

# Compendium of Tools for Labour Market Assessments and Analysis “How to” Examples

Kevin Hempel | Prospera Consulting  
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# LMA approaches covered in more detail in our Guide

Labour market as a whole

Integrated employment diagnostic

Specific labour market dimensions of interest

Sector or VC selection

Sector or VC analysis

Local market opportunity assessment

Target-group assessment

Assessment of working conditions

Process-specific LMA

Participatory labour market assessment

LMA by source of information

Enterprise survey

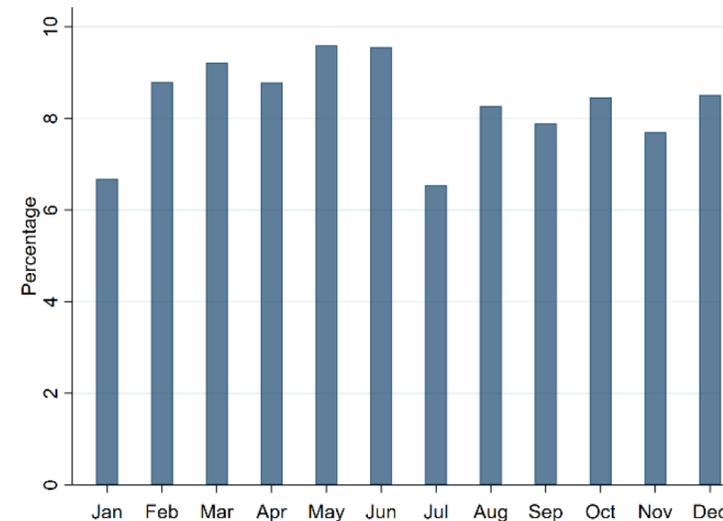
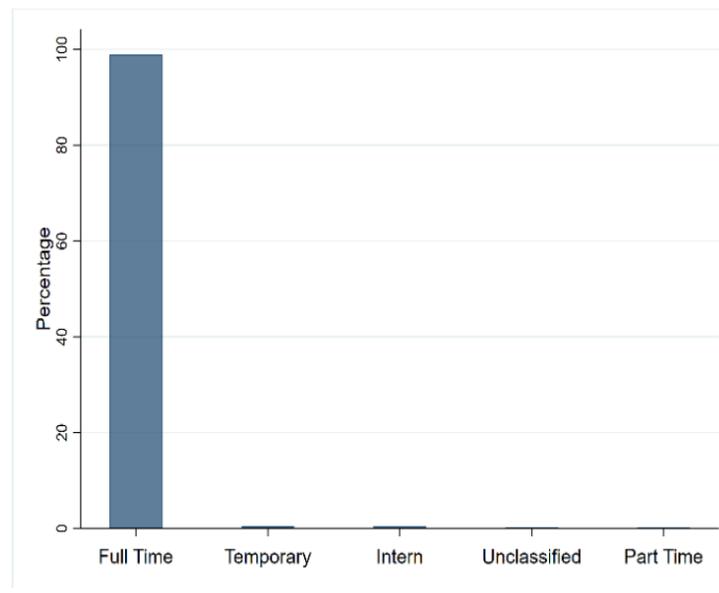
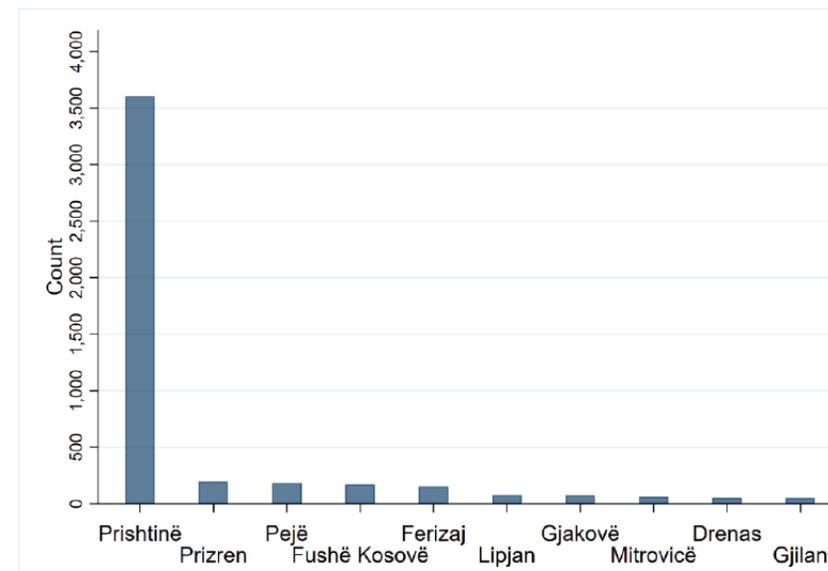
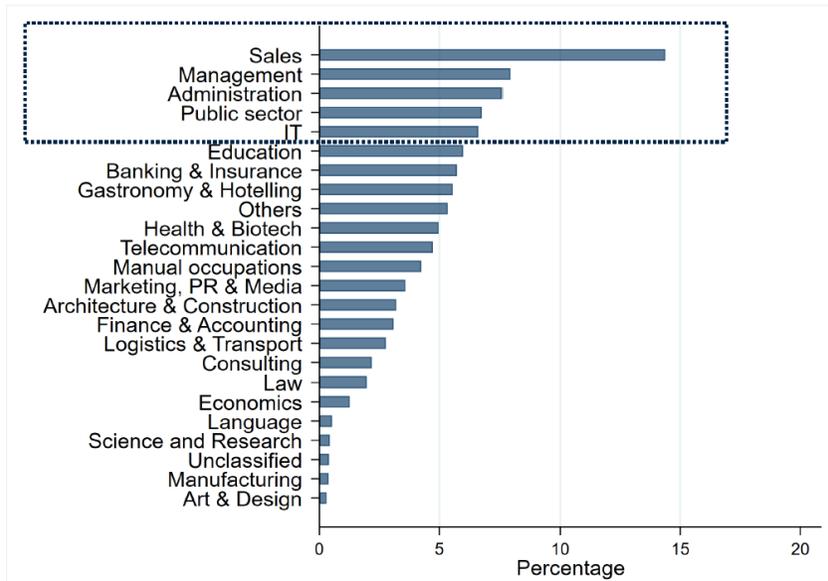
Tracer survey

Job vacancy analysis

# Agenda

- Job Vacancy Analysis
- Target Group Assessment

# Illustrative Findings from Job Vacancy Analysis in Kosovo (2018) – Job characteristics



# Illustrative Findings from Job Vacancy Analysis in Kosovo (2018) – Skills needs

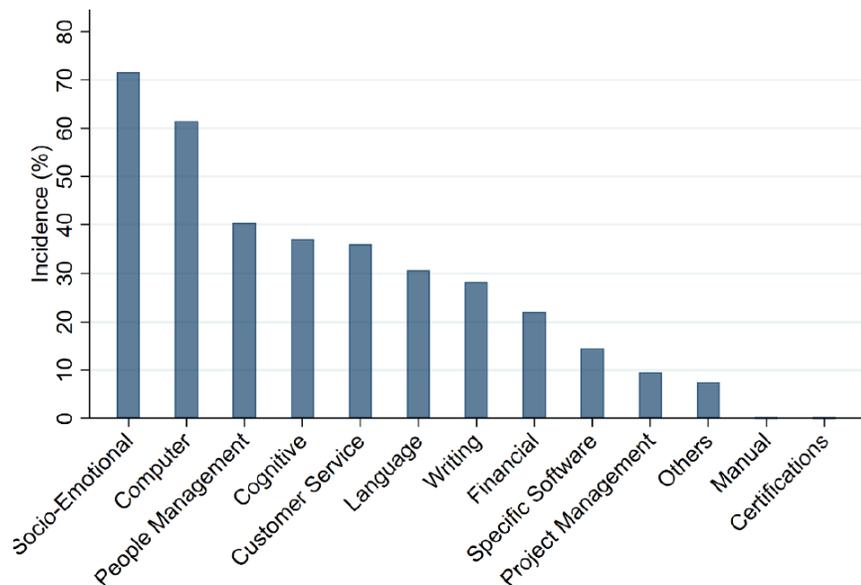


Figure 7: Education fields for jobs in Administration

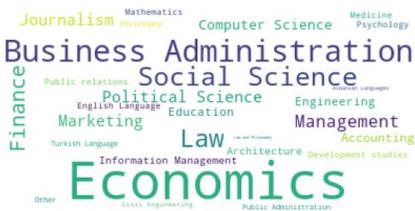


Figure 9 Education fields for jobs in Management



Figure 8: Education fields for jobs in IT



Figure 10: Education fields for jobs in the Public Sector

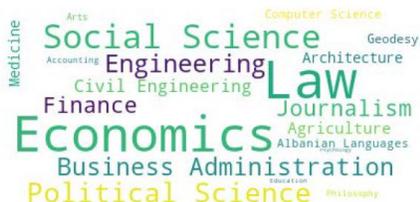


Figure 15: Top 5 skills in most covered industries

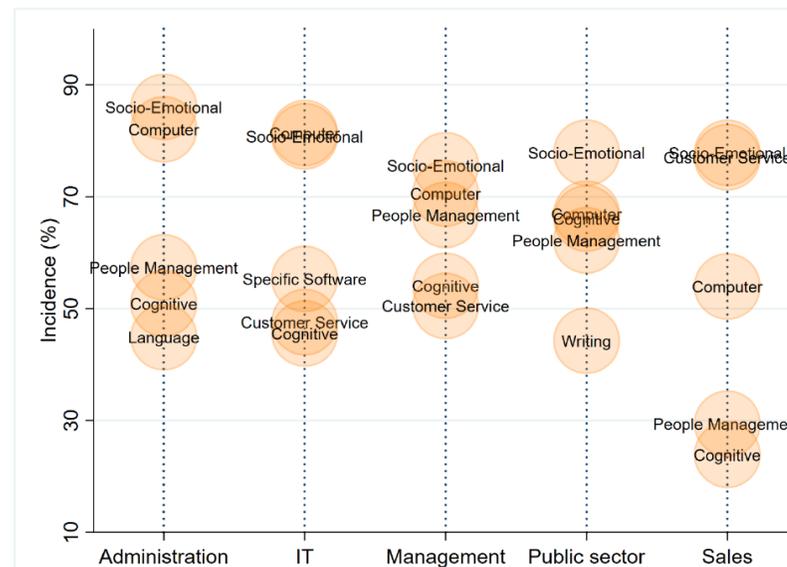


Figure 11: Skills demand for jobs in Administration



Figure 13: Skills demand for jobs in Management



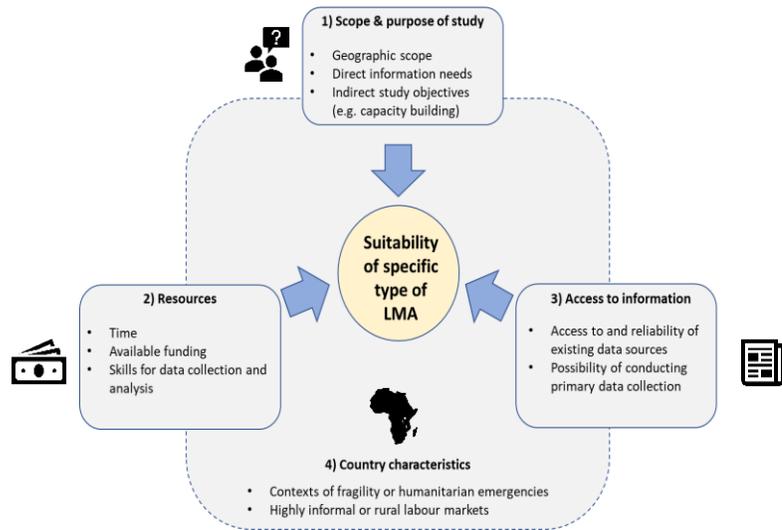
Figure 12: Skills demand for jobs in IT



Figure 14: Skills demand for jobs in the Public Sector



# Context requirements (feasibility)



- **Data availability:** At least one good data source with a significant number of job vacancies that can provide a meaningful picture of (part of) the labour market.

- National Public Employment Agency
- Online job portals (e.g. Indeed.com, Monster.com, etc.)
- Social media and networking platforms with recruitment functions (e.g. LinkedIn)
- Private job intermediation providers (e.g. temporary work agencies)
- Newspaper sites

- **Enough time:** Unless the data is readily available (e.g. based on previous engagement with relevant provider or agency), accessing job vacancy data can take several months before it can be analysed.

- **Sufficiently formal labour market:** Critical mass of formal employers and recruitment is required (informal employers are unlikely to use formal recruitment channels through employment agencies or job portals )

# Defining the scope of analysis

- **Depth of vacancy analysis:**
  - Minimum: Conduct descriptive analysis of job posting characteristics (e.g. by sector, city, etc.).
  - Useful: Additional analysis of skills needs based on available job descriptions can be done but requires more time.
  - Optional: Analysis on job seeker characteristics and behaviour (e.g. based on CV data, how often and to which jobs they apply, etc.).
- **Duration of analysis:**
  - At least one calendar year of data (to avoid seasonality effects).
  - If data availability allows, the analysis can also cover several years (ability to look at trends).

# Main steps and level of effort



- **Benchmark/prioritize providers** and platforms according to their (i) coverage, and (ii) quality of job vacancy data
- Often desirable to get data from different sources (e.g. major online job portal and National Employment Agency)

- **Option 1: Formal agreement** with the respective operator or agency (may be subject to purchasing the data)
- **Option 2: Web-scraping** (technique to extract specific data fields from a website)

*Over period of weeks or months*

- **Cleaning:** e.g. organize and harmonize the data, including completing and correctly classifying the information as needed
- **De-duplication:** e.g. employers advertising the same job posting on several portals, or reposting the same job ad several times

- **Descriptive analysis of job posting characteristics** (e.g. frequency and distribution of job postings by sector, occupation, city, etc.)
- **Text analysis of skills needs** (i.e. analysis of the job descriptions through key word search for skills and competencies required by employers)

- **Validate findings** with key stakeholders (including explanation for surprising findings)
- **Engage key audiences** on implications of analysis (e.g. changes to curriculum)

*Approx. expert days*

5

5-10

10-20

*5-10 (descriptive)  
20-25 (text analysis)*

< 5

<b>Total: 25-70 days</b>
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# Skills requirements

## Lead staff/consultant(s)

- Master or PhD in Economics or a related field
- Strong background in statistics / econometrics
- Experience with labour market analysis
- Demonstrated experience with processing of big data sets (e.g. cleaning, harmonization, etc.)
- Strong familiarity with statistical software package (e.g. STATA, SPSS, R, SAS)
- Experience with relevant programming languages (e.g. Python, Java, C++)
- Experience with web scraping (as needed)
- Experience with machine learning tools (as needed)

## Local staff/consultant (for text analysis)

- University degree in Economics or Social Sciences
- Good knowledge of the local labour market, ideally with at least one year of proven work experience in a development-related context
- Excellent command of English and local language in written and spoken form
- Proficiency in Microsoft Office (Excel, Word, PowerPoint)
- Strong analytical skills and prior experience with data-driven work
- Basic knowledge in programming is a plus

# Agenda

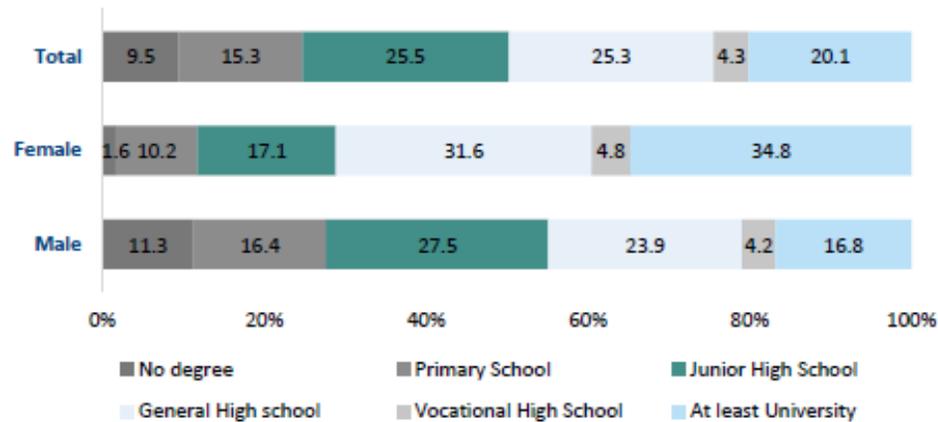
- Job Vacancy Analysis

- Target Group Assessment

# Illustrative Findings from Labour Market Assessment on Syrian Youth in Istanbul

## Profile and employment situation

FIGURE 3: EDUCATIONAL ATTAINMENT OF YOUNG SYRIANS, BY GENDER



## Vacancies

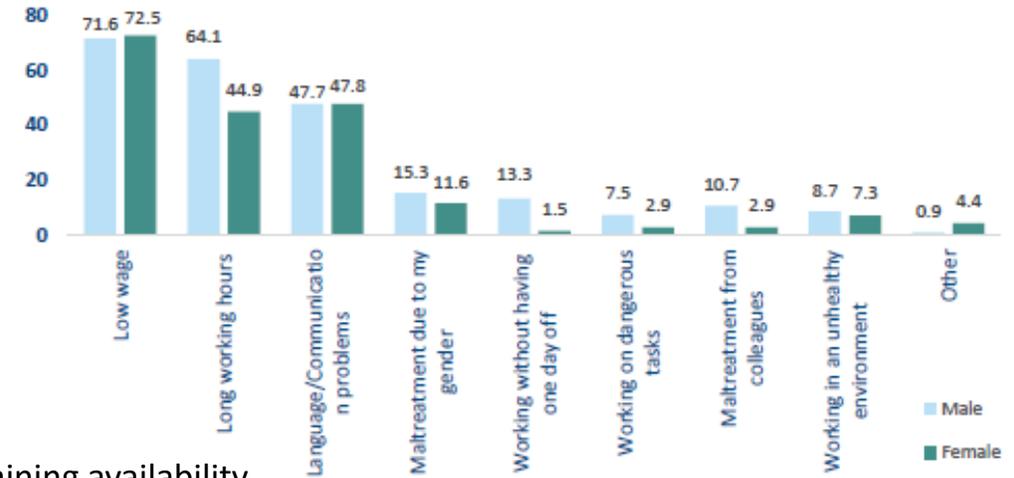
TABLE 14: THE NUMBER OF HARD-TO-FILL POSITIONS IN ISTANBUL, 2016

	NUMBER OF HARD-TO-FILL POSITIONS
Machine operator: sewing ( <i>Makineci, dikiş</i> )	2,058
Sales demonstrator, consultant, representative ( <i>Satış danışmanı</i> )	1,836
Security personnel	1,826
Waiter/waitress ( <i>garson, servis elemanı</i> )	814
Cleaner ( <i>temizlik görevlisi</i> )	788
Handyperson ( <i>beden işçisi (genel)</i> )	719
Sales representative ( <i>pazarlamacı</i> )	689
Handler, material: textile ( <i>ortacı, ayakkı- tekstil</i> )	660
Handyperson loading/unloading ( <i>beden işçisi - taşıma, yükleme, boşaltma</i> )	642
Call center customer representative	567
Other	22,981
Istanbul	33,580

Source: IPA, 2016

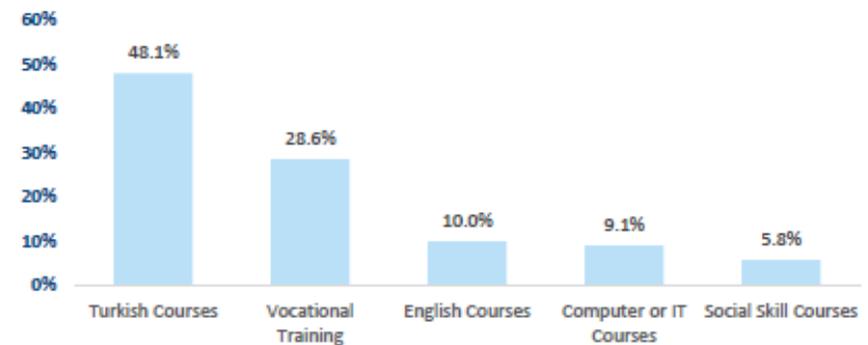
## Working conditions

FIGURE 7: DIFFICULTIES FACED BY YOUNG SYRIAN EMPLOYEES WHILE WORKING IN TURKEY



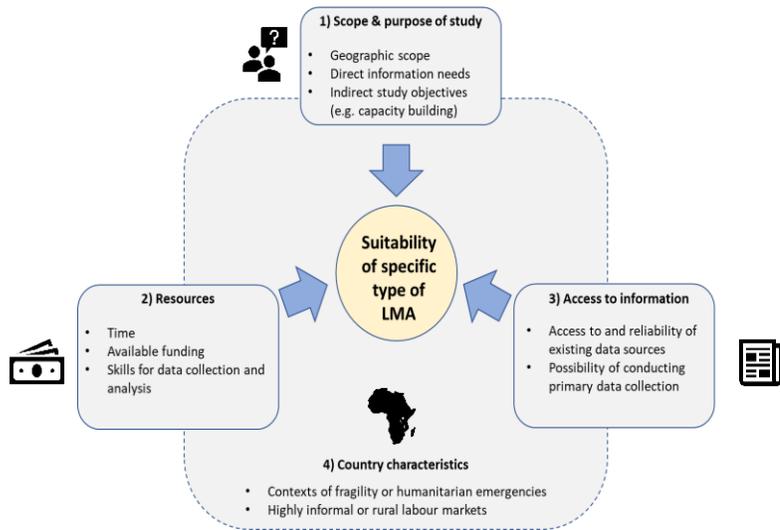
## Training availability

FIGURE 26: COURSE PARTICIPATION OF YOUNG SYRIANS



Source: IYF Labor Market Assessment Survey, 2017

# Context requirements (feasibility)



- **Enough time and funding:** While rapid qualitative analysis and desk research might be possible as part of project preparation, a thorough target group assessment (including collection and/or analysis of quantitative data) is typically more realistic after the project has been approved (dedicated resources in project proposal).
- **Access to the target group:** To collect primary data (qualitative and quantitative), access to members of the target group and other key informants is crucial. Particularly vulnerable populations, such as young women and refugees, may be difficult to reach (e.g. social norms, geographic spread, lack of trust).
- **Access to up-to-date administrative records (optional):** Detailed administrative data can be used to understand the target group's employment barriers and opportunities without having to carry out a full-scale target group survey (typically more costly).

# Defining the scope of analysis

- **Definition of the target group:** The target group should be clearly defined and narrowed down if possible (e.g. youth (18-24) or (15-29); refugee population and/or refugee host community).
- **Depth of information:**
  - Basic: Build a basic target group profile, using secondary data on the target group's employment outcomes and simple qualitative tools (e.g. interviews, focus groups).
  - More comprehensive: Understand underlying barriers and opportunities affecting the target group's access to the labour market (at macro, meso, micro-level)
- **Extent of data collection:** Should be based on the depth of information required and the available resources.
  - Quantitative tools (such as target group surveys and employer surveys) can provide rigorous data on the target group barriers and opportunities, though they are resource intensive.
  - Qualitative data (obtained through e.g. key informant interviews, focus group discussions) provide additional nuance through personal stories and statements.
- **Geographic scope:** Target group assessment is typically conducted at the sub-national level (regional or municipal), as programmes tend to be implemented in a specific region or city

# Main steps and level of effort



- **Desk review:** Initial scoping of existing literature focusing on the target group
- **Respondent selection:** Identify stakeholders to be interviewed (qualitative methods) and/or feasible sampling strategy and an appropriate sample size (survey)

- **Design of survey questionnaires**
- **Development of guidelines** for semi-structured interviews with key informants or focus group discussions

- **Training** of enumerators
- **Piloting** of questionnaires
- **Quantitative data collection** (potentially with research / survey firm)
- **Qualitative data collection**

- **Analysis** of secondary data, and primary quantitative and qualitative information collected
- **Drafting of report**

- **Validate findings** with key stakeholders
- **Finalize study**
- **Engage key audiences** on implications of analysis

*Approx.  
expert  
days*

10-20

5-10

5-20

5-15

5

<p><b>Total: 30-70 days</b></p>
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# Skills requirements

Lead staff/consultant(s)	Local staff/consultant
<ul style="list-style-type: none"><li>• Master or PhD in Economics or a related field</li><li>• Significant work experience in the area of employment promotion for vulnerable groups</li><li>• Good understanding of the target group of interest</li><li>• Demonstrated expertise in qualitative and/or quantitative data analysis (according to the needs of the assignment)</li><li>• Sensitivity and communication skills</li><li>• Prior work experience in the country/region</li><li>• Language skills (as needed, e.g. English, French, local languages)</li></ul>	<ul style="list-style-type: none"><li>• Higher education degree</li><li>• Previous experience of working with the target group of interest</li><li>• Good knowledge of and access to local stakeholders/ community</li><li>• Demonstrated expertise in qualitative data collection and analysis (experience with quantitative data collection preferred)</li><li>• Excellent facilitation skills</li><li>• Proficiency in target group language/dialect (as needed)</li></ul>

In addition, quantitative data collection may require a professional survey firm.

Thank you

## Additional information: Job Vacancy Analysis in Kosovo (World Bank)

### Process

- Data was purchased from one of Kosovo's main online job portals (data covered 4 biggest portals)
- Analysis conducted by international consultant (PhD student) and local consultant (support to text analysis)
- Overall process of approximately 6 months

### Challenges

- No access to data of National Public Employment Agency (limits representativeness of findings)
- Complicated data cleaning and deduplication (subsequent efforts for data harmonization across providers)

# Additional information: Labour Market Assessment on Syrian Youth in Istanbul (IYF)

## Process

- Desk research: relevant literature and data from public and private organisations (e.g. Turkish Statistical Institute, Turkish Labour Agency, job portals, Istanbul Chamber of Commerce).
- Face-to-face survey of more than 1,000 young Syrians aged 18-29
  - human capital (education, language skills, vocational training),
  - work and residence permits,
  - labor market status,
  - employment (wages, hours, commute, etc.),
  - previous job experience,
  - unemployment (job search, duration, etc),
  - ideal working conditions
- In-depth interviews with key stakeholders (incl. businesses)

## Challenges

- Lack of administrative records to determine the total population of Syrian refugees in Istanbul: random sampling was not possible.
- The respondents were more likely to be unemployed than employed due to their availability during work hours.
- Particularly challenging to interview young women. Deployed women-only survey teams as a response.