Vodafone
Future jobs Finder

The world's largest programme to help youths find work and gain skills for the digital economy
Youth Ambition with Digital Skills tool

Through our digital skills programmes we will reach 65 million 15-24 year olds, helping 5 million by 2025.

Reaching 65m 15-24 year olds

Helping 10 MIO to find work and gain skills for the digital economy between now and 2025.

NOTES
Both target would rise by 90m and 7m respectively with the inclusion of India.
Global society context

Youth* Skills and Jobs

- 71 million young people unemployed worldwide and 156 million young workers living in poverty
- 14% youth unemployment (emerging economies) 20% youth unemployment (Europe)
- 800k digital tech jobs will remain unfilled in 2020 despite high unemployment.
- 65% of students entering school today will have jobs that do not yet exist

Business context

Marketplace and Internal

- Youth population in Vodafone markets is over 320 million
- Brand Consideration and market share: 9 markets lead in brand consideration or NPS.
- Attracting youth has positive impact on key metrics, eg higher than average ARPU, high influence consumers
- Vodafone is not included as one of the top 100 global youth employers
How the tool works?

Access Point
Social + Lavora con noi + pagina Shake

Test
Psychometric test
Interests mapping
Logic test

Jobs
Partnership with Indeed

Digital Training
International and local partner
Exclusive contents for winners

futurejobsfinder.vodafone.com/
5 reasons to use FJF

1. **Simplify searching for digital jobs** – roles are clustered into groups based on your abilities

2. **Online Learning** – enhance your digital skills via online learning

3. **Psychometric tests** – practice real life assessments in a safe environment

4. **Digital CV** – key strengths outlined which can be included on your CV

5. **Get inspired** – a youth portal including internal/external articles on work, top-tips to get ahead etc
Employer branding events
We started to work with school with Scuola Zoo

Special Scuola ZOO representatives show students the platform and talk about future during pep assembly

We send the test the day before the assembly and during it we ask students to discuss about their future.

10K young touched
Seminars & In-company visits

April 9th - 11th

The main goal is to bring the students the Vodafone’s reality and go deeper into different Digital roles such as Service Design and Marketing digital.

220 young touched

We introduce the tool with the different assets of the What will you be campaign (ex. Video).
STEMA in the city - Vodafone Future Jobs Finder

A dedicated two days event in order to bring young people to the digital jobs and try to orient them using the Vodafone Future Jobs Finder Platform.

- Set up some totem with tablets where youths can try the platform and take the tests.
- Distribute *What will you be t-shirts* in order to create a “Spread the word effect”

70 young touched
STEMA in the city- TOBi HackDay

A TOBI HackDay in order to work on Produce a vocal prototype using SSML standards

We introduce the tool with the different assets of the *What will you be* campaign (ex. Video)

60 young touched
An event in order to teach coding, empower women in the STEM sector and increase the digital skillset of 20 young girls member's of Vodafone's employees from 14 to 18 years old.

We introduce the tool with the different assets of the *What will you be* campaign (ex. Video)
Candidates engagement

To engage the candidates during the recruiting day we send SMS as icebreaker asking them to complete the FJF test while they are waiting to start.

We introduce the tool with the different assets of the *What will you be* campaign (ex. Video).

More than 80 young monthly.
Big Data Contests

Contests launched to students interested in the Big Data topics from Politecnico di Milano and Bocconi

We introduce the tool with the different assets of the *What will you be* campaign (ex. Video)

260 young touched
"3 Days of School—Smart and Educational Day" [link](http://www.cittadellascienza.it/3giorniperlascuola/), focused on STEAM field in Naples. The initiative is addressed to teachers and students of all schools and grades. In this occasion they had the possibility to meet and debate with Institutions, experts and associative and professional research realities.

**Our commitment**

explain what we do for young students and the study of STEM subjects is important for future job through speeches and workshops

**3 main actions we presented**

1. Future Jobs Finder
2. Code like a Girl
3. Alternanza Scuola-Lavoro

**15,000 participants**

3,000 students
10,000 teachers
300 speakers
250 exhibitors

October 10th - 11th-12th
STEM & Humanities High Schools - FJF workshop

University guidance to high school students interested in the STEM field

Liceo Enrico Fermi (Bologna)

500 High School students touched

November 9th and 27th