

Google and job portals launch new tool for Danish jobseekers

Over the coming days, Danes will get a new tool for job search. A new function in Google Search will make it easier to find relevant job postings from a number of the country's job portals such as Ofir, JobDanmark, Move On Career and Graduateland.

The corona crisis has led to massive upheavals in the labor market, and 14,000 more Danes are unemployed compared to a year ago. Now job seekers and companies get an extra tool to find each other in Google's search engine.

The new function is launched in collaboration with the job portals Ofir, JobDanmark, Graduateland and Move On Career, which are behind sites such as jobbank.dk, studerendeonline.dk and sosu.nu. Thus, Danes can search for new positions from trusted job portals in the same way as they search for any other type of information on Google. The actual job postings are still available on the individual websites. Other job portals can add themselves to the system as well.

“With the new tool, we hope to be able to make the Danes' job search as simple as possible. It is an ambition we share with all partners. The four strong partners provide a very wide range of opportunities, so that both recent graduates and people with extensive work experience will find it easier to find a relevant job opportunity in the future,” says Christine Sørensen, policy lead of Google Denmark.

Wide range of listings

The new job feature is part of Google Search. This means that users search for specific keywords that are linked to the position they are looking for - for example "nurse Vejle".

After this, a number of job postings that relate to the search appear, with a short job description and the individual portal's logo. The user can here choose to narrow the search by using a number of filters.

The box with jobs at the top of the search engine will gradually become available to Danes all over the country in the coming days.

Quotes from partners:

- *Karsten Vikke, CEO of Ofir*
“Our goal has always been to make it easy for job seekers to find their next job. It is therefore a natural next step for us to become a partner on the new job search, so that our customers' listings become easily accessible to the many Danes who start their job search on Google. ”
- *Tomasz Otap, partner at Move On Career*
“We look forward to the collaboration and see good prospects in the job search results function. We place great emphasis on high user-friendliness and targeted search results on our own job portals, so that the path from search to job application

is as short as possible. Through our collaboration, we hope to strengthen that user experience - for the benefit of both job seekers and employers. ”

- *Kim-Møller Nielsen, CEO of JobDanmark*
“Our most important value to job seekers is to provide a personal view of relevant positions. We are strengthening that now. Time has grown from seeing job search as something that fits into square boxes. Today it takes place via many channels and therefore the way forward for us at JobDanmark is to make close integrations with, for example, Google and news sites. ”
- *Dino Jugo, Head of Communications at Graduateland*
“We look forward to working with you and bringing graduates and employers closer together. We know that job searches often start with Google, while Graduateland creates a targeted and valuable relationship via matching algorithms as well as chat and video interaction. We see it as the ideal user journey for the university profiles in our target group. ”

Facts

- The new job feature appears as part of the search results on Google and provides an overview of current job postings.
- Filters make it easy to find the most relevant job postings based on, among other things, location, type and date.
- The launch takes place in cooperation with Ofir, JobDanmark, Graduate Land and Move On Career including Jobbank.dk - Akademikernes JobBank, StuderendeOnline.dk, Nyuddannet.dk and Sosu.nu
- is voluntary for job boards, on their bulletin to appear in the box with jobs.
- The rollout of the new feature is just one of several initiatives launched by Google over the past year to help entrepreneurs, employees and job seekers during and after the corona crisis.

Photo

PR photos for free editorial use can be downloaded [here](#).

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