



# LABOR MARKET INFORMATION (LMI) News Packet

Department of Labor and Employment

Labor Communications Office

March 2012

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— Sec. ROSALINDA DIMAPILIS-BALDOZ

## DOLE cites high-demand, high-paying jobs in cyberservice industry

**D**o you want to land a lucrative job after college graduation? Get a course in cyberservices.

This is the advice of Labor and Employment Secretary Rosalinda Dimapilis-Baldoz to high school students who are deciding what course to take in college, and even to workers wanting to shift careers, as the Department of Labor and Employment (DOLE) intensifies its campaign of providing relevant labor market information which will help students and jobseekers align their career plans with market demand.

Making another pitch for the DOLE’s 101 Career Guide, Baldoz said there are enough promising jobs for Filipinos who want to work in the cyberservices industry where salary ranges between P13,000 and P40,000 per month and may even go up to P50,000 per month for those highly-trained and experienced.

“High-demand and high-paying jobs in the cyberservices industries include web developers, network engineers, computer programmers, program analysts, systems-analysts, technical support representatives, and software engineers, among other,” said Baldoz.

She said that in the cyberservices sector, there are even jobs that require short-time of study, citing such specialized courses as online web marketing (search engine operation), online copy writing (content writing), legal transcription, online office suite, web development solution, and technical drafting.

“It takes only three to six months of apprenticeship/learn-ership to obtain knowledge and skills about these jobs, but I advice jobseekers who are armed with these courses to train, pick-up very good communication skills, and a serious work ethic to be able to land a job,” she explained.

The 101 Career Guide is a comprehensive list of 101 careers that would lead to jobs identified to be in-demand during the next ten years in the country’s key employment generating sectors, or KEGS. Aside from cyberservices, the other KEGs are namely Agribusiness; Health and Wellness; Hotel, Restaurant and Tourism; Mining; Construction; Banking and Finance; Manufacturing; Ownership Dwellings and Real Estate; Transport and Logistics; (Wholesale and Retail Trade and Overseas Employment).

The 101 Career Guide, which is available in hard copy upon request and on-line from the Bureau of Local Employment website, [www.ble.dole.gov.ph](http://www.ble.dole.gov.ph) contains data and information on the nature of the jobs, basic educational requirements, skills and competencies, attributes and characteristics, salary and compensation, prospect for career advancement, employment opportunities, and cost of education and training. The career guide also provides information on where other economic sectors with knowledge and skills in cyberservices could look for opportunities.

“Our work at the DOLE is to inform jobseekers what jobs are out there, what qualifications they should have, and then to reduce process time, through a systematic mechanism, for them to land a job,” explained Baldoz.

“This is the kind of labor market signaling we are doing through the varied labor market information tools, such as the 101 career guides,” she said.

The contents of the 101 Career Guide would be updated every two years to identify other up-coming in-demand jobs.



# Baldoz urges students to look into careers in hotel, restaurant, and tourism industry

The Department of Labor and Employment (DOLE) emphasized the need for high school and college students to choose the right job or the right career so that they will have a sense of fulfillment and growth in the careers they intend to undertake.

Labor and Employment Secretary Rosalinda Dimapilis-Baldoz cited Hotel, Restaurant and Tourism services as one of the 12 key employment generators identified in Project Jobs Fit which has a potential for absorbing the most number of the Philippine workers for the next 10 years.

She added that the career guide section of DOLE is very helpful to young students planning their university courses, likewise to workers who would like to shift careers because it provides them such information as the nature of a particular job; basic educational requirements; skills and competencies; prospective salary or compensation; prospect for career advancement; employment opportunities; and cost of education.

It is the DOLE's Bureau of Local Employment (BLE) that spearheads Project Jobsfit. As part of its mandate, BLE formulates policies, standards, and procedures on productive manpower resources and their development, utilization, and allocation and develops and maintains a labor market information system in aid of proper manpower development planning. BLE also maintains a website that provides local and even overseas workers rich information that can help them in their search for jobs and livelihood opportunities.

The BLE website, <http://www.ble.gov.ph>, has a career guide section that contains a series of occupational 'briefs' or summary information about hard-to-fill and highly in-demand occupations.

"The data and information contained in the career guide portal of the BLE are exactly what workers need today," said Baldoz, adding that interested sectors and the public can download the career guide online from the BLE website, accessible at <http://ble.dole.gov.ph>, or the DOLE website at <http://www.dole.gov.ph>.



"To have a career in the hotel, restaurant and tourism industry", Baldoz said "the DOLE guides students so that they can take or shift to a two year or four year courses in baking, food serving, reservation and front office management, tour guides, food and beverage attendant, and bartending.

The 101 career guide advises the students to complete a two year diploma course or a four-year degree course in social sciences, preferably a BS in Tourism. In-house training is normally conducted for those who qualify for the job.

Aside from hotel, restaurant and tourism service, the other KEGs are Agribusiness; Cyber services, Health and Wellness, Mining, Construction; Banking and Finance; Manufacturing; Ownership Dwellings and Real Estate; Transport and Logistics; and Wholesale and Retail Trade.

# Plan your career. Now.



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## Know the right employers and recruiters; Baldoz advises college grads and jobseekers

As the graduation season draws near, Labor and Employment Secretary Rosalinda Dimapilis-Baldoz advised students and jobseekers to be vigilant against illegal recruiters and placement agencies offering fake or bogus job offers.

“We encourage new graduates—future workforce members—to be alert and wary against unscrupulous individuals or groups engaged in illegal and predatory employment operations. They themselves should become their own lookout during their job hunting to avoid falling victims,” Baldoz warned.

Baldoz issued the warning even as she encouraged students and jobseekers to visit or contact the DOLE’s regional and field offices in their area to check the list of licensed private recruitment and placement agencies (PRPAs) and their authorized branch offices and representatives before applying for a job, saying knowledge and awareness is an effective deterrent against job swindlers.

The provisions set forth in Article 15 of the Labor Code, as amended by Executive Order No. 797, give authority to the DOLE to regulate and supervise private sector participation in the recruitment and placement of workers locally.

“It is of utmost importance that graduates and jobseekers should know licensed PRPAs so they will be guided when entertaining and considering job offers,” she said.

“Our DOLE front liners, in partnership with our PESO officers, will assist jobseekers in verifying the authenticity and legitimacy of local recruitment agencies so they will not be duped,” she assured, adding that a visit to the local Public Employment Service Offices (PESOs) is helpful if they wish to avail of other employment facilitation assistance and services.

“For example, they should know the schedule of our job fairs, training, and career counseling which could help them get into ‘skills-fit’ employment opportunities,” the labor and employment chief said.

An updated directory of PESO offices across the regions can be accessed at the DOLE’s Bureau of Local Employment website at <http://ble.dole.gov.ph/pesodir.asp>

“At this time of the year when recruitment scams proliferate, jobseekers, particularly new graduates, should be watchful and should guard themselves against too-good-to-be-true offers that might merely lead them to the path of those who have been victimized by scammers,” she finally said.





# Baldoz to nursing graduates: Go out-of-the-box and check other healthcare careers



**“T**here are jobs aplenty if you just explore other career in the healthcare industry.”

This is the advice of Labor and Employment Secretary Rosalinda Dimapilis-Baldoz who pointed out to licensed nurses, nursing graduates, and other jobseekers with healthcare backgrounds, the array of non-clinical, yet, medical-related job opportunities as alternate careers in the healthcare industry.

“With the fast-growing and innovative trends and advancements in the healthcare industry, I encourage you to go out-of-the-box, beyond the traditional clinical jobs, and explore other emerging medical and health-related careers that are needed by our labor market today,” Baldoz said as she addressed the continuous glut of licensed, yet, unemployed nurses which contribute to increased nurse-volunteerism cases in hospitals and medical institutions in the country.

Citing a report from the Bureau of Local Employment (BLE), Baldoz said the healthcare information outsourcing sector of the business process outsourcing (BPO) industry is considered as one of the fast-growing sectors which offer over 100,000 medical-related jobs to nursing graduates.

“With the growth trend in the healthcare information management outsourcing industry, healthcare careers now expand into various disciplines which open huge career opportunities for nursing graduates and allied medical professionals,” Baldoz said.

The Career Guides posted at the BLE website at <http://ble.dole.gov.ph/career.asp> cites healthcare outsourcing careers such as Medical Transcriptionists; Medical Secretaries; Medical Coders and Billers; Medical Assistants; Medical Representatives; and Medical Butlers that nursing graduates and jobseekers can consider as employment alternatives.

Nursing graduates may also apply as clinical research associates who monitor and administer health and safety protocols and related study training to assigned work sites. The job requires the same skills with that of a nurse, including medical knowledge and skill in applying clinical regulatory requirements, i.e., Good Clinical Practice (GCP) and International Conference on Harmonization (ICH) guidelines.

“If they are into clinical review and decision making, they may consider a career as a Clinical Appeals Specialist who abstracts clinically relevant facts documented in the patient’s medical record, reviews clinical cases and responds to written medical appeals of patients and clients,” Baldoz said.

Citing the BLE Career Guides, Baldoz noted that these healthcare outsourcing jobs have starting pays ranging from P14,000-P18,000 while clinical appeals specialists employed in the BPO industry receive basic pay of P20,000-P40,000. These remunerations may even exceed depending on the hours of work, typing speed and type of employment.

“The salary in these alternate medical careers is almost double of the average monthly salary of P10,000 received by nurses working in hospitals and private institutions,” Baldoz said.

“Beyond the higher pay, considering these medical-related careers as employment alternatives is a ‘win-win’ solution for our jobseekers in the healthcare industry. These jobs, alongside with constant re-tooling and re-training, add to their educational expertise which will increase and broaden their competencies as they venture to their dream medical profession in the future,” Baldoz said.

The emerging careers in the healthcare outsourcing industry, together with other health and wellness careers which include laboratory technicians; physical therapists; pharmacists; medical technologists; and massage therapists, have been identified by DOLE’s Project Jobs Fit as occupations expected to absorb more workers and create more employment opportunities in the industry up to 2020.

“The current labor market turns a new leaf in medical-related careers that thrive not only in hospitals, but also in health maintenance organizations, pharmaceutical firms, research institutions, physicians’ offices, schools, and BPO companies. Indeed, their licenses can bring them to different areas in the world of work,” Baldoz finally said.

(The DOLE’s 101 Career Guides feature in-demand jobs/careers viable in the next five to ten years. It describes the basic education requirements of a job, skills and competencies, attributes and characteristics, salary/compensation, prospect for career advancement, employment opportunities, and cost of education or training. It seeks to aid and supplement students and jobseekers alike, with current information on particular jobs to make informed decisions about their chosen careers. To know more about other up-coming in-demand jobs, visit DOLE’s 101 Career Guide at [www.ble.dole.gov.ph](http://www.ble.dole.gov.ph).)

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## College courses related to emerging industries addresses job mismatch--Baldoz

Labor and Employment Rosalinda Dimapilis-Baldoz encouraged forthcoming college students to take academic courses related to the needs of emerging industries where they stand a good chance of being employed immediately after graduation.

“One of the major drawbacks that confront the Philippine labor market is jobs-and-skills mismatch. People earnestly seek jobs but overlook the fact that their skills do not meet the requirements needed by employers. It is for this reason that we are trying to address the problem early on by advising our dear students to choose their schools and courses wisely,” Baldoz said.

Citing the Project Jobsfit: DOLE 2020 Vision, a research study that provides a map that guides jobseekers to their dream jobs and employers to their ideal workers through appropriate and relevant signals, Baldoz said there are four industries which are seen to provide the most number of employment opportunities in the long term, namely, creative industries, strategic farming and fishing, power and utilities, and renewable energy.

The Commission on Higher Education (CHED) reported that large numbers of the 2,937,847 students enrolled for academic year 2010-2011 are still concentrated in certain courses, to wit: business administration and related courses with 785,305 students, or 26.73 percent; education, science and teacher training, with 400,912 students, or 13.65 percent; and medical and health allied with 363,147 students or 12.36 percent share.

“This uneven concentration of students in these fields contribute to jobs-skills mismatch after graduation,” said Baldoz.

Meanwhile, those courses which will most likely equip students with desired skills tailor-fit for emerging industries comprise only a minimum share of student enrollees, to wit: infor-

mation technology-related discipline, with 376,046 students, or 12.80 percent; engineering and technology, with 354,218 students, or 12.06 percent; and other disciplines with 658,219 students or 22.40 percent share.

“It’s no secret that employers are looking for people with skills more relevant to the current economy, and one of the greatest things future jobseekers can do is prepare themselves for this shift. There are a multitude of opportunities out there. The key is to make the right choices,” Baldoz said.

With this aim, the government, the academe, and industry are intensely working on a Career Guidance Advocacy Program (CGAP) where high school students, parents, and schools will

have easy access to relevant information which includes awareness on current work practices and potential job opportunities to ensure effective career choices.

On its part, the DOLE, through its Bureau of Local Employ-

ment, has produced a package of labor market information, such as the 101 Career Guides to guide high school students towards technical-vocational and college careers that holds the potential of getting the career holder employed after graduation.

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### “Bring down to the grassroots ‘jobs fit’ opportunities through LMI,” Baldoz tells BLE, regional offices

For its Bureau of Local Employment and regional offices, Labor and Employment Secretary Baldoz has another directive for 2012: They must effect greater involvement and intensive action in bringing down labor market information (LMI) to the grassroots to reinforce the employability and productivity of the country’s massive labor force.

“The year 2012 should be a year of relentless action. No less than President Benigno S. Aquino III has hit the ground running in the new year. We at the DOLE should follow suit in implementing a massive information and education drive on all available LMI to address the perennial problem of unemployment and job mismatch and to bring ‘jobs fit’ opportunities down the grassroots,” she said in baring the thrusts and programs of the Department for 2012.

“This year, we must act be pro-active and twice as intense as we were in 2011 in cascading the DOLE’s campaign to develop a jobs fit and productive labor force at local levels by informing and guiding new entrants to the labor force in identifying skills and competencies that would secure them the best jobs,” she added.

Making LMI accessible and available at the grassroots level is part of career guidance advocacy, the third of four convergent programs identified by the DOLE, TESDA, CHED, and DepEd that would address jobs mismatch.

The career advocacy program is seen to pave the way to making national and regional LMI, such as hot jobs, in-demand and hard-to-fill occupations, occupational briefs, career guides, industry guides, labor market intelligence, etc. more accessible to the public. Its implementation will involve the PESOs, network of guidance counselors, academe, training institutions, student councils, and industry associations.

Baldoz issued the directive after noting there had been an increase of 4.2 percent in the number of inactive unemployed population, based on the 2011 employment report of the DOLE’s Bureau of Labor and Employment Statistics. The increment translated to a slight increase of 15,250 persons per year, bringing to 1.511 million the number of inactively unemployed in 2010 from 1.450 million in 2006.

The National Statistics Office and the National Statistical Coordination Board define the unemployed as all persons who are 15 years old and over as of their last birthday and are reported as without work; currently available for work and willing to take up work in paid employment or self employment; and seeking work or not seeking work due to the following reasons: (a) tired/believe that no work is available (the discouraged workers who looked for work within the last six months prior to the interview date); (b) awaiting results of previous job application; (c) temporary illness/disability; (d) bad weather; and (e) waiting for rehire/job recall.

Citing the same BLES report, Baldoz explained that the common reason for the increase in inactive unemployed population was the belief that there was no available work to match the skills of every jobseeker.

“Clearly, there is a urgent need for us to expand and intensify LMI delivery to educate jobseekers and workers and guide them in their search for productive opportunities and available jobs in the local labor market,” Baldoz stressed.

LMI encompasses a comprehensive framework of the labor market situation on labor demand and supply; wages, hours of works; employer hiring practices; worker job preferences; and many other factors which shape employer-worker relationship, policies and programs of government, investment decision by employers, and job selection by workers among others.

The DOLE, Baldoz said, has allocated a budget of P50 million this year for its LMI delivery, programs, and activities, which consist of career guidance and counseling seminars and massive orientation on the Project Jobs Fit: DOLE 2020.

Project Jobs Fit: DOLE 2020 is a study that outlines in-demand and hard-to-fill occupations in the country’s ‘key employment generating’ dustries in the next 10 years.

In 2011, the BLE has distributed 2,000 copies of Project JobsFit publications to members of Congress, DepEd, CHED, DOST, DTI, NEDA, PESO Managers, schools and universities, DOLE ROs, and attached agencies. The electronic copy of the Project JobsFit can be accessed through the BLE’s website at <http://ble.dole.gov.ph/>.

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