

Making public employment attractive

- Recruitment is one of the greatest challenges for public employers
- Due to demographic trends recruitment has been a well defined and discussed issue for a number of years – but is now a reality for employers
- Recruitment and life-long learning have been put into focus by several actors and in different reform programmes, in Denmark e.g.
 - Agreement on future prosperity and welfare and investments in the future
 - Quality- and service reform
 - Social partners agreements

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How do we recruit the younger generation to the public sector?

- We launch specific recruitment initiatives and aim at “catching” the young persons on their way to the labour market
- We enhance the image of the public sector and communicate the attractiveness of public sector employment, e.g.
 - variety of tasks and job possibilities
 - interesting job content
 - good career possibilities (horizontal and vertical)
 - good and flexible terms of employment
 - importance of providing quality service to citizens and enterprises
 - meaningful contributions to society

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Measures to enhance the image of the public sector

- Preserve and promote organisations as attractive workplaces
- Tell the story of the contented public employee
 - make public employees *ambassadors* for their work places
- Put focus on innovation, effectiveness, modernisation processes and flexibility
- Support excellent and professional management
 - Code for Chief Executive Excellence
 - Strategic competence development

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How to recruit in the future – specific initiatives?

Point of departure: Public employment *is* attractive

- Provide a guide to the professional recruitment process
- Put focus on the excellent job advertisement
- Develop recruitment portals on websites – with regard to functionality, layout and content
- Enhance knowledge of job possibilities and good working conditions
 - on recruitment portals, recruitment- and career fairs and education institutions
- Launch specific initiatives and programmes, e.g. “integration jobs”

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The importance of social dialogue during times of changes

- Make the challenges of changes a joint project
- Make the goals a mutual interest
- Ensure valuable personnel policies – using wide-spread dialogue and bottom-up processes
- Make use of both formal and informal social dialogue
- Danish examples underlining the importance of social dialogue
 - personnel issues in relation to the public sector reform
 - agreements on “integration jobs”
 - organisation of the Diversity & Equality Conference in 2007