

## When the employer meets the professional

YEREVAN, 25.01.2018 – From providing labor market analysis to conducting training at the COAF SMART Center, Children of Armenia Foundation (COAF), and staff.am, an online career platform signed a memorandum of cooperation.

The main goal is to properly assess the professional resources available in the field, to provide mentoring advice to rural youth, and to involve the best specialists in the country for the implementation of the COAF SMART initiative through the online career platform of staff.am.

Since the beginning of 2013, the Professional Orientation Program of COAF has involved about 3,000 children from 27 schools in four regions of Armenia: Armavir, Aragatsotn, Lori, and Tavush. During the program, creating realistic perspectives about the labor market has always been important. Now, in cooperation with staff.am, the program will be supplemented with a labor market analysis.

*"Analyzing the combination of their future profession and market demand is an important step for rural children to anticipate what they will do, their expectations, development, and self-realization." Such cooperation provides an opportunity for the child and the parent to fully understand the labor market and professional prospects and make the best choice,"* mentioned **Innesa Grigoryan**, the Acting Managing Director of COAF.

Within the framework of its corporate social responsibility program strategy, staff.am plans to cooperate with COAF, using its experience, resources, and connections with both employers and professionals, thus actively participating in the Foundation's professional orientation, SMART initiatives, and other programs.

*"We give great importance to the involvement of staff.am in various community development programs, and we have already had the opportunity to participate in several short-term projects in different regions of Armenia. After all, we have developed our Corporate Social Responsibility Program, and we are very excited to have the honor of implementing it with such a reputable organization as the Children of Armenia Foundation. Particularly, we will involve the analytical potential of staff.am platform in*



*the program, as well as ensure the active participation of our team, and why not, users, who, we believe, will gladly contribute to the COAF SMART initiative,” said **Luiza Avetisyan**, Co-Founder of the staff.am a career platform.*

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***The Children of Armenia Fund (COAF)** is a non-profit, non-governmental organization that employs community-led approaches aimed at improving the quality of life in rural Armenia, with a particular focus on children and youth. COAF’s target development areas are education, healthcare, social and economic development. COAF launched its programs in 2004, starting in one village and expanding to 44 villages in Armavir, Aragatsotn, Lori, Gegharkunik, Shirak, and Tavush regions, impacting over 75,000 people. Since 2015 COAF has developed and started implementing a new vision – SMART Initiative. SMART is designed to advance a generation across the rural world through education that will benefit individuals, societies, and the environment. SMART will become an exemplary model of development and will be replicated in other regions and communities throughout Armenia. The first COAF SMART Center was opened on May 27, 2018, at the village of Debet, Lori region.*

#### **About staff.am**

*Staff.am is a leading career platform in Armenia, providing direct communication between employers and job seekers, offering smart tools to make the job search and employment process more efficient and introducing a new culture. The platform was launched in November 2016 and has been active in both human resource management (HRM) and recruitment. It has successfully expanded its sphere of influence, with one goal being to bring about positive change in all areas of its business.*

*In October 2017, the "Statistical Analysis of the RA Labor Market" was presented to the public for the first time, which included various types of research based on current data developed by staff.am. This initiative will be continuous, involving new areas of research.*