



Liaison / NES

# Private Companies / Public Service Jobs



What is the liaison synergy between Manpower and the National Employment Service (NES) in Mexico?



# Alliances:

## – Interface

[www.empleo.gob.mx](http://www.empleo.gob.mx)

which publishes and updates the Manpower vacancies following this approach: user service / job search / search in other online job boards

The screenshot shows the user interface of the Mexican National Employment Portal. At the top, there are logos for 'SE' (Secretaría del Trabajo y Previsión Social), 'Vivir Mejor', and 'GOBIERNO FEDERAL STPS'. The main navigation bar includes 'BUSCO EMPLEO', 'OFREZCO EMPLEO', 'OPCIONES DE CAPACITACIÓN', '¿QUÉ ME CONVIENE ESTUDIAR?', 'ASESORÍA PARA EL TRABAJO', and 'ESTADÍSTICAS DEL MERCADO LABORAL'. A sidebar on the left under 'ATENCIÓN AL USUARIO' provides various services and search filters. The main content area features a search bar and a list of search options, with a prompt to 'SELECCIONA LA OPCIÓN DE BÚSQUEDA QUE SEA DE TU INTERÉS'.

- Manpower TDC Scholarships, all information at: [www.empleo.gob.mx](http://www.empleo.gob.mx) following this path: training options / Manpower TDC Scholarships.

The screenshot shows the website interface for Manpower TDC. At the top, there are logos for 'SENE' (Servicio Nacional de Empleo), 'Vivir Mejor', and 'GOBIERNO FEDERAL STPS'. The date 'Jueves 3 de marzo de 2011' is displayed. The navigation menu includes 'BUSCO EMPLEO', 'OFREZCO EMPLEO', 'OPCIONES DE CAPACITACIÓN', '¿QUÉ ME CONVIENE ESTUDIAR?', 'ASESORÍA PARA EL TRABAJO', and 'ESTADÍSTICAS DEL MERCADO LABORAL'. The main content area is titled 'Inicio -> Opciones de Capacitación -> Becas Manpower TDC'. It features a sidebar with 'ATENCIÓN AL USUARIO' and 'OPCIONES DE CAPACITACIÓN' sections. The 'OPCIONES DE CAPACITACIÓN' section lists: 'Becas a la capacitación del Servicio Nacional de Empleo', 'Cursos de formación para el trabajo de la SEP', 'Becas Manpower TDC', and 'Crédito FONACOT para la capacitación y formación educativa'. The main content area includes a 'Recomienda a un amigo' button, a 'Becas Manpower TDC' heading, the Manpower logo, and the STPS logo. Below this, there is a paragraph in Spanish: 'El Servicio Nacional de Empleo a través de su nuevo portal y Fundación Manpower te ofrecen la posibilidad de adquirir y desarrollar nuevos conocimientos y habilidades laborales por medio del Manpower Training and Development Center. Manpower Training and Development Center, otorga becas trimestrales para más de 1,800 cursos en línea, en 15 diferentes idiomas, 200 de ellos en español y enfocados en áreas de Negocios, Informática y Tecnologías de la Información. Algunos de estos cursos son: Office 2007, Six Sigma, Ventas, Atención al cliente, Mercadotecnia, SAP y Contabilidad. Para acceder a los cursos, por favor sigue estos sencillos pasos: 1.- Descarga el Convenio de Confidencialidad 2.- Llénalo y envíalo al correo electrónico: [skillware@manpower.com.mx](mailto:skillware@manpower.com.mx). 3.- Recibirás un e-mail con tu nombre de usuario y contraseña para acceder.' At the bottom, there are links for 'ACERCA DE', 'POLÍTICAS Y CONDICIONES DE USO', and 'CONTACTO', along with 'Regresar' and 'Subir' buttons. The footer contains the address: 'Periférico Sur No. 4271, Col. Fuentes del Pedregal, Tlalpan 14148, México, D.F. Teléfono 01-800-841-20-20'.

# Strategies MLSP / Manpower

\* Exchange meetings with the State Employment Service and Municipal are conducted in person, work is a development to be carried out virtually.

\* Program  
CONCERTADORES: specific personal National Employment Service that promotes vacancies and is dedicated to attracting candidates with the required profile in the field.

\* "THE DAY OF MANPOWER RECRUITMENT, with prior distribution in Employment Services and Services delegational.





# Strengths and weaknesses of the liaison between a private provider and employment public services

## Fortalezas

- Approach to job offers Institutions
- Knowledge of the profiles of peak demand in the locality
- Specialized's detection profile
- Strategic Labor Market Information
- Provide information to reduction in the growing talent shortage
- We offer local Labour



# Strengths



- Massive recruitment opportunity in Job Fairs
- Reducing time and costs of recruitment and selection
- Recruitment of potential candidates for each of the vacancies we have
- Nationwide Coverage



# Recommendations to enhance and improve this liaison

- Establish a master plan with the different actors of the process (Municipalities, Schools, Entrepreneurs, Candidates)
- Establish agreements to collaborate in a Local, State and Federal level.
- Approach different Organizations that can contribute with Resources



# Recommendations to enhance and improve this liaison

- Identify local enterprises
- Count on a mapping of the population that receive PES
- Partnerships with some academic institutions
- Partnerships or agreements with local enterprises for :
  - Evaluations
  - Training
  - Conferences
  - Job offers



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