Singapore's Public Employment Services (PES) Portal

Introduction:

Provision of employment services is integral to creating access and a match in the labour market. Digital channels especially contribute to enhancing the delivery of Public Employment Services (PES). Providing online registration, online listing of vacancies and guidance, career content that is relevant to different industries and sectors can help jobseekers develop skills and approach that facilitate job matching.

MyCareersFuture, an online public employment services portal of Singapore offers.

Intervention:

The portal features options for searching and posting jobs like any job search portal. In addition, the portal has the following features for assisting the job seekers and employers and facilitation of improved job matching:

- Industry insights
- Podcasts on various career and job-related aspects
- Advertisement of upcoming career events
- Career coaching material

The portal relies on design thinking and behaviour insights for improving job matching. The portal uses machine learning and text analysis to identify key skills from job ads and displays the percentage score of the skills match between a job seeker and a job, to guide job seekers' training efforts. It also shows job seekers adjacent jobs that require similar skills that they may have not considered.

Impact/ Learning:

Providing effective labour market information and enriched content on the National Career Services (NCS) Portal can help the jobseekers, especially freshers, build a better understanding and develop skills that are desirable in the job market.

Source: IFC, Gender Smart Business Solutions, Strengthening women farmers in DCM Shriram's Sugarcane Value Chain, May 2019