

Learner's Guide Book
One Terrene International
(Cyprus)

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Introduction

The “Go remote: Unlocking the potential of remote job opportunities!” project benefits from a €1.168.039 grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants Fund for Youth Employment. The aim of the project is to reduce youth unemployment in Europe.

Project:

During the year 2020, Covid-19 has influenced work life around the globe in two significant ways:

- 1) **unemployment**, especially among youth, has skyrocketed;
- 2) **remote work** is becoming the “new normal”.

Usually, rapid changes exacerbate inequality, yet with this project, we aim to counter the negative effects (unemployment) with the positive ones (remote work) and develop an integrated A to Z approach that provides new access to employment for NEET youth in rural areas and young mothers (25-29) through remote work.

The project will open 2 ways for youth to gain remote employment in Latvia, Cyprus, Croatia and Bulgaria:

Active learning path consists of “**remote job training**” tailored towards specific remote professions, followed by **online job speed-dating events**, during which companies and youth meet eye-to-eye in order to land a job. The path is completed by **remote work mentorship** that sustains the lasting impact of remote employment.

Finding a remote work path on the contrary is a broader, but less regulated process, enabling NEETs to find a job at any time. It is enabled by our **online job platform** with remote and hybrid-remote (e.g. weekly attendance) vacancies coupled with a database of job seekers, personalised profiles with employer-employee matching options and up-to-date “**Learning Hub**” with high-quality educational content on remote work. The main innovation of the platform stems not only from the specific focus on remote jobs but from **integrating transnational remote job vacancies between the EEA countries**.

To construct impactful activities, we will begin with expertise-partner-led in-depth research (from ISL, NOR, FIN), creating **youth, employer and market need assessment**, and developing a **roadmap for a training plan and job speed-dating events**.

Finally, we plan to reflect on the project via a final **report** and develop a **Learning Guidebook**, enabling our solutions to be easily adapted and our platform to be self-sustained and easily scaled beyond the 4 countries.

What we did

During the project we conducted a variety of survey and research to understand the Cypriot market, both from the perspective of the employer and the job seeker (youth, NEETs, young mothers and people living in rural areas). We also tried to identify the needs of the employers and the labour market of Cyprus with respect to jobs that would offer remote or hybrid placements for the target group of youth (20 -29 years of age).

Based on the research conducted, we created 5 training courses;

- 1 International Digital Marketing course which was implemented in English, with online videos and exercise/reading material, assignment and quiz based assessments and online sessions using the flipped method.
- A local Digital Marketing Course which was implemented in Greek and English, with online videos and exercise/reading material, assignment and quiz based assessments and in-class sessions using the flipped method.
- Office/Business Administration which was made up of 3 separate courses
 - Office Administration
 - Cyprus Corporate and Tax Law
 - Cyprus VAT
 - The courses were conducted in Greek with in-class lessons and reading study materials and each were followed by a test to assess the learning outcomes of the participants.

Overview

This learner's guide book is designed to help young people identify the needs of the labour market in Cyprus, show different methodologies and tools that can be used to gain skills and also different tools on finding employment.

The Cyprus Labour Market

As a result of COVID-19, and more specifically the lock-downs during the two years of the pandemic, remote and hybrid work (tele-working) became the norm in Cyprus for many companies. However, from this we also discovered many advantages and disadvantages.

The majority of the disadvantages were associated with the lock-downs, as families were all subjected to lock-downs, meaning parents needed to care for children and this has a negative impact on the performance of some workers. We also saw a

decline in the productivity of people working remotely and this could be accredited to the fact that it was a new system of employment for most people and them not having the competences or discipline to establish a working environment at home.

Many employers felt that employees were not as productive as they could be , especially taking into account that they could not see them working.

The advantages overweighed the disadvantages thought, with employers identifying the reduced costs associated with remote and hybrid work, and the positive environmental impact.

Most employers were open to remote and hybrid work, but felt that they first needed to establish trust in new employees, and feeling confident to implement remote and hybrid work with existing staff and certain positions.

This would pose the greatest challenge for young job seekers, especially if they are entering the labour market for the first time.

At the time of conducting our research, we identified a great need in the market for digital jobs, including marketing experts, developers, graphic designers, different placements in the hospitality industry, administrative positions and placements in the accounting industry.

Cyprus Job Seekers

For the purpose of the Go Remote project, the target audience was youth between the ages of 20 and 29 who were either NEETs (Not in Education, Employment or Training), young mothers and youth living in rural areas.

From our research, we discovered that the majority of youth in Cyprus in this age bracket were holders of at least a College Diploma or Bachelor Degree, with some having a Masters Degree and very few only having a High School Certification.

For most of the Cypriot youth, finding full time employments was a new challenge with most embarking on the employment ecosystem for the first time. Many had reported part time work during their studies or during the summer holidays, while the majority were searching for the first full time jobs and starting to build their careers.

The biggest challenge identified by youth, in terms of finding employment was their lack of working experience, a requirement most employers wanted to even consider applicants. This is a challenge that is faced by youth, especially those with tertiary education who are entering the work force for the first time on a global level.

We determined that most of the youth met the educational requirements of the employers, with some lacking specific skills, mainly associated with working experience and we undertook to develop the courses based on the needs of the Cyprus labour market and the requirements of the young job seekers.

Based on the needs of the Cypriot employers we developed courses that would give the youth hands on training, knowledge and experience in the fields of digital marketing, office administration and corporate knowledge including tax and Vat rules and regulations. These courses would give the participants enough knowledge to apply these to different employment positions in the Cyprus labour market.

Gaining the Needed Skills

As was determined by the research conducted, young people needed to gain the skills needed for specific job placements in order to increase their employability. Below are different tools and resources for youth to obtain the skills required for the most demanding job placements.

Resources for Job Seekers – Skill Development and Education

We have created a list of resources that will help you gain skills.

Go Remote Website Knowledge hub

We have created a knowledge hub with informative articles about remote work and opportunities here: <https://goremotecyprus.eu/knowledge-hub>

Go Remote Cyprus Website

Going to the Go Remote Cyprus website <https://goremotecyprus.eu> you can register and participate in the different training courses offered by the project, these include:

- Transversal Skills
- International Digital Marketing

OTI Education

OTI has a department dedicated to education and this platform offers a variety of online courses that will help you gain additional skills and knowledge in different fields. The site can be accessed at: <https://otieducation.org> on the site you can also follow the International Digital Marketing Course in English for free and the Digital Marketing Course in Greek, again for free.

OTI Group

For additional local workshops, seminars and training courses, you can visit the OTI Group website and register for any events on offer: <https://otigroup.org>

Cyprus Ministry of Education (Adult Education Centres)

In Cyprus the Ministry of Education also offers a variety of educational programs. In most cases these programs are offered at different hours in the evenings and normally only have a small registration fee. You can learn different skills, languages and even different trades. More information can be found on their website: <http://www.moec.gov.cy/epimorfotika/epikoinonia.html>

The Human Resource Development Authority (AvAA)

The Cyprus Human Resource Development Authority (AvAA) offers a variety of funded training programs, however this is mainly focused on people in employment. From time to time they do offer incentive programs, for example for companies to employ new graduates with a salary subsidy for a period of time, or they have internships and training programs for unemployed youth. You can visit their website for more information: <https://www.anad.org.cy>

Once you get employed, you could suggest a variety of training programs for you to attend which are subsidised with your employer only needing to pay about 20% of the course cost.

EU Funded Programs

The EU offers a variety of programs focused on youth to help them gain skills and competences, these include youth exchanges, training courses, volunteer programs and often internships and job shadowing programs. In most cases you will need to be associated or sent from an accredited or registered organisation in Cyprus. You can get details of all the opportunities available to youth at the dedicated Erasmus+ website: <https://erasmus-plus.ec.europa.eu/>

There are a variety of sites that offer both free and paid courses online and a simple search on the internet will deliver a variety of results.

Resources for Job Seekers – Finding Employment

Below are different platforms and resources where you can find employment.

Ministry of Labour

What most young people don't know is that when you complete your studies, you should register at your local labour office, this will help you get your social insurance number and add you to the list of people looking for work. From our experience this

is not always the most fruitful path with lower rates of success in finding employment but it is the first test that you should take. You can find information about local branches and offices from their website: <https://www.mlsi.gov.cy/mlsi/dl/dl.nsf/All/CDC4767871307868C22580E50031DD2C?OpenDocument>

Job Sites/Portal

There are thousands of online job sites listing jobs, some have a global reach and other are local, it is impossible to list all of them but we will list the ones we have worked with and have some trust in;

The Go Remote Project Website: <https://goremotecyprus.eu>

This site is dedicated to remote and hybrid job placements, a niche market and one of the products of this project. You can create a profile and browse different jobs available in Cyprus and abroad solely for Remote and Hybrid Jobs.

Eurojobs: <https://eurojobs.com>

Eurojobs.com is the largest European Job Portal that lists over 7 million jobs across Europe and a few in other geographic areas. The site is used for traditional jobs, however many employers looking for remote workers list their jobs there too. Remember to select remote work in the advanced search so that it only displays remote job placements.

EURES: https://eures.ec.europa.eu/index_en

EURES, European Employment Services, is a European Union Initiative, which is basically every Labour office of all the EU and EEA countries merged into one platform. It is in essence a job site, where you can find job on offer in Europe. Although the site does list remote job placements, there is no filter to list only remote jobs. If you search using the word "remote" you can later filter these results by country and employment type.

Jobstodo: <https://jobstodo.eu>

Jobstodo is a European freelance market place, allowing people to register as freelancers and sell their services. Although this site is more focused on part-time, project-based jobs, there are some employers who offer longer term employment projects. It is a good way to gain experience until you find your full-time job or for you to start your own journey of being self-employed.

Job Fairs and Speed Dating

Although Speed Dating is not a common thing in Cyprus, we undertook, as part of this project, two speed dating events. These events brought employers and job seekers together to exchange some words over a brief period, basically a short introduction with the possibility of being invited to an interview. Both of these

events were successful and needed a lot of programming and preparation. At this point we have not decided if we will host any more Speed Dating Events in the future. You can follow our events sessions on the [OTI Group website](#), follow our social media sites or sign up to our newsletters to be informed of any such events in the future.

In Cyprus the most popular events are job fairs, and these are generally hosted by Universities. We are aware of two of these events which are hosted annually.

The Cyprus Career Expo: <https://www.cypruscareerexpo.com/>

The Cyprus Tech Career Fair: <https://www.techcareerfair.com.cy/>

It is a good opportunity to attend such events as they normally include many employers. There are often workshops and seminars at the events as well. In most cases participation is free, some require pre-registration and during COVID, they even hosted them virtually.

Direct to companies

Although many companies use job portals to list their vacancies, or register their vacancies at the ministry of labour offices, they often also list any vacancies on their own websites and sometimes even on their social media platforms. It is a good idea to visit websites of companies you might want to work for to see if they have any vacancies listed on them.

Google Careers

Google recently launched this portal, which in most cases acts as an aggregator from different job portals, but does have companies listing jobs independently as well. Although this service is not available in Cyprus yet, it is a good idea to keep an eye on it as it may include Cyprus in the near future.

<https://careers.google.com>

LinkedIn

LinkedIn was created as a professional networking tool, allowing professionals to connect with other professionals in the industry across the globe. Over the years it has become a great tool both for finding employees and listing job vacancies. Creating a profile on LinkedIn allows you to connect with other people who have similar skills as you, and could also lead to sources of employment.

<https://www.linkedin.com/>

Local Newspapers

Although a bit archaic for our times, newspapers are still used by some companies to list their job vacancies. All newspapers have a career sections, or job listing section, with some offering special sections just for careers.

Summing Up on job searches

We have listed a variety of places where you can look for employment, we do advise that you try to utilise all or at least as many of these as you can. Looking for a job, should be a full-time job and utilising only one resource simply reduced your employment possibilities.

Applying for a job

After gaining all the skills you need and finding the places where you can find the best jobs for you, you will need to be prepared to apply for the jobs. Here we will list some tips that will help with your CV (Resume), cover letter, applying for a job and preparing for the interview.

Cover Letter

A cover letter is a very important element of your CV, it is the first thing the employer will read from you. A cover letter should not be confused with a motivation letter. The purpose of a cover letter is to show the employer 3 things;

1. The job you are applying for
2. That you are qualified for the job
3. That you know which company you are applying to work for

A cover letter does not need to be a very long letter, a few paragraphs should suffice. Unless you have a long career with many things to add, you can keep it short.

Cover letter do's

- Make it personal
- Mention your name
- Mention the job/position you are applying for
- Mention your skills (specific to the job you are applying for)
- Mention your education (specific to the job you are applying for)
- Mention why you believe you are great for this job
- Say something about the company you are applying to (showing that you are not just sending the same cover letter to every employer)

Cover Letter Don'ts

- Avoid using words like: "I'm perfect for...", "I'm a perfectionist..." etc
- Glorify the company you are applying to (it doesn't help your application)

- Beg or plea
- Threaten or insult
- Mention other companies
- Make promises or declarations (“I am the best person for this job...”, “I will increase your profit...”)

As we are sure you have noticed, cover letters should be unique for each job and each company you are applying to. Show the employer that you took the time to personalise your application, it will make a huge difference.

Your CV

Your CV should be seen as your selling tool. Your CV will not get you a job, but it can get you an interview. A CV should have a clean and neat layout, clearly showing your name, education, working experience and contact information. As youth, your CVs are generally not filled with lots of experience, but don't fall into the trap of adding information simply to fill the pages. Most HR personnel spend less than 10 seconds reading though a CV, those 10 seconds are enough for them to determine if they are interested in reading more about you and possibly inviting you for an interview. Make sure that your CV gives them what they want to see.

Below we will give you some tips that will help make your CV more attractive to employers.

CV Do's

- Make sure your name is clearly visible
- Include contact information (telephone and email)
- Mention the job/position you are applying for
- Add a short paragraph showcasing your skills
- Mention clubs and activities you did during your studies (Captain of the volley ball team, member of Youth Organisation/club...)
- Mention tasks and duties you had at your previous jobs (Designed company website, worked in team of 4 people....)

CV Don'ts

- If you have a university degree, there is no need to mention your high school certificate (unless you went to a specialised school for example technical college, culinary school, etc)
- Don't add references to a CV, simply say “references available upon request
- Don't use too many fonts or colours
- Don't add things just to fill the page

OTI offers free workshops for Cover letter creating and CV building throughout the year, feel free to check the event calendar at [OTI Group](#) for the next workshop.

If you create an account on [Eurojobs.com](#) you can get a free CV review with tips on how to improve your CV and Cover letter.

A good tool for CV creation is Europass: <https://europa.eu/europass/en> although a nice CV, that is required for employment and applications for any European Institution, is often not used in the private sectors, so it is a good idea to have both.

Submitting your CV and Cover letter (Job Application)

We have learned how to develop and increase our skills, we have learned how to find job vacancies, and we have learned how to create professional cover letters and CVs, now we are ready to submit them to the jobs we are applying for.

Although it might seem like a simple procedure, there are often some requirements or obstacles when applying for a job. Many companies use an Application Tracking System (ATS) which is a tool companies use to evaluate applications from job seekers. This tool allows them to shortlist candidates and to make notes, for example if you were invited to an interview, if they called you etc. How the ATS works is not important, but what many companies do is they make you fill in your CV on their platform. Many people are discouraged from doing this and often just upload a CV. If you won't spend 5 minutes to add your data to their system, surely the HR person will not spend the time to do it for you, so respect their system and process.

Some companies will list an email address to send your CVs to, read the details for application vary carefully and follow their required procedures. If they only allow one from to be uploaded, you can merge your cover letter and CV into one document. Some companies require that you upload your CV in PDF format, there are many tools only that will convert your MS Word document into PDF for you. Some companies use a reference number or code for each position, remember to mention this in your application and your Cover letter and CV.

The most important thing we can guide you on it to follow the procedures and requirements set out by the employer.

One of the worst things about applying for a job is the wait between the time you submit your CV and the time the company replies to you. Some companies will send a curtesy letter acknowledging receipt of your application and others won't. Some companies will give you a time line of then they will respond.

The reality is that companies receive many applications and often it is too laborious for them to reply to all applicants. Companies also often post or advertise a position

months before the position is even available. Sadly, there is not much that you can do about this. We would recommend that you send a follow up email to the same email that you applied to, request more information, something like;

Dear Sir,

I applied for the position XYZ, with Reference number 12345 on 2 February 2023, and just wanted to follow up on it.

Some companies might send you a reply after a few weeks with a typical form reply to the likes of “Thank you for your application, we have received many applications and unfortunately your application was not short listed. We will keep your information on file and could invite you for an interview should a new opportunity arise.....” This is a very polite rejection letter, don’t be discouraged. It would be correct to reply to this email with a simple thank you and consent to them keeping your information on file for any future opportunities.

Remember each application you send should be unique and personalised, trying to address it to the HR person mentioned in the job advert or simply to the HR Department. Show them that you have taken the time to apply to for the position at THAT COMPANY.

The Interview

If your application was successful, you will be invited for an interview. Some companies shortlist candidates and often have more than one interview before they hire. You will need to prepare for the interview as this is your opportunity to sell yourself. Whether the interview is done in person or online, does not make a difference the same principals apply.

Some tips to prepare for the interview:

- Do some research about the company before you go for your interview (if you haven’t already)
- Arrive at the interview at least 5 minutes early
- Dress appropriately
- Try to relax and maintain a good posture
- Look the interviewer in the eyes
- Study the cover letter and CV that you sent
- Do some research about the company before you go for your interview (if you haven’t already)

- Never lie

The interview is an opportunity for the employer to meet and get to know you, to understand that you have the qualifications needed for the position and of course for you to ask any questions which are important. Statistics show us that 37% of people lie on their CVs, and one of the tests interviewers do it so check for lies. This is why you should study your CV before the interview. They will ask you specific questions about details that you put in your CV and if your answer is not convincing, chances are that you won't have a successful interview. If you have not lied on your CV then you have nothing to fear, but since you make your CV unique for this position, remember what you wrote, especially the skills you mentioned that you have, and be ready to back them up with examples of where you used them.

One of the most difficult questions asked during an interview are about salary expectations. Companies have a set budget allocated for a position before they list the vacancy, but they will always try to offer the lowest salary if they can get away with it. Most job seekers fear that they might seem greedy if they ask for too much and often settle for a lower amount. Be confident in your education, skills and qualifications, and answer their question with a bold statement or question; "I'm interested in building a career, and I see a great future for me in this company, how much do you think I am worth to keep me here and keep me motivated to deliver the best of my ability?" A question like this will make the interviewer see that you are reliable, local and ambitious, without falling into the trap of giving a lower salary than they were willing to offer. Remember, you can negotiate your salary and if they are willing to negotiate, it means that they are interested in employing you. However, don't be too greedy, don't request an amount that is outrageous.

Once your interview is over, thank the interviewer for their time and ask them when they will have the second round of interviews or when you should expect and answer or offer from them. If you don't receive an answer from them by this date, send a follow up email or make a follow up call.

Conclusion

This guide has covered ways that you can increase your skills and competences, how and where to look for job vacancies, how to prepare a cover letter and CV and how to prepare and go to your interview. We believe that this learners guide has sufficient tools to help you enter the employment world and start your career.

We wish you the best of luck in your endeavours and remember, our mentors and support staff are always available to guide you to and through your career path.