

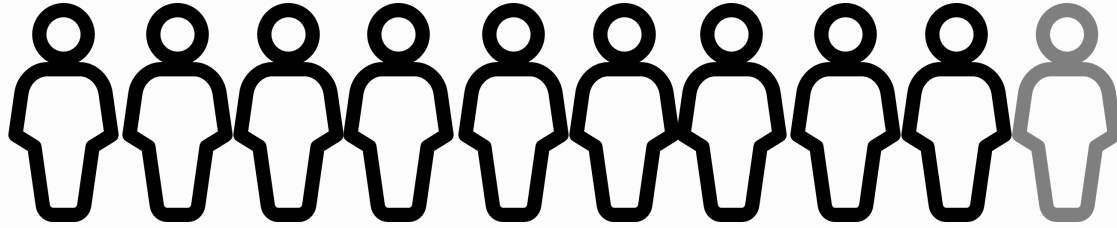


PINOY AGENSEE!



A Dashboard Analysis of Job Posting of
Philippine Recruitment Agencies in the
poeajobs.ph Website

Amparo | Dela Cruz | Esmabe | Rubante | Rosales



9 OUT OF 10

annual OFW deployment are agency hires (IOM, 2021)



**Lack of
money**

The infographic features a central blue square at the top, with four colored boxes (green, dark blue, red, and yellow) arranged around it. Each box contains a reason for OFWs choosing employment agencies based on constraints. The background is a blurred image of people working at a table.

Lack of time

41.9%

OFWs choose employment agencies based on
constraints related reasons (Migrasia, 2022)

**Location to
recruitment
agency**

**Unable to
explore other
agencies**



One way of bridging this knowledge gap or **information asymmetry** is making more information available to OFWs via a job portal.

Online job platforms **dramatically reduce the cost of information access** for both job seekers and employers
(NOMURA ET AL, 2017)

[HTTPS://POEAJOBS.PH](https://POEAJOBS.PH)

POEA Jobs

The Easiest Way to Get Your New Job Abroad
Find Jobs, Employment & Career Opportunities

Browse Jobs

Post a new job



1. Register an account to
start



2. Search your desired
job



3. Send your resume to
employers

POEAJOBS.PH

- One of the top Google search hits when keyword “poea jobs” is entered
- According to Google Keywords Planner, “poea jobs” is being searched at least 10,000 times a month
- Is not affiliated with any government agencies despite its web address

Keyword ideas

Forecast

▼ Keyword plan

Saved keywords

Negative keywords

Draft plan

Plan from Sep 26, 2022, 10 PM, GMT+08:00

Saved 23 hours ago

Create campaign

Philippines All languages Google Sep 2021 – Aug 2022 ▼

COLUMNS

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
poea jobs	10K – 100K	0%	+900%	Low	—	₱1.63	₱11.89	

1 - 1 of 1

IMPACT



JOB SEEKERS



Easier comparison of agencies, addresses information asymmetry



RECRUITMENT AGENCIES



Mapping of agencies and services can also help address if there are accessibility gaps for aspiring OFWs in other areas in the Philippines.



POEA/DMW



A live dashboard of a job portal can help DMW analyze the labor market in real time.

METHODOLOGY



DATA SCRAPING

DATA CLEANING AND EDA

DATA VISUALIZATION

POEAJOBS.PH ANALYSIS

Showing results for Aug 2022 compared to Jul 2022

Select Month

Aug 2022

Category

(All)



Total Job Posted

809

↑ 280% | 213

% Job Posts Requiring Female

11%

↓ 7% | 11%

% Job Posts with Salary Transparency

13%

↑ 18% | 11%

Total Agency

143

↑ 91% | 75

Expired Agency License

11

↑ 38% | 8

Near Expiration Agency License

13

↑ 63% | 8

% Job Posts with No Placement Fee

94%

↑ 27% | 74%

% Job Posts with Age Requirement

29%

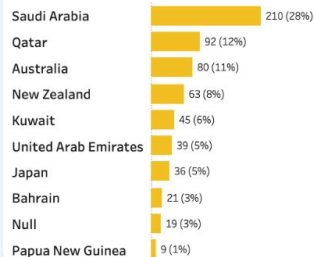
↓ 35% | 45%

% Household Services Posts Mentioning "Domestic Helper"

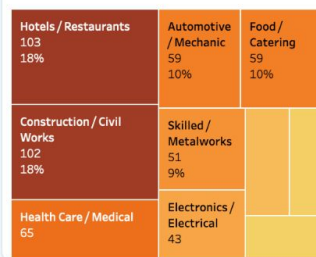
58%

↑ 1% | 57%

Top 10 Job Destination



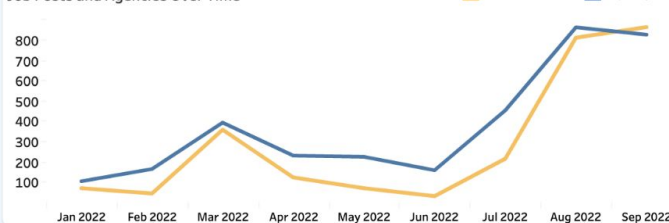
Top 10 Job Category



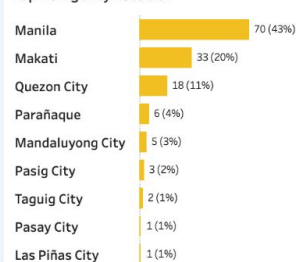
Agencies with Expired License

Agency Name	License Validity	# of Job Posted
Aquavir International	1/4/2020	16
MPL International Corporation	3/27/2020	13
Profile Overseas Manpower Services	7/29/2020	2
TDG Human Resource Management	9/12/2021	1
Jemstone Global Recruitment Agency	9/21/2021	8
Max Support, Inc.	2/5/2022	2
Silver Skilled Recruitment	7/25/2022	1
HMO International Human Resources	7/28/2022	36
Philippine Human Resource Worldwide Employment	7/28/2022	6
Caves Treasures Manpower and Construction Corporation	8/9/2022	54

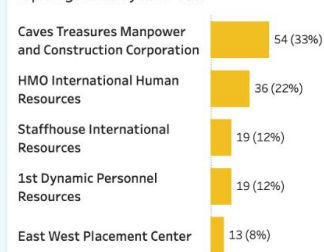
Job Posts and Agencies Over Time



Top 10 Agency Location



Top 5 Agencies by Job Posts



Team Pinoy
AgenSee

Sep 2022

KEY INSIGHTS WITHIN THE DATA

Agencies | Job Descriptions Analysis |
Gender Responsiveness of Job Posts

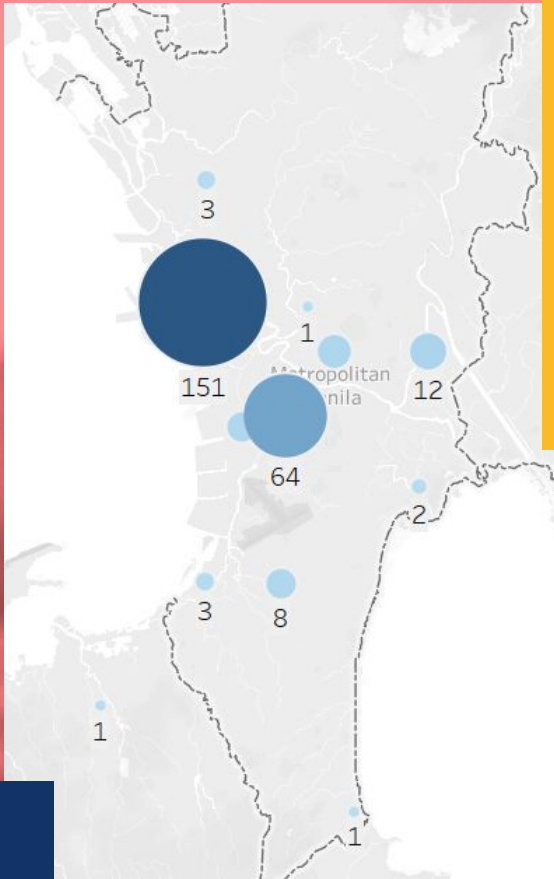


98% OF RECRUITMENT AGENCIES ARE IN NCR

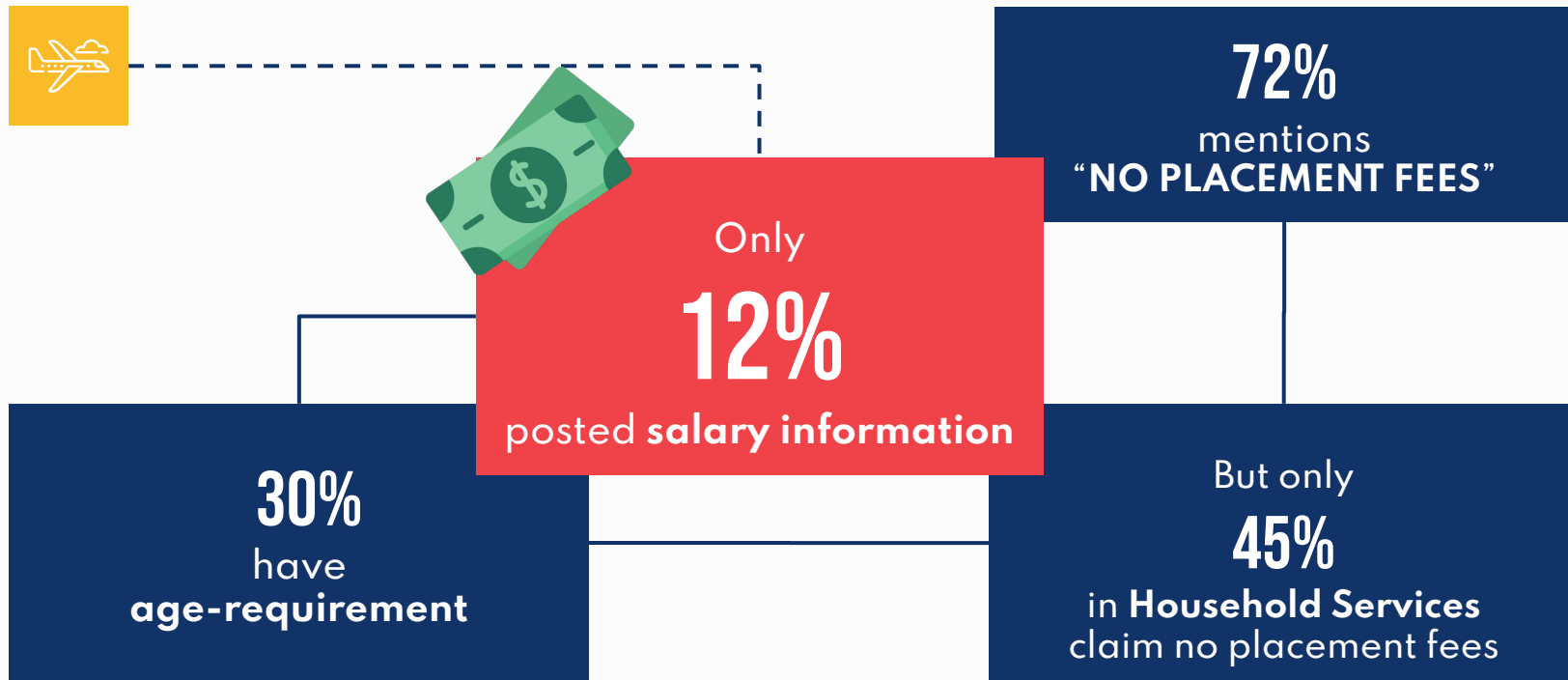
Scraped data suggests that job portal users are predominantly in Metro Manila, with 151 recruitment agencies based in Manila alone.

NCR-based OFWs only account for 8.4% of the total deployed OFWs in 2020 (PSA, 2022).

For context, Mindanao, despite deploying 22.1% of OFWs last 2020 (PSA, 2022) has no recruitment agency representation in the portal.



KEY FINDINGS



KEY FINDINGS

10%

Explicitly stated
looking for FEMALE
applicants

In **household
services**, this number
rises to

39%



15%

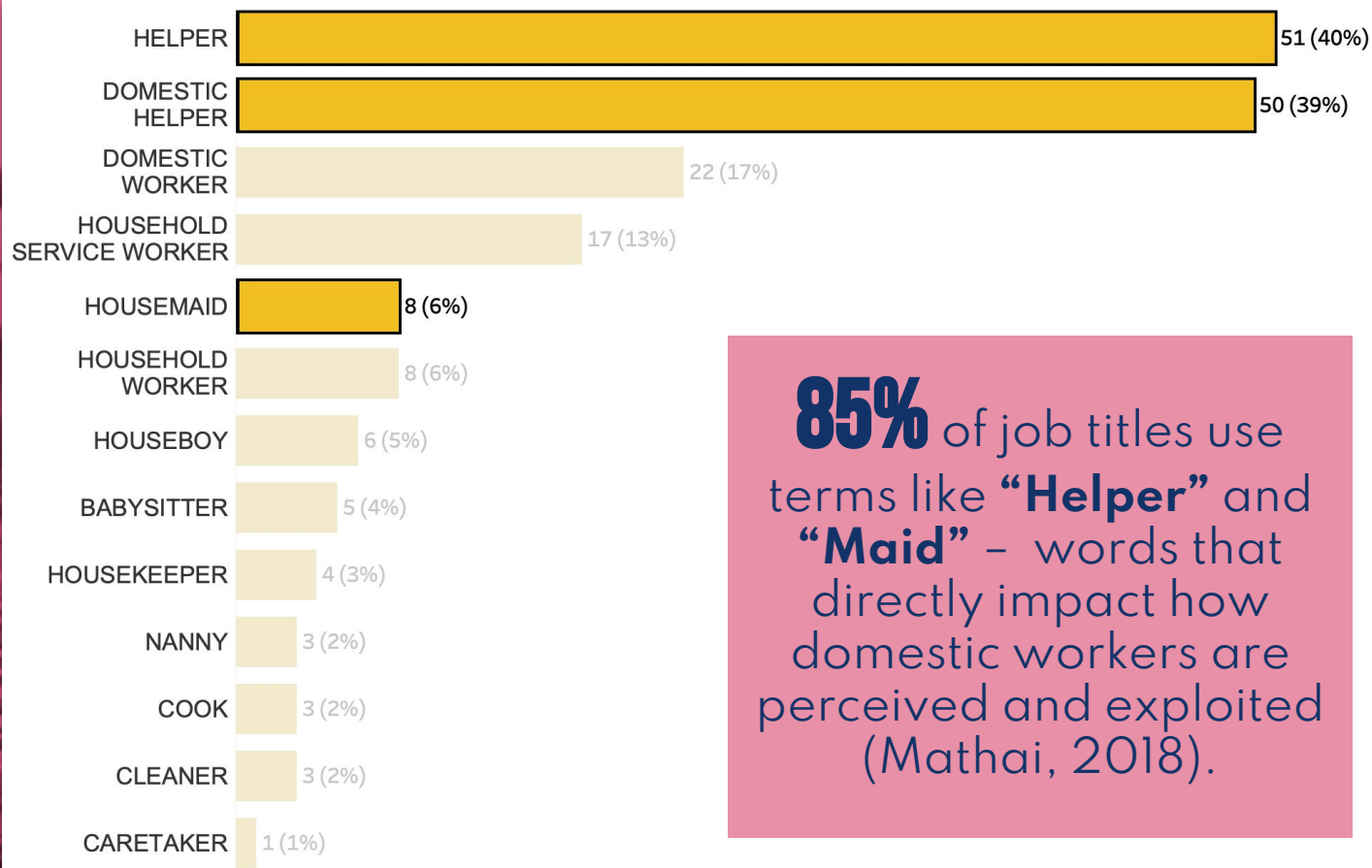
Explicitly look for
MALE applicants

ONLY 1%

in **household
services** prefer a
MALE applicant



IN THE HOUSEHOLD SERVICES CATEGORY,
42% OF JOB POSTING STILL USES THE
TERM **“DOMESTIC HELPER”**



85% of job titles use terms like **“Helper”** and **“Maid”** – words that directly impact how domestic workers are perceived and exploited (Mathai, 2018).

CHALLENGES AND FUTURE PLANS

- ❑ Originally intended as a research paper but decided to proceed as a dashboard
- ❑ Learned that POEAJOBS.PH is NOT government-affiliated.
- ❑ Limited by current secondary data.

CHALLENGES AND FUTURE PLANS

- ❑ Conducting qualitative research (text mining of OFW groups, FGDs, & surveys) with Filipina OFWs about what would make recruitment and application safer, easier, faster, and more cost-efficient.
- ❑ Determine what works better for OFWs – especially for potential elementary occupation workers and those far from urban centers and recruitment agencies.

OPPORTUNITIES FOR DMW

IMPROVE OFFICIAL DMW JOB BOARD

DMW's current job board is not user-friendly for potential applicants. Making language translations could also be explored (English/Filipino/Bisaya)

TEACH GENDER-RESPONSIVE LANGUAGE TO AGENCIES

Recruitment agencies could be trained to be more gender responsive through trainings and workshops.

IDENTIFY EXPIRING LICENSES

Dashboard could be used to identify recruitment agencies that have licenses that are expiring.

ASSESS JOB ACCESSIBILITY FOR JOB-SEEKERS

Investigate modes of recruitment more accessible and cost effective for users (ex. Job Fairs, Job Portals)

OPPORTUNITIES FOR POEAJOBS.PH



IMPROVE REVIEWS COLLECTION

Make sure that agency reviews collected are from actual job applicants and not job-seekers.



IMPROVE USER EXPERIENCE

Make the site more useful to end-users by improving the interface and making it more user-centric.

OPPORTUNITIES FOR RECRUITMENT AGENCIES



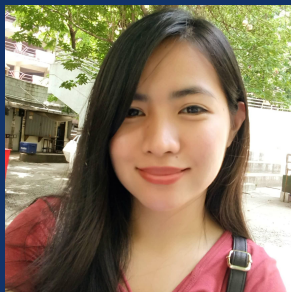
ESTABLISH NEW OR SATELLITE AGENCIES OUTSIDE URBAN AREAS

Map shows that agencies are concentrated in NCR. Services for Filipinos outside NCR could be improved to lessen costs.

MEET OUR TEAM



Elvina De La Cruz



Angelica Esmabe



Shaira Rubante



Celestine Joy Rosales



Naomi Amparo



THANK YOU!

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik

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