



With over 200 000 followers, [Szárnyas Fejvadász](#) is a job hunting page on Facebook, which utilizes the potential of the community to help match the right employers and employees.

BACKGROUND OF THE PROJECT

According to The Hungarian Central Statistical Office, after the world economic crisis, [between 2009 and 2013, national unemployment rate was 10% or above](#), while on average it took 18 months to find a new job. Some companies did not offer any new positions as they were fighting for their own survival, while in others the situation became such that people were forced to quit their jobs.

Diána Szilágyi, founder of Szárnyas Fejvadász, initially helped her friends by sharing job opportunities on her own timeline that she had found. In only a few months, the amount of ads practically took over her private page, thus the page Szárnyas Fejvadász was launched. Anyone is welcome to send job ads to the page which can reach more potential candidates with the power of community. We got 600 followers on the very first day, and since then our work has become known nationwide.

OUR EVERYDAY OPERATION

At first, we posted all the ads unsorted, however, later our team started to reflect on feedbacks and needs of users as well as changes in relevant laws. This means more and more requirements have been included in our Terms and Conditions, and these are still being formed to this day. Soon after the launch employers, headhunters and agencies found us and have been advertising on our page ever since.

Occasionally, we do receive negative feedback about employers whose ads are published on the page, claiming false information about the actual job, or the employer used illegal methods during the selection or employment procedure. In these rare cases, we deliberate and decide not to share ads from employer, keeping the job seeker's best interest in mind. Protecting potential employees is a basic principle, since an unemployed is in a critical situation: being defenseless, having lost financial security, and dealing with a serious psychological trauma as well.

The reason we can keep this in focus is that we are independent from any NGO-s, GO-s, or any profit-oriented organizations. Currently we post ads on a completely non-profit basis. This means that the page does not generate any profit, and we do not receive any financial support whatsoever. We work voluntarily on the page nearly every day of the year, as well as on weekends as on national holidays, besides having our own jobs and families. Our main fuels are the possibilities provided by social media, the strength of the community, and the dedicated, enthusiastic work of our volunteers. Our activity is exemplary in social cooperation and providing help. We trust that our example inspires others as well.

In the past years, some members of our team left and have been replaced. Now the Szárnyas Fejvadász admin team consists of five people. Our volunteers work on different key areas of our operation – customer relations, marketing, HR, consulting -, meaning we can offer assistance even in professional questions, whether they come from employers or from members of the community.

We handle about 300 messages and post about 100 job ads daily. Mostly 3-5 rounds of messages are required before publishing. According to the feedback we receive from advertising companies, our effectiveness amounts to that of the biggest job portals. The option we provide, namely to be able to publish job ads for free on a quality platform, is a great benefit to smaller companies.



From early on, we have noticed that job seekers send in their success stories, which we are happy to receive and even share – if permitted –, with the slogan „The CHI is flowing!” in order to encourage others. Though we have not kept an exact record, so far we have received about a thousand such messages. Occasionally we could share ten success stories on a single day!

VALUES AND IMPACTS

We believe in the importance of taking personal responsibility when looking for a job. We provide with useful practical tips and advices for seekers to shorten the process, since this can mean the difference between financial stability or the bankruptcy of a family. Job seekers often need psychological support or specific advice, and they often turn to us in message for these reasons.

In the future, we are planning to pay even more attention to education, since currently both job seekers and employers seem to be lacking in this element. Fresh out from school, entrants do not know how to create a resumé and what their first steps on the job market should be. Moving to address this problem we organized a full weekend dedicated to check 300 resúmes. On the other hand, employers are often unaware of employment laws and regulations, for instance, regarding discrimination.

Our page serves as a platform for communication between job seekers and employers: the former has the option to ask questions and share their opinions, and the latter have the option to answer and react, thus showing their corporate culture. Significant changes have taken place on the job market, which are also palpable in our community: employees often have the upper hand in negotiations now, while employers have a tough time finding new staff.

Our page has become a significant factor on the job agency market over the years, and therefore we influence job market relations too. Job seekers have sensibly become more aware, and employers know more and more what their legal alternatives are, and what requirements the job seekers have. In the long run, our cooperation with the advertisers helps to form social and cultural norms: they obviously must keep to legal requirements, and we do not tolerate discrimination based on gender, national origin or in any other form. At the same time, we draw attention to the importance of equal opportunities. Companies standing for fair employment are given priority. We also inform employers of what job seekers require: for instance, whether salary range is included in the ad, or whether they receive feedback after a job application. We have therefore noticeably influenced our competitors' behavior: for example, some of them introduced services directly inspired by our page.

We are regularly approached with cooperation offers: we provided consultation for a retail chain, participated in a round table discussion at the career day of Apáczai Gimnázium (secondary school), and were invited to give a presentation about the job market for generation Z at Fazekas Mihály Gimnázium (secondary school). We are open to these opportunities if our resources allow.

We have been contacted by HR professionals as well. We took part in an HR round table discussion, where we learned that they find the site useful as half of their applicants arrives through the page. In 2014, we applied for a tender created by Kortárs Építészeti Központ (KÉK, Contemporary Architecture Center) where our plan was to create an alternative job agency office. Even though we won, the project was never realized, since KÉK did not find any suitable estates. We also participated in iGEN, an enterprise development course organized by Kreáter Ügynökség (agency), where we put more emphasis on our online presence to be sustainable. In this competition we won both the popular vote and were voted as best project.



We are happy to help in any case where the power of community can be utilized. In snowstorm at March 2013 we quickly assessed the situation. For three days, after dividing our team into rotating shifts, we mediated between those in need and who offered help. Our activity received wide-spread publicity - both in online and printed media, on TV and radio. Suddenly, we became commonly known. As a consequence of our actions artists and intellectuals founded the Fair Society award, of which we were the first receivers. We were runner ups on the RTL Klub Man of the Year competition in 2014.

One thing has become clear over the years: our activity, regardless of the economic situation, is greatly needed. During recession, cooperation, sharing of information and supporting one another are key elements. When multiple sectors face a labor shortage, it is important to let job seekers be heard, and provide employers with channels so they can reach more potential candidates. Despite the recent changes introduced by Facebook, more and more companies use our platform to place their ads. We trust that our credibility, past results and the personal touch we add will help us keep this tendency.

OUR FUTURE PLANS

Our short-term goal is to make ads transparent and legible for job seekers. Now we are working on developing an app, which sorts out ads for the user, based specifically on their interest.

Our long-term plan is to organize offline events for both job seekers and employers, covering topics such as job search tips, resume and motivation letter, employer branding, recruitment and retention strategies. We will have online mentoring sessions, where, along with dedicated professionals, we work with a selected, closed group of job seekers to help them find a job as soon as possible.

Another goal is to continuously improve our operation and make it sustainable. For this reason, we are planning to launch an innovative website which would generate profit while the focus would still be kept on the unemployed. We have not cast off our idea of an alternative job agency office either, and we are aiming to create more of these throughout the country. Here we would mentor and educate job seekers, but recreational and other useful activities would be available as well.

We would like to launch marketing campaigns to make our beliefs, values and activities more widely known. As a first step we produced a [Merry Christmas Bullshit video](#) on our Facebook page, in which we make fun of the clichés most commonly used in job ads.

So far, thanks to the work, effort and time our volunteers invest, operating our page came with no expenses. However, our plans have their costs, as follows:

Planned activity	Cost (for 1 year)
Website (development and additional costs)	3 250 000 HUF
Development and realization of a complete marketing strategy	2 200 000 HUF
Workshops (from planning to realization)	1 000 000 HUF
Royalty of selected professionals	300 000 HUF
Assets necessary for everyday work	600 000 HUF
Total	7 350 000 HUF (EUR 23 046)