



Training in the Frame of the Erasmus+ CBHE Project

Role of Universities in the Regional Development (RURD)
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MUNI
KC



Services for Employers by Career Centre of Masaryk University

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Training
Masaryk University
Brno, Czech Republic
May 5-7, 2021



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2. Cooperation with MUNI Faculties and Its Differences
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4. Cooperation Specifics with State Sector, NGO and Private Sector
5. Online Tools for Sales (Social Media, CRM)
6. COVID-19 Impact
7. Questions

1. Who We Are And What We Do

1. WHO WE ARE AND WHAT WE DO

Šárka Švihálková



Markéta Venyšová

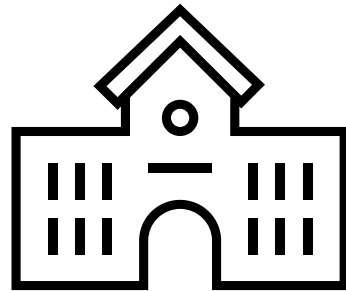


1. WHO WE ARE AND WHAT WE DO

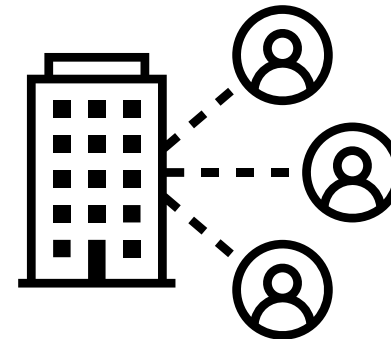
Career centre as a bridge between the needs of students,
university and the labor market



Job satisfaction



Applicability on the
labor market



Reliable employees

1. WHO WE ARE AND WHAT WE DO

COUNSELING

- CV Clinic
- Career Counseling
- Online Courses & Webinars
- University Course "Career Start"



1. WHO WE ARE AND WHAT WE DO

COUNSELING

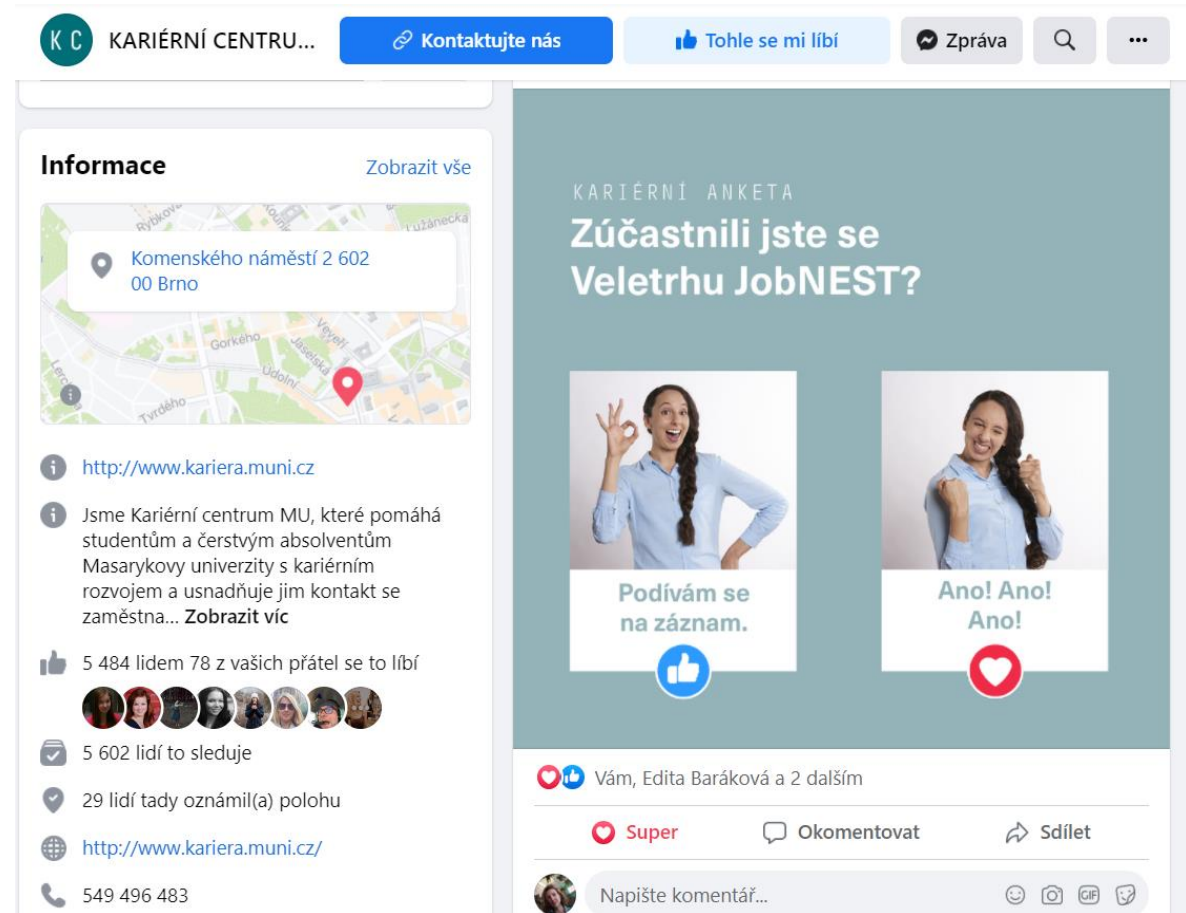
- Job Interviews
- Psychological Testing
- Assessment Centre
- Coaching



1. WHO WE ARE AND WHAT WE DO

EVENTS & MARKETING

- Facebook, Instagram
- Newsletters
- Organization of Events
- Career Magazine



1. WHO WE ARE AND WHAT WE DO

PARTNERSHIP

- Communication with employers
- Implementing their needs into our activities
- Finding new partners and sponsors



2. Cooperation with MUNI Faculties And Its Differences

2. COOPERATION WITH FACULTIES

- Faculty of Arts
- Faculty of Economics and Administration
- Faculty of Education
- Faculty of Informatics
- Faculty of Medicine
- Faculty of Law
- Faculty of Pharmacy
- Faculty of Science
- Faculty of Social Studies
- Faculty of Sports Studies

2. COOPERATION WITH FACULTIES

- Focus of Career centre on all students
- Partnership with the faculty itself
- ECON and FI **vs** other faculties (events, job fairs)

2. COOPERATION WITH FACULTIES

Other faculties:

- Companies (state sector, NGO, ...)
- Cesty absolventa (Graduate's Career Paths)
- IndustryTALK
- JobNEST

2. COOPERATION WITH FACULTIES

Very specific: MED

JobMED



3. Cooperation With Employers

3. COOPERATION WITH EMPLOYERS

FIND YOUR WAY AROUND THE LABOUR MARKET

- Career portal JobCheckIN
- Activities with employers

(Job fairs, workshops, talk shows, panel discussions, ...)

3. COOPERATION WITH EMPLOYERS

Career portal JobCheckIN 1.0

- Launched in 2016
- 400 cooperating companies
- 4 268 offered positions
- Over 10 000 students
- For students and graduates (up to 3 years) free of charge

Nabídka práce

Informace o společnosti

IČ

Název společnosti

Ulice a č. p.

Město PSČ

Stát
Vyberte

Zařadte Vaši společnost do sektoru:

Tato pracovní pozice se zobrazí
10 102
studentům

3. COOPERATION WITH EMPLOYERS

Career portal JobCheckIN 1.0

- 2 variants of profiles:
 - job offer listing
 - database of candidates
- Students and offers are matched
 - based on various criteria
 - (hard/soft skills, areas of interest,...)

part of the offer as shown to a student ->

We offer

INSPIRATION and NETWORK.

Language Requirements

Czech / Slovak — C2 — as an advantage
English — B2 — as an advantage

Soft skills

Problem solving
Efficient communication
Organizational skills
Willingness to learn

Areas of Interest

Economics and Business Finance
Project Management
Education, Leisure Activities and Sport
Law

3. COOPERATION WITH EMPLOYERS

Career portal JobCheckIN 1.0

Offer overview as shown to a student (50% means 50% match = some minor things are different in terms of student's profile and the offer criteria but nothing stops him/her from applying)

Trainee
Hlavní město Praha (Trainee, HPP) — 10.05.2021

Dlouhodobě otevřená

- měkké dovednosti: -
- znalosti a dovednosti: -
- jazyky: 50 %

50%

3. COOPERATION WITH EMPLOYERS

Career portal JobCheckIN 1.0

Offer overview as shown to a student (X means no match = differences between student's profile and the offer criteria stop the student from applying (i.e. different faculty))

Senior Developer

Working remotely is possible (HPP, Zkrácený úvazek) — 17.12.2020

Dlouhodobě otevřená

- měkké dovednosti: -
- znalosti a dovednosti: -
- jazyky: 100 %

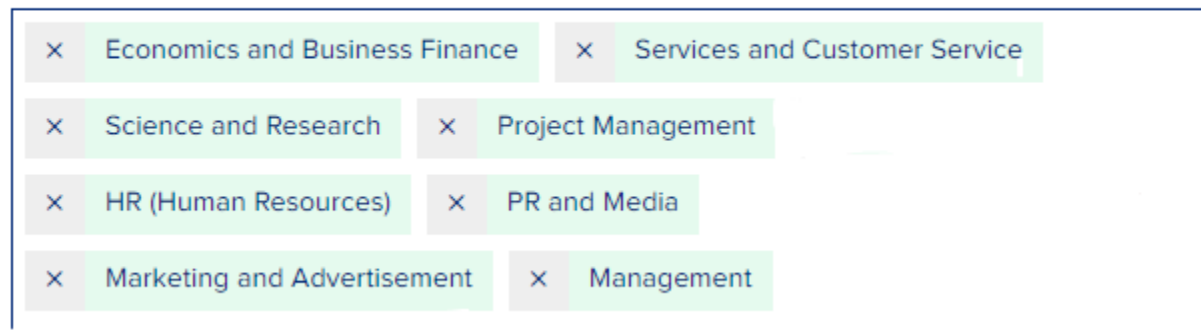


3. COOPERATION WITH EMPLOYERS

Career portal JobCheckIN 1.0

Offer overview as shown to a company while editing the job offer. Based on the areas, employment type, faculty, etc. The number of students is adjusted.

Areas we are interested in



3. COOPERATION WITH EMPLOYERS

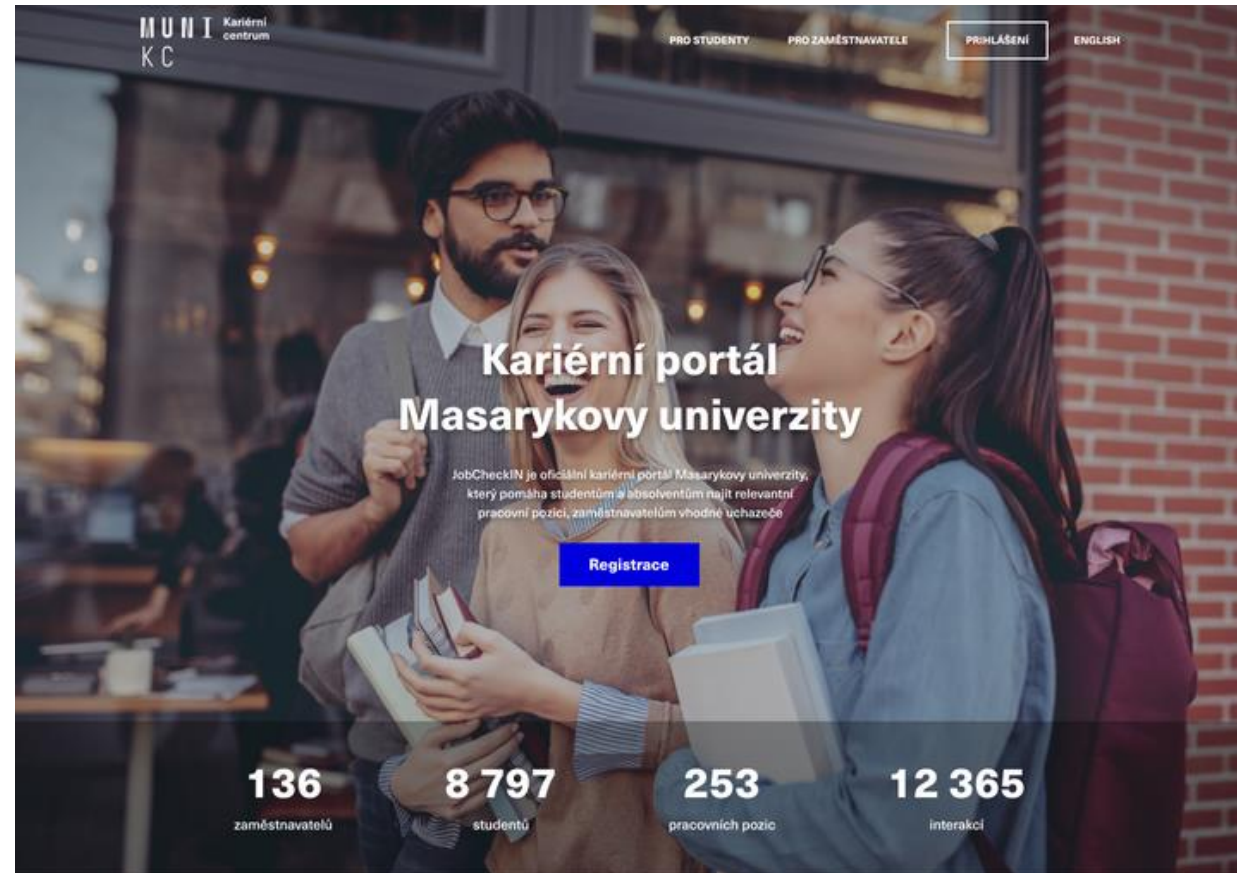
Career portal JobCheckIN pricelist

	BASIC	STANDARD	PREMIUM	JEDNORÁZOVÝ
Prezentační profil společnosti	✓	✓	✓	—
Časově neomezená inzerce pracovních nabídek	✓	✓	✓	1 měsíc
Počet současně aktivních inzerátů zobrazených studentům	2	5	neomezený	1
Vyhledávání v databázi studentů a prohlížení anonymizovaných profilů	—	✓	✓	—
Odkrývání kontaktů v profilech studentů	—	20	60	—

3. COOPERATION WITH EMPLOYERS

JobCheckIN 2.0

- Topics of final thesis
- English version
- Flexible working hours contract
- New graphics and UX design



3. COOPERATION WITH EMPLOYERS

Job Fairs

- JobChallenge
- JobNEST
- JobMED



3. COOPERATION WITH EMPLOYERS

JobChallenge

- 3 universities
- 15th year
- In 2019
 - 2700+ students and graduates
- In 2020 1st online
 - 2500+ registered students and
 - 1160 uploaded CV
- In 2021 2nd online



3. COOPERATION WITH EMPLOYERS

JobNEST Fair before COVID-19



JobNEST Fair during COVID-19



3. COOPERATION WITH EMPLOYERS

Other Events

- Workshops
- TALKshow
- IndustryTALK
- Assessment Centre

3. COOPERATION WITH EMPLOYERS

Industry ShowCase



3. COOPERATION WITH EMPLOYERS

Branding & Partnership

- Newsletters
- Facebook, Instagram
- Career Magazine
- Calendar
- Other Events (JobAcademy, Prvákoviny)

3. COOPERATION WITH EMPLOYERS

Best Services Based on Sales

- JobCheckIN Basic
- Interactive events with students
- Package deals

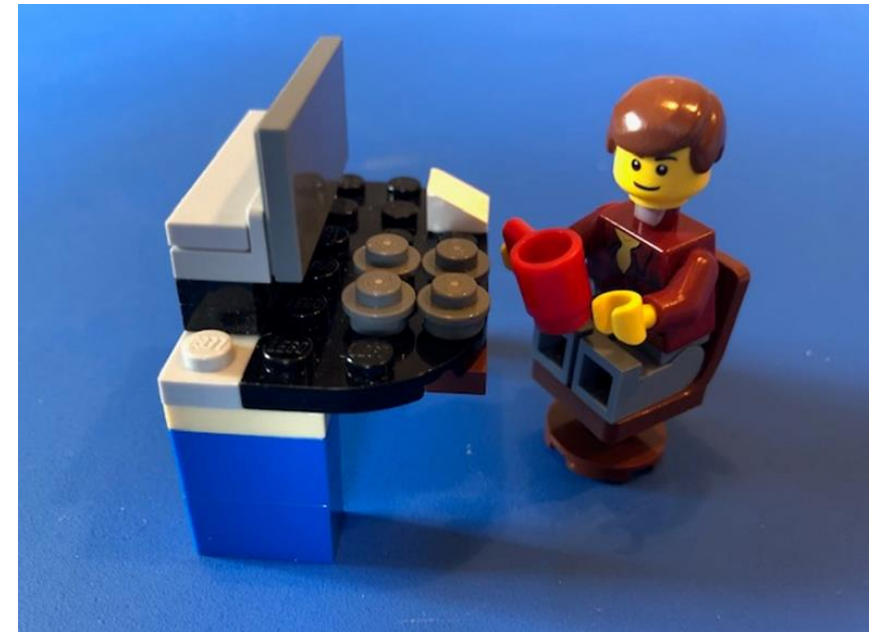
3. COOPERATION WITH EMPLOYERS

Establishing and Building Business Relationships

- Individual
- Eligible for both students and employers

Quality > Quantity

- Rules



4. Cooperation Specifics

State Sector, NGO and Private Sector

4. NGO, STATE AND PRIVATE SECTOR

Differences

- Money
- Organisation culture
- Hiring
- People
- Innovation



4. NGO, STATE AND PRIVATE SECTOR

Activities for NGO and State Sector

- JobNEST
- Discounts & Special offers

4. NGO, STATE AND PRIVATE SECTOR

Establishing Business Relationships with NGO and State Sector

- Focus group about their needs
- Actively reaching out
- Do the work yourself
- In the past (passive) vs now (motivated)

4. NGO, STATE AND PRIVATE SECTOR

Means for Financing NGO and State Sector Activities

- Private Sector Activities
- Sponsors
- Projects



5. Online Tools for Sales (Social Media, CRM)

5. ONLINE TOOLS FOR SALES

Social Media

- Instagram
- Facebook
- LinkedIn

students

Other Tools

- MS Office (Sharepoint, Outlook, Teams, ...)
- CRM – Raynet
- Quanda, Mailchimp, ...

5. ONLINE TOOLS FOR SALES

LinkedIn

– January 2021

First Name *

Last Name *

Job Title *

Phone *

Business Email *

➔ Apply to this Job

➔ Apply for job

PŘIHLASTE SE



Contact us
HR team

MUNI
KC

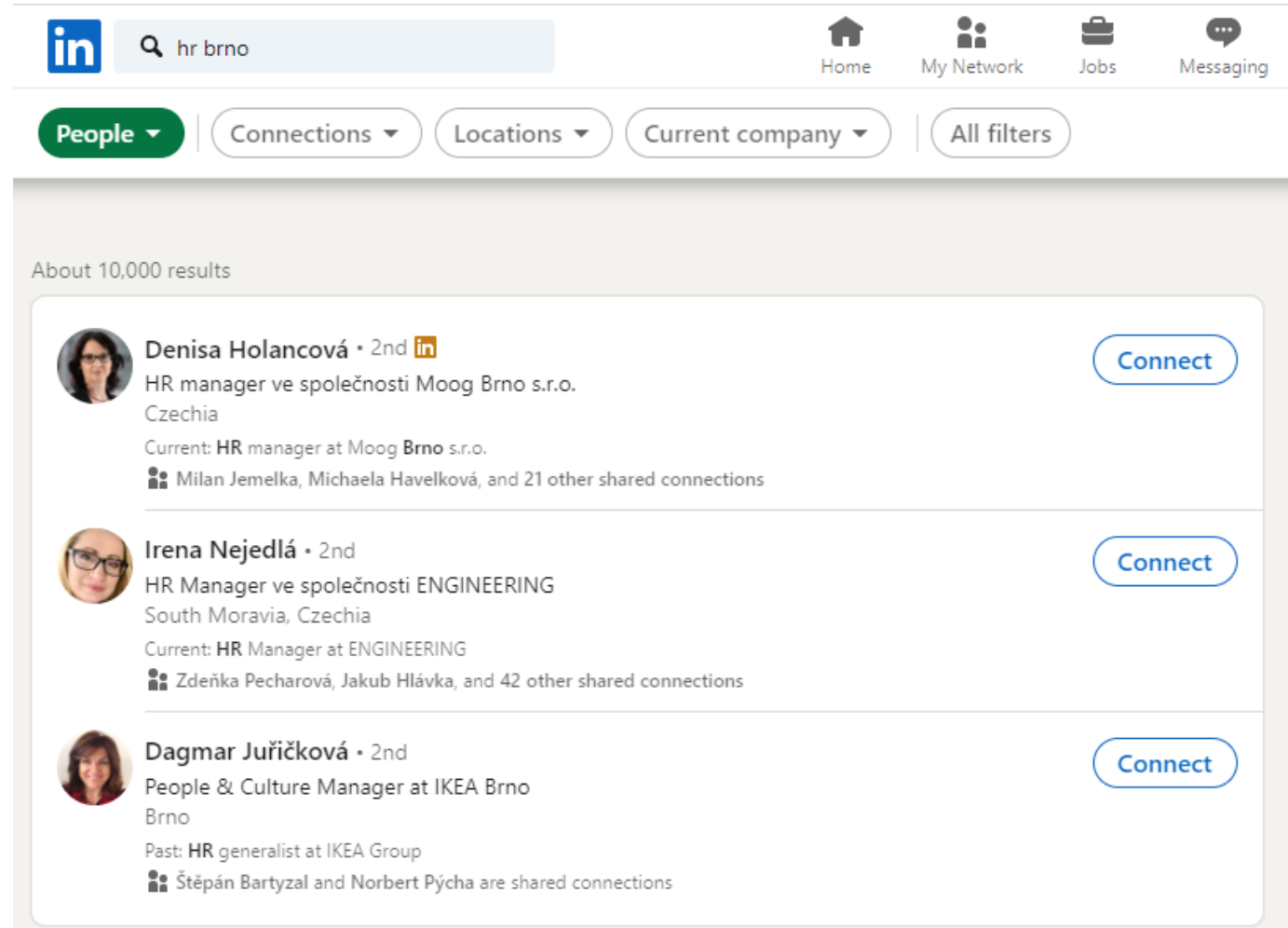
5. ONLINE TOOLS FOR SALES

LinkedIn





- Employees' profiles – networking + contacting
- Career Centre MUNI profile – brand

5. ONLINE TOOLS FOR SALES

LinkedIn



The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the text 'hr brno' and a magnifying glass icon. To the right of the search bar are navigation icons for Home, My Network, Jobs, and Messaging. Below the search bar, there are filter buttons: 'People' (highlighted in green), 'Connections', 'Locations', 'Current company', and 'All filters'. The search results are displayed below the filters, showing 'About 10,000 results'. Three profiles are visible:

- Denisa Holancová** • 2nd 
HR manager ve společnosti Moog Brno s.r.o.
Czechia
Current: HR manager at Moog Brno s.r.o.
 Milan Jemelka, Michaela Havelková, and 21 other shared connections
- Irena Nejedlá** • 2nd
HR Manager ve společnosti ENGINEERING
South Moravia, Czechia
Current: HR Manager at ENGINEERING
 Zdeňka Pecharová, Jakub Hlávka, and 42 other shared connections
- Dagmar Juříčková** • 2nd
People & Culture Manager at IKEA Brno
Brno
Past: HR generalist at IKEA Group
 Štěpán Bartyzal and Norbert Pýcha are shared connections

5. ONLINE TOOLS FOR SALES

MS Office

- Sharepoint – #1 document storage
- Outlook – external and internal communication
- MS Teams – fast internal communication, calls, videoconferences, #1 event platform

5. ONLINE TOOLS FOR SALES

CRM – Raynet

Our Best Client

Základní údaje Další údaje Volitelná pole Historie Diskuze

ZÁKLADNÍ ÚDAJE

Název: Fyzická osoba

Stav: Potenciální ▼ Vztah: Odběratel ▼

Vlastník: Šárka Švihálková ... Kategorie: Firma ▼

Rating: **C** ★☆☆ Zdroj kontaktu: ▼

Obor: ▼

[f](#) [t](#) [in](#) [p](#) [i](#) [S](#) [v](#) [Upravit](#)

KONTAKTNÍ OSOBY [Přidat kontaktní osobu](#)

	Contact Person	2021 JobCheckIN	×
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5. ONLINE TOOLS FOR SALES

Základní údaje

Další údaje

Volitelná pole

Historie

Diskuze

CRM – Raynet

SLUŽBY KC

- Služby KC 2017
- Služby KC 2018
- Služby KC 2018 ss
- Služby KC 2019
- Služby KC 2020
- Služby KC 2021
- Partner KC 2017
- Partner KC 2018
- Partner KC 2019
- Partner KC 2020
- Partner KC 2021
- Industry SC 17
- Industry SC 18
- Industry SC 2019
- Workshop 2017

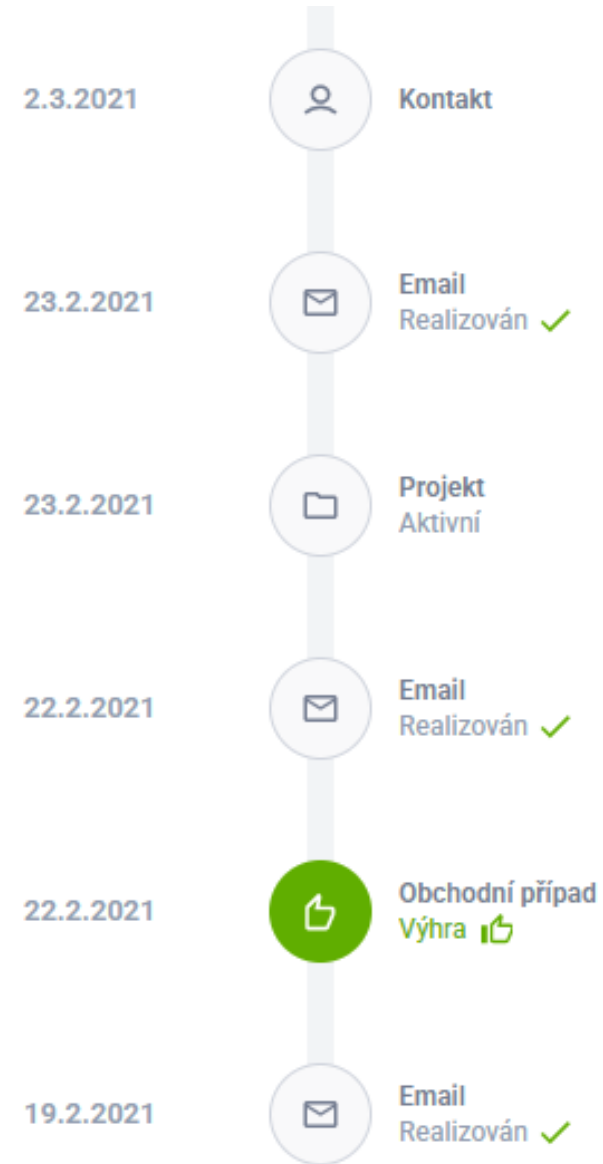
JOBCHALLENGE

- JCH 2014
- JCH 2015
- JCH 2016
- JCH 2017
- JCH 2018
- JCH 2019
- JCH 2020
- JCH 2021
- CHB 2015
- CHB 2016
- JCH Tipy
- Mail odeslán
- Potvrzeno

5. ONLINE TOOLS FOR SALES

CRM – Raynet

– E-mail connected to CRM



5. ONLINE TOOLS FOR SALES

CRM – Raynet

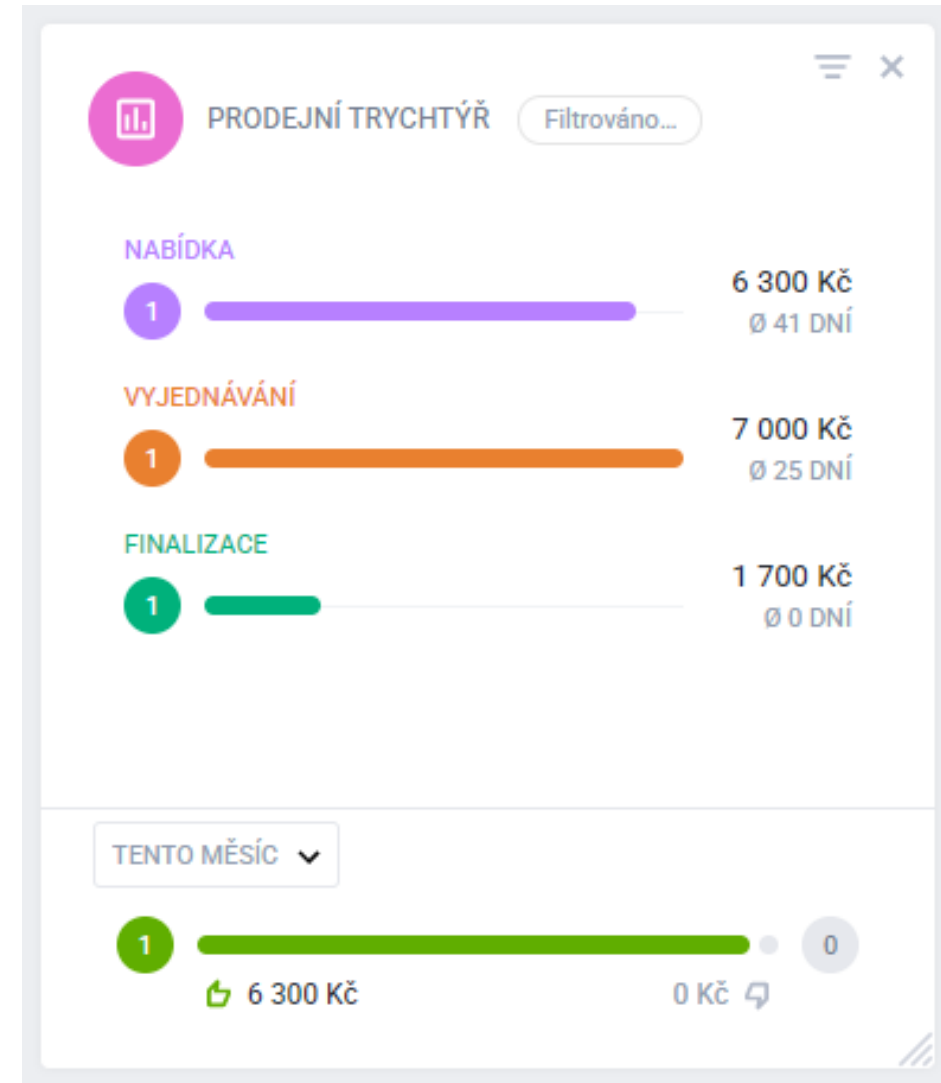
JobCheckIN

The screenshot displays the JobCheckIN CRM interface with the following elements:

- KONEČNÁ CENA:** A text input field containing the value "6 300,00" and a dropdown menu set to "Kč".
- STAV:** A progress bar with four segments, the first three of which are filled with a green color. To the right are two buttons: a thumbs-up icon and a thumbs-down icon.
- SCHŮZKA:** A label positioned above the thumbs-up and thumbs-down buttons.
- PRAVDĚPODOBNOST:** A horizontal slider bar with a white circular handle, currently positioned at the 75% mark.
- KATEGORIE:** A dropdown menu showing the selected category "JCI Aktiv" with a small orange square icon to its left.



5. ONLINE TOOLS FOR SALES














CRM – Raynet



5. ONLINE TOOLS FOR SALES

CRM – Raynet

Hledat...  Stav ▾ Vztah ▾ Rating ▾ další filtry 

NÁZEV/JMÉNO ▲	STAV	KATEGORIE	VLASTNÍK
AAA AUTO PRAHA s.r.o.	Potenciální	Firma	 Šárka Švihálková
Aalborg university	Potenciální	Kariérní centrum/VŠ	 Diana Huslíková_A
Aarhus University Career	Potenciální	Kariérní centrum/VŠ	 Diana Huslíková_A
A-AUDIT s.r.o.	Aktuální	Firma	 Jaroslav Sýkora_A
Abaffy Design	Potenciální	Firma	 Markéta Venyšová
ABBAS, a.s.	Potenciální	Firma	 Markéta Venyšová
Abbott Laboratories, s.r.o.	Odložený	Firma	 Šárka Švihálková
ABB s.r.o.	Aktuální	Firma	 Jaroslav Sýkora_A
AbbVie s.r.o.	Potenciální	Firma	 Markéta Venyšová
abcabc	Potenciální	Firma	 Poradenství KC
ABC ADVERTISING s.r.o. (dříve AJOB Práce...	Potenciální	Firma	 Markéta Venyšová
Abcona	Aktuální	Zahraniční firma	 Jaroslav Sýkora_A
ABC o.p.s.	Potenciální	NNO	 Diana Huslíková_A

5. ONLINE TOOLS FOR SALES

Quanda, Mailchimp, or Your University's Tools

- E-mail marketing
- Including analysis, campaign designs, ...
 - + can be connected to your CRM

5. ONLINE TOOLS FOR SALES

Quanda, Mailchimp, ...

MUNI Kariérní
centrum
KC

Vážení zaměstnavatelé a partneři Kariérního centra,

díky Vám se v loňském roce podařilo otevřít **651 nových pozic** v portálu pracovních příležitostí [JobCheckIN](#) pro studenty a absolventy Masarykovy univerzity, uspořádat Prvákoviny online nebo například v rekordním čase přesunout [Veletrh JobChallenge](#) z prostor Tržnice Brno do online prostředí.

Děkujeme Vám a těšíme se, nad jakými společnými projekty se v roce 2021 potkáme.

👉 Sledujte nás pro čerstvé zprávy 👈

Přihlaste se zdarma na ukázkové assessment centrum

Hledáte novou formu efektivního výběrového řízení pro vaši společnost a uvažujete o metodě assessment centra (AC)? Nebo vás zajímá, jak může vypadat **virtuální AC**? Využijte příležitost a přihlaste se jako pozorovatelé AC se studenty a pod taktovkou poradců z Kariérního centra MU.

Počet míst je limitován.

Zajistěte si své na zamestnavatel@kariera.muni.cz.

6. COVID-19 Impact

6. COVID-19 IMPACT



Before

- Visiting companies F2F
- Events:
 - Industry Showcase
 - Prvákoviny
 - JobChallenge
 - Workshops

Now

- MS Teams, Zoom, Google Meet
- ONLINE Events:
 - IndustryTALK
 - JobAcademy
 - Workshops
 - TALKshows
 - Courses

6. COVID-19 IMPACT

- Brand new Partnership team vs working from home
- Sales results vs diversity in the labor market
- Covid situations in the Czech
- Different perspective of jobs?



7. Questions

THANK YOU FOR YOUR ATTENTION



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LET'S STAY IN TOUCH!



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