or reject his/her application

# Step By Step process (Employer)



## 1. Post a job:

- Click 'post a job' to post a new vacancy

## 2. Search CVs in the database:

- Run a quick CV search
- Target and shortlist candidates with CVs filtration tool.
- Save your research and create CVs' folders

# Step By Step process (Employer)



## **Job Setup**

What is the Job all about? Describe the role in detail, specify candidate requirements, and mention any particular skills you are looking for.

Job Title / JD / Industry / Salary ...



## **Applicant Settings**

What kind of applicants are you looking for? Setup applicant filters and your notification preferences.

Skills / Career level / Background / Major

# Step By Step process (Employer)

eg. Front End Engineer, JB12345678

Creation Date

**Ta3mal National Coordinator** - JB3709197 - [11 Candidates](#)

11 CV Inbox	0 Shortlisted	0 Interviewed	0 Job Offer Extended	0 Rejected	0 Screened Out
----------------	------------------	------------------	-------------------------	---------------	-------------------

**Active** Expires in 59 day(s)  Ahref Chafter 3 months ago Tunis, Tunisia

Page  of 1

**The Job is active and the employer is ready to receive applications**



# Step By Step process (Job seeker)

## Job Search Results

Showing 1 - 1 of 1 results

Sort by: Relevance

[Summary View](#) - [Detail View](#)

### Ta3mal National Coordinator

Tounes Ta3mal - Tunis, Tunisia



- > **Job Role:** Management
- > **Company Industry:** Education, Training, and Library
- > **Career Level:** Mid Career

Overview Launched by Silatech in partnership with Microsoft, the Ta3mal platform a regional employability portal that links youth to career guidance, training, eLearning, work readiness and job opp...

Ref. JB3709197 Date Posted: 2017-11-27 [Apply Now](#) [Email to Friend](#)

Job source: Ta3mal Tunisia

Showing 1 - 1 of 1 results

**The job seeker finds the job he's looking for the click on it to have more details about the Job offer (skills, requirements, JD ...)**

# Step By Step process (Job seeker)

[Search Jobs](#) [Advanced Search](#) [By Company](#) [Saved Searches](#) [My Saved Jobs](#)

[Home](#) / [Jobs](#) / Job Description

## How you compare to other applicants

**10** people have applied

**1** would be your rank if you applied (best fit = 1)  
out of  
11

Ranking

\*Only applicants fulfilling the requirements are included in these statistics

[Apply Now](#) [Email to Friend](#) [Save](#) [More from This Company](#) [Print](#) [Report Abuse](#)

Date Posted: 2017/11/27 00:08:46

Expiry Date: 2018/01/26

Ref. JB3709197

[Share](#) [Tweet](#)

Ta3mal National Coordinator

 tounes

 ta3mal

# Step By Step process (Job seeker)

## Ranking System for Applicants:

The system will give you a ranking comparing to other applicants so you can have an idea how suitable your profile is for the Job (another way the data in CVs is used) . The ranking is based on the relevance of the CV comparing to the Job Description.

How this ranking is done? Here is an exemple for you to understand how is it happening

Imagine that we have an employer posting a job and he is looking for a candidate

# Step By Step process (Job seeker)

FullStack web developer	Ahmad Hachem	Noura rezgui	Leila Bardi
Professional experience: 3 years	2 years	3 years	2 years
Degree: Master	Bachelor	Master	Bachelor
Competencies: JAVA / PHP / HTML	JAVA/PHP/HTML	JAVA/PHP/HTML	JAVA/PHP
Background: IT	IT	IT	IT

2

1

3



## Your Application Has Been Received

Dear achref chafter,

This is to acknowledge receipt of your application to the job posting for **Ta3mal National Coordinator** from **Tounes Ta3mal**.

Your CV will be reviewed and assessed against the posted job. Should your profile match the employer's needs, you will be contacted by their recruitment representatives.

We wish you all the best in your career!

## New Job Applicant on Ta3mal Tunisia

A job seeker has applied to one of your jobs posted on Ta3mal Tunisia. Please find the job seeker's CV in PDF format attached to this email.

Do not reply to this email. Instead, if you need to contact this applicant, use the email link provided below.

### Summary of the Job Applicant

Job Title: Ta3mal National Coordinator  
(Reference No.: JB3709197 )

Applicant's Name: achref chafter

Applicant's Email Address: [achref.chafter92@gmail.com](mailto:achref.chafter92@gmail.com)

Applicant's CV Title: Project Manager / Business Development Manager  
(Reference No.:

# Step By Step process (Employer)

**Candidates (11)** Recommended Profiles History Log

Search in Applicants  Reset **Displaying 11 CVs**

11 CV Inbox	0 Shortlisted	0 Interviewed	0 Job Offer E...	0 Rejected CVs
----------------	------------------	------------------	---------------------	-------------------

Filter your search results by:

- Previous actions
- Show only CVs that have
- Experience
- Last Job Title
- All
- Project Manager (1)
- Ingénieur Commercial (1)
- General Manager (1)
- Project Coordinator (1)
- [See more](#)
- 
- Years of Experience

Sort by: **Relevance to Job Description** Page 1 of 1

Select all on this page

Actions  Application Date: 2017-11-27 CV ID: 52892707



**achref chapter**  
Consultant - "tounes Ta3mal" National Coordinator  
Silatech

Relevance To Job Description: 1 out of 11

Age: 25 Gender: Male Nationality: Tunisia Residence: Tunisia, Tunis

Target Job: Project Manager / Business Development Manager

Target Monthly Salary: -

Total Experience: 2 Years, 11 Months

Degree: Bachelor's degree

# Step By Step process (Employer)

**Recommended profiles for the job. The employer can contact these people or invite them to apply.**

**PS: the recommended profiles are displayed in the same way as the recommended Jobs for the job seeker.**

Ta3mal N

Actions ▾

Achref Chafter 14 August 2017 Expires in 59 Day(s) Tunisia - Tunis

Candidates (11) **Recommended Profiles** History Log

Search in Applicants ▾

Reset

Displaying 4 CVs

Filter your search results by:

+ Previous actions

+ Show only CVs that have

Experience

Last Job Title

- All
- Consultant Project Management (1)
- Program Coordinator Mepi Chapter Project (1)
- Consultant - "tounes Ta3mal" National Coordinator (1)

Years of Experience

Sort by: Job relevancy ▾

Page 1 of 1

CVs that match this job (4)

Invited (0)

Select all on this page

Actions ▾

Invite to Apply

Last Activity: 2017-11-24 CV ID: 52692707



**achref chafter**

Consultant - "tounes Ta3mal" National Coordinator  
Silatech

Age: 25 Gender: Male Nationality: Tunisia Residence: Tunisia, Tunis

# Step By Step process (Employer)

Annotate



Manage CV



Collaborate



Contact Candidate



Other Actions



Update Application Stage

CV Inbox

Shortlisted

Interviewed

Job Offer Extended

Rejected



## Achref chafter

Consultant - "Tounes Ta3mal" National coordinator  
at Silatech

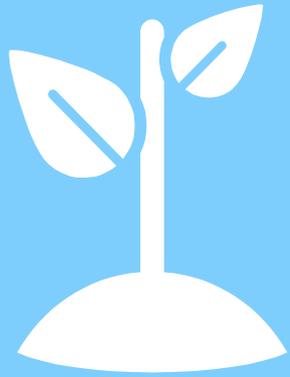
**Location:** Tunis, Tunisia

**Education:** Bachelor's degree, Managment / Business...

**Experience:** 3 Years

Contact

**If the employer is convinced by the profile he/she has to update application stage. Thus, the CV will move from the inbox to (shortliste / interviewed / Rejected or Job offer extended) at every stage the candidate will be receiving emails and can get in touch directly with the employer**



# Challenges

# Challenges

- **The platform we presented to you today is the 3rd version, everytime we try to offer a better and easier user experience to our stakeholders. We periodically conduct surveys among job seekers and employers to identify what we can improve.**
- **The main challenge we're facing today is being able to have a clear data about job placement as it is our main MOS.**
- **Engaging the employers to use all the features of the platform and not only search for CVs and download them.**

# Thanks!

## Any questions?

Ali Mnif: Country Manager Silatech  
amnif@silatech.org

Achref Chafter: National Coordinator Tounes Ta3mal  
achafter@ta3mal.com

