

# Enhancing employment opportunities in Jordan's food and beverage service industry



## Summary

People 1st International was commissioned by the European Bank for Reconstruction and Development (EBRD) to deliver a dedicated online job brokerage platform for the Jordan Restaurant Association (JRA) and training courses to promote quality employment opportunities and support for a more inclusive job market. The outcome was a sustainable platform owned and maintained by JRA, initially for job seekers and employers in the food and beverage service sector but with the potential for wider application in the future.

## Introduction

Unforeseen challenges arose with the global pandemic impacting tourism and hospitality, particularly in Jordan. Despite the hurdles, the Ministry of Tourism and Antiquities introduced successful domestic tourism programmes, helping businesses stay afloat during extended closures.

During this period, the nature of skills development and recruitment in the food and drink service industry underwent significant changes. Businesses struggled to find suitable staff, managing tighter budgets amidst a shrinking market. To tackle this challenge, the Jordan Restaurant Association identified strong demand for a job brokerage platform for the food and drink service industry in Jordan.

## Solutions

Commissioned by EBRD, People 1st International supported JRA to develop a job brokerage platform to matches individuals seeking employment and businesses looking to recruit. The platform featured skillsets and training opportunities, not only for the food and beverage sector but also for potential expansion into related industries such as Meetings, Incentives, Conferences, Exhibitions (MICE), tourism transportation, and tour guides. The platform strictly adhered to Foreign, Commonwealth & Development Office guidelines, ensuring robust content management, financial sustainability, marketing, and data security.

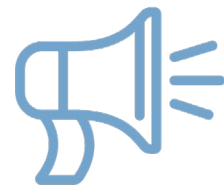
A core commitment was to design a platform that could reach out to those furthest from the workplace such as youth and refugees, which meant working closely with Civil Society Organisations, donor entities, and training providers, all of whom played a critical role throughout the project.

To support the launch and ongoing promotion of the platform to drive traffic, a marketing plan was created, along with a full suite of promotional materials and covered three stages: capacity; marketing channels; and implementation, which was built on and enhanced throughout the timespan of the project. A local partner, pre-employment training specialist, EFE-Jordan was engaged in the project to support the promotion and to drive sign ups from individuals seeking a career in the sector and to support employer sign up.

Alongside the portal development, six industry focused training courses were also developed based on the assessment of the needs of the food and beverage sector. The programmes covered areas such as effective recruitment, retaining employees and coaching which aimed to support the development of effective HR practices within the industry.

## Outcomes and impact

- The portal, Siyahajobs.jo attracted a wide range of employers across the hospitality and tourism industry, who were keen to promote their opportunities to job seekers.
- During the lifetime of the project, over 180 employers registered for an account on the portal, using the site to promote their vacancies and search talent through a candidate search function.
- Over 700 job applicants also registered for an account on the portal.
- To support the ongoing sustainability of the platform, a detailed action plan was devised to support JRA to strengthen its impact and further embed the portal into industry as a solution to connect recruiting employers with job seekers dedicated to a career in the sector.
- 162 participants were also trained in industry-focused courses – supported by our local partner EFE-Jordan.
- Ten trainers were trained, building the capacity of local trainers to support the ongoing sustainability of programme delivery moving forward. Trainers now have the opportunity to continue delivery to support the sector in further enhancing their HR practices.



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