

#EuropeanJobDays

European Job Days

15 years of connecting **people**
with **opportunities** across Europe



EURES 2026 campaign
'Join the European Job Days'

Launch webinar
31 March 2026

ELA 
EUROPEAN LABOUR AUTHORITY



Welcome words

Aikaterini SYLLA,

Senior EURES human network
coordination officer

Agenda

10:00 Welcome and introduction

10:05 15 Years of European Job Days

10:25 Campaign creative concept

- Concept and visual
- Slogan, hashtag, key messages

10:40 Landing page and campaign communication products

- Landing page on the EURES portal and dedicated space on the Extranet
- Campaign toolkit: templates and off-the-shelf materials

11:00 Coffee break

11:15 Campaign support and partnerships

- Support to Members and Partners
- Campaign partnerships

11:30 Campaign activities and dissemination

- Social media and traditional media campaign
- Call for expressions of interest video stories
- EURES influencers initiative
- Campaign reporting

11:45 Q&A session

12:00 Webinar wrap-up and close

#EuropeanJobDays

15 Years of European Job Days

Aikaterini SYLLA



European Job Days: 15 years of impact

Since 2011, the **European Job Days (EJD)** have evolved from isolated events into a mature EU-level public recruitment service.

They enable direct interaction between employers and jobseekers, combining online tools with the human support of the EURES network.

- **Accessible to all EU/EEA jobseekers;**
- **helps employers address skill shortages;**
- **full lifecycle support by EURES Advisers;**
- **sector-specific and cross-border recruitment;**
- **a credible alternative to private platforms.**

What makes EJDs unique?

What EJDs provide:

- EU-governed, **free-of-charge** service;
- integrated **digital + human** support;
- real-time interaction with employers;
- guidance on mobility, relocation and rights;
- multilingual.

What sets EJDs apart:

- GDPR-compliant recruitment;
- access to screened employers;
- a strong role for EURES Advisers;
- a proven tool to address shortages.

EJD performance (2013–2025)



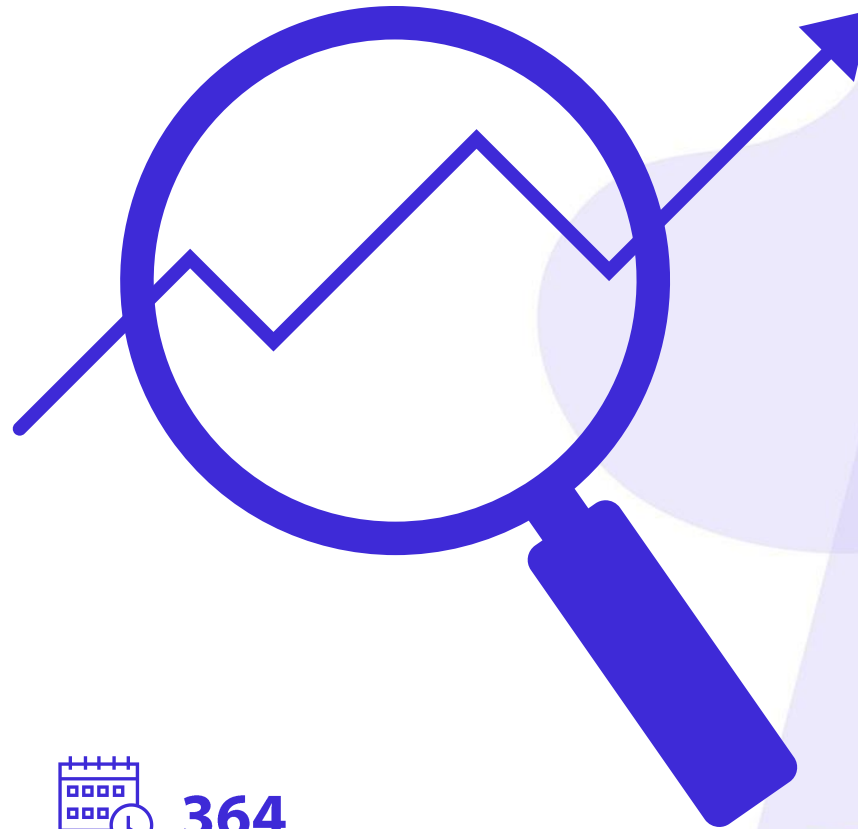
403 740

registered jobseekers



250 445

applications submitted



364

events delivered



14 394

registered employers

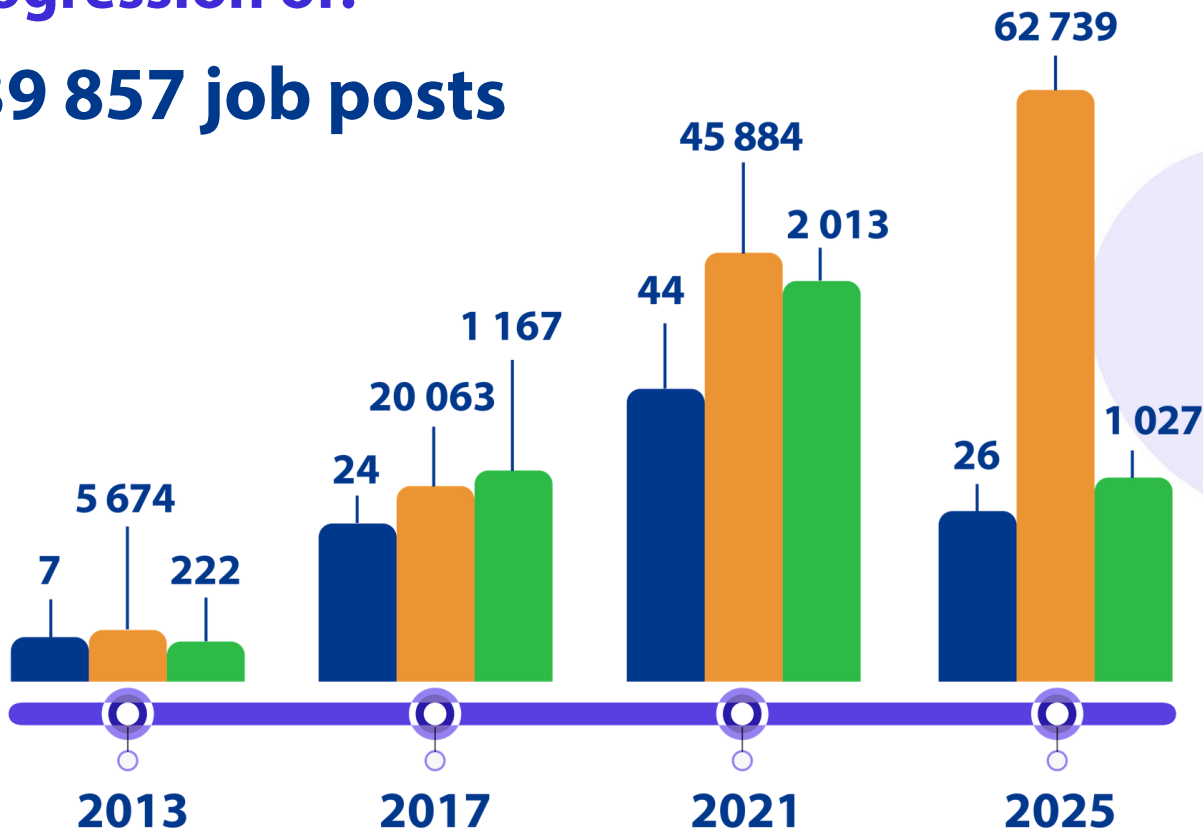


25 349

published job vacancies

EJDs evolution (2013–2025)

Progression of:
239 857 job posts



364
events

403 740
jobseekers

14 394
employers

Events with the largest participation (top 3)

Jobseekers' participation



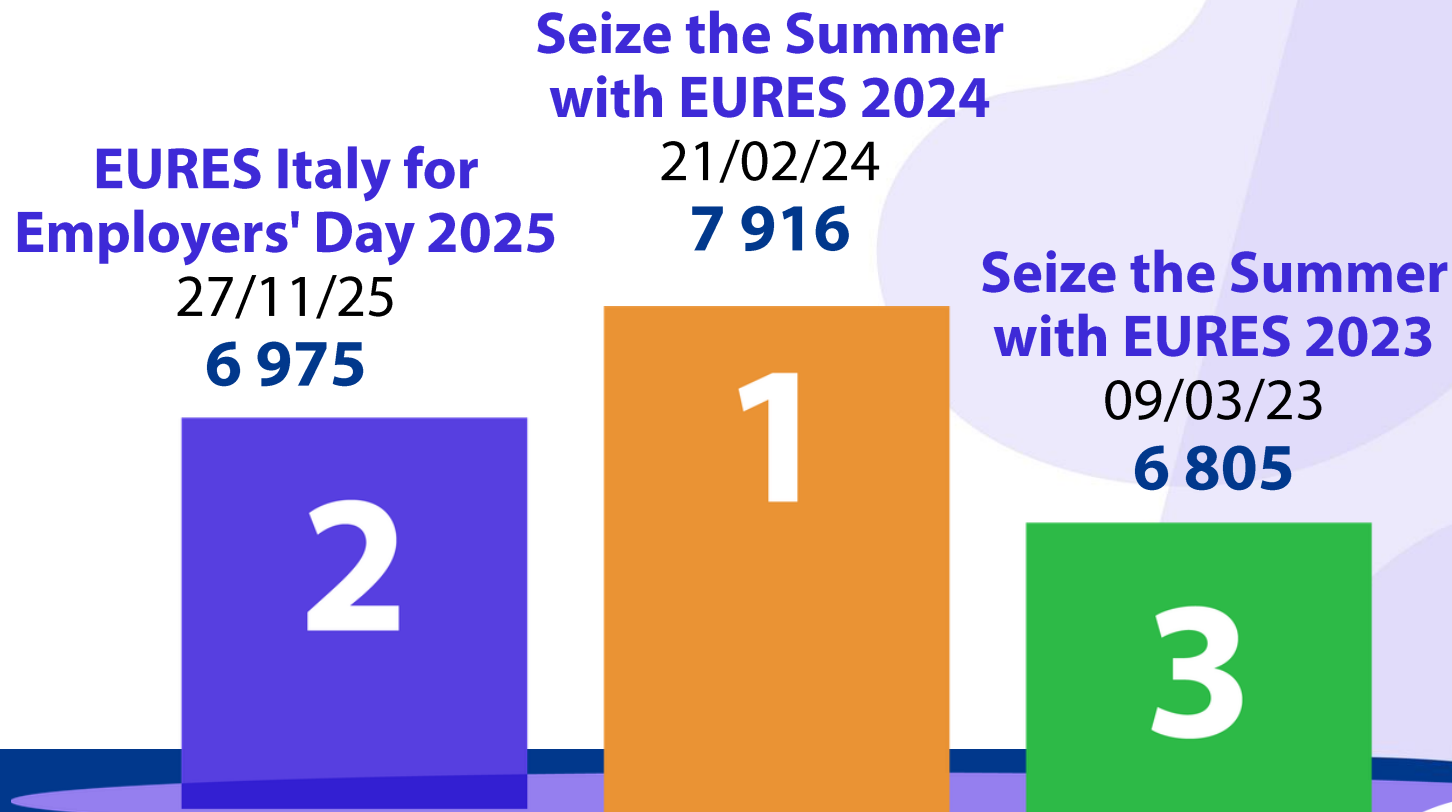
Events with the largest participation (top 3)

Employers' participation



Events with the largest participation (top 3)

Highest amount of job applications submitted



Sectors in demand across European Job Days



ICT



Construction



Healthcare



HoReCa



Manufacturing



**Transport &
storage**



**Scientific & technical
activities**

Campaign creative concept

Paulo EMERENCIANO

Marinella VAN WELSENES

EURES communication team

What is EURES?

EURES, the European Employment Services, is the go-to network for connecting employers and jobseekers across Europe, for the last 32 years. It plays a key role in supporting jobseekers and employers in finding labour opportunities and navigating a complex, ever-evolving job market.

- Offers 3 million job vacancies;
- helps jobseekers explore opportunities across Europe;
- supports employers recruiting talent across borders;
- provides information on living & working conditions;
- ensures quality, transparency and access to services;
- facilitates cross-border partnerships and targeted funding for relocation;
- operates in 31 countries across EU/EEA countries and Switzerland.



Campaign concept: 'Join the European Job Days!'

The 2026 anniversary campaign builds on the message: 'Join the **European Job Days!**' It frames EJDs not just as simple events, but as a life-changing gateway to opportunities across Europe.

A strategic communication campaign initiative to put **a special highlight on the EJDs achievements**, to showcase successful stories and widespread the 'European Job Days' unique employment service.

Each European Job Day can in fact be '**the day**' that **transforms someone's career**, whether it is a jobseeker finding their first international role or an employer discovering the talent they need.

- **Human-centred tone;**
- **celebratory but future-facing;**
- **simple, memorable core message;**
- **flexible for jobseekers, employers and stakeholders.**

Why a 15th anniversary campaign?

The 15th anniversary campaign showcases the evolution, achievements, and real impact of European Job Days across Europe.

VISIBILITY

Strengthen awareness of EJDs as an EU public service and refresh their positioning across Europe.

ENGAGEMENT

Encourage more jobseekers and employers to use the service, particularly in shortage sectors.

CONSISTENCY

Equip all EURES Members & Partners with shared materials for coherent 2026 communication.

The campaign is delivered through coordinated communication across the EURES network, ensuring a strong, unified voice throughout Europe.

Why a 15th anniversary campaign?

VISIBILITY

- Rename E(O)JD to European Job Days (EJDs).
Removed '(Online)'.
- Visual identifier also removed.
Only EURES logo.



Visual identity

- The visual identity builds on established EJD branding, including the EURES shape, combined with the anniversary number to ensure clear recognition and consistency across all communication materials
- The graphic system is designed to be **flexible and audience focused**, highlighting the anniversary and celebrating the legacy built over fifteen years.



The '15' serves as the foundation of the creative concept highlighting the longevity of the European Job Days.

Employers



Jobseekers



Colours shift depending on audience



Campaign typography

EURES' primary font:

Myriad Pro

Light: abcdefghijklmnopqrstuvwxyz

Regular: abcdefghijklmnopqrstuvwxyz

Semibold: abcdefghijklmnopqrstuvwxyz

Bold: abcdefghijklmnopqrstuvwxyz

Black: abcdefghijklmnopqrstuvwxyz

Tagline

Join the European Job Days!

EURES' secondary font (e.g., editable templates):

Arial

Regular: abcdefghijklmnopqrstuvwxyz

Regular: abcdefghijklmnopqrstuvwxyz

Semibold: abcdefghijklmnopqrstuvwxyz

Bold: abcdefghijklmnopqrstuvwxyz

Campaign colour palette

Primary colours



Secondary colours



Campaign goals



Awareness

Make European Job Days more visible and recognisable among key target audiences.



Participation

Increase high-quality, meaningful participation from both jobseekers and employers.



Relevance

Tailor messages to sectors and regions with high mobility potential and labour shortages.



Engagement

Bring impact to life through authentic testimonials and real success stories.



Positioning

Strengthen EJDs as Europe's public recruitment platform for cross-border and transnational hiring.

Campaign slogan

Join the European Job Days!
15 years of connecting people with opportunities across Europe

Taglines for the main target audience:

Employers

Join the European Job Days!
15 years of hiring new talent
across Europe

Jobseekers

Join the European Job Days!
15 years of career
opportunities across Europe.

Campaign hashtags

#EuropeanJobDays
#EURESjobs

Target audiences - Primary

Internal

- EURES NCOs (incl. ECG & WGs);
- EURES Members & Partners;
- EURES Advisers;
- ECO / ELA coordination.

External

Jobseekers

- Young (25–34), VET & graduates;
- mid-career (ICT, health, construction, engineering, tourism);
- vulnerable groups.

Employers

- SMEs & large companies;
- Employers with transnational recruitment needs.

Target audiences - Secondary

Internal

- Relevant EC services (DG EMPL, DG COMM, DG GROW, DG EAC);
- EU Agencies (ELA, Cedefop, Eurofound);
- National PES;
- ELA NLOs & Stakeholder Group;
- Key institutional stakeholders involved in education, vocational training, employment & labour mobility.

External

- Potential new EURES Members & Partners;
- Social partners (national, local, sectoral);
- Private employment services;
- NGOs & third sector employment services;
- Universities, VET, language providers;
- media & labour market networks.

Connecting talent and opportunity

EJDs bring together jobseekers and employers through dynamic online events, backed by dedicated EURES support.

A trusted European public service

European Job Days are a free public European service supporting cross-border and transnational recruitment.

15 years of impact

Facilitating mobility, enabling matches, and delivering real employment outcomes across Europe.

Key messages

For jobseekers

- Discover job opportunities across Europe
Interact directly with employers.
- Receive guidance on living and working abroad.

For employers

- Access a pool of motivated candidates from across Europe.
- Benefit from tailored support by EURES Advisers.

Campaign landing page and communication products

Anna LINDGREN

Roman BELOVIČ

EURES communication team

Landing page on the EURES portal



EURES 2026 campaign – Join the European Job Days!

15 years of connecting people with job opportunities across Europe

View draft View published Overview History Unpublish

#EuropeanJobDays

15 years of events shaping new careers.

What's your story?

Breaking barriers, building careers abroad: 15 years of transforming and promoting fair transnational and cross-border hiring in Europe.

- Are you looking for talented candidates from across Europe to join your team?
- Are you ready to start a new career abroad and connect with international employers?

With European Job Days (EJDs), you can do both — all in one place.

As a free European public service, the EJD platform is designed to make transnational and cross-border recruitment simple, transparent, and accessible.

By combining a dynamic digital platform with real human support in 31 countries, the EJD platform offers far more than a typical online job fair.

Since its launch in 2011, EJDs have moved countless careers and companies forward. Some key figures include:

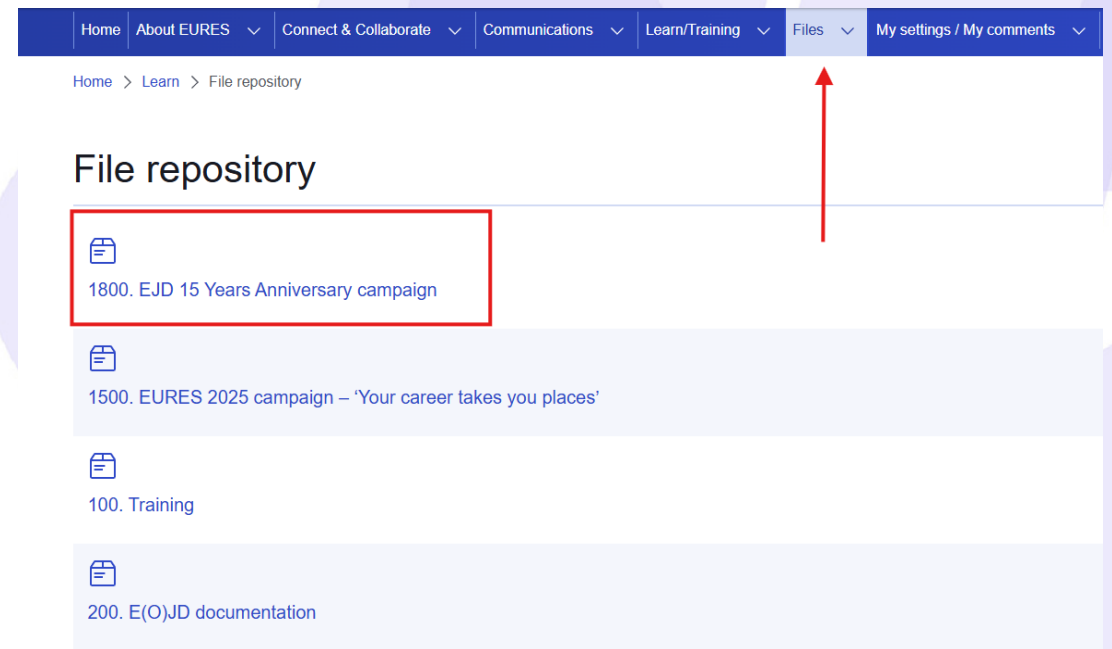
- The campaign landing page is hosted on the [EURES portal](#).
- It serves as the digital hub for the campaign providing information, updates, and resources related to:
- Information on upcoming campaign events and activities;
- Links to EURES services and useful tools for jobseekers and employers;
- News and stories highlighting career opportunities across Europe.

Dedicated space on the extranet

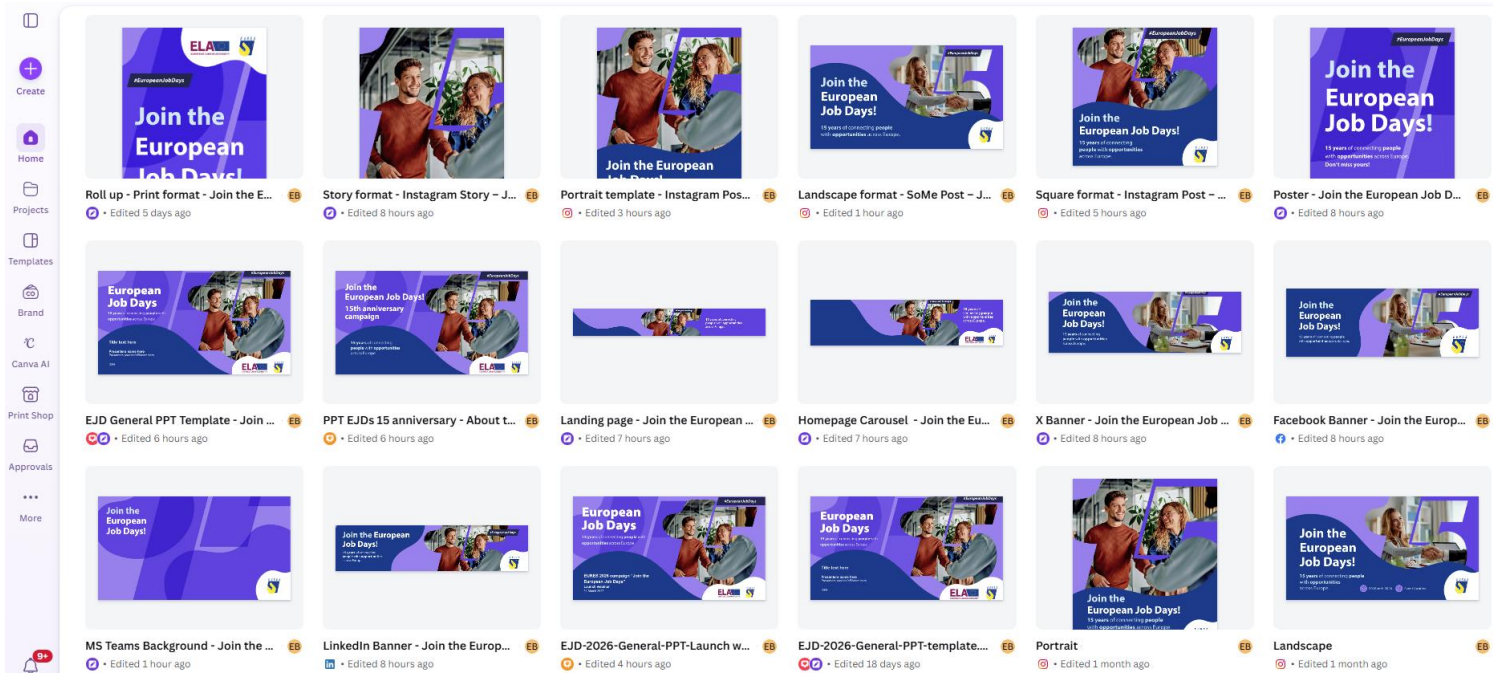
A package of useful, ready-to-use materials will be available:

- Campaign toolkit;
- campaign launch webinar;
- campaign materials - Templates/ editable materials;
- campaign materials - Off the shelf/ printable materials;
- campaign press kit which contains:
 - Press release for network use;
 - Q&A document;
 - infographic;
 - EURES country support.

[LINK HERE](#)



Canva







- All the campaign templates and materials will also be available in the Brand section of the EURES Canva universe.

Social media copy posts suggestions

- The toolkit has a dedicated section with ready-to-use copy posts for your social media channels.
- It also provides clear guidance on how to align your messages with the broader narrative.

Example of the post targeting jobseekers

| Facebook, Instagram, LinkedIn | X |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Dreaming of working abroad? Start online with European Job Days. </p> <p>Access validated employers across Europe, join live recruitment events, and get expert mobility advice: all in one trusted public platform.</p> <p> Your next opportunity is closer than you think. Find it via the link in our bio and join the European Job Days!</p> <p>#EuropeanJobDays #EURESJobs</p> | <p>Thinking of working abroad? Start online with European Job Days. </p> <p>Join live recruitment events, connect with potential employers, and receive personalised mobility advice from experts.</p> <p> Join the European Job Days: https://europeanjobdays.eu/en</p> <p>#EuropeanJobDays</p> |

Social media copy posts suggestions

Example of the post targeting employers

| Facebook, Instagram, LinkedIn | X |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Can't find the skills you need? Look beyond borders. ✈️</p> <p>European Job Days connect you with motivated candidates from across Europe.</p> <p>Through a trusted public recruitment platform, you can get:</p> <ul style="list-style-type: none"> 👛 recruitment support 💡 cross-border expertise 💻 participate in online job fairs <p>New skills, new possibilities. Find them at the link in our bio and join the European Job Days!</p> <p>#EuropeanJobDays #EURESJobs</p> | <p>Skills gap? Look beyond borders. ✈️</p> <p>European Job Days provide access to motivated candidates across Europe and simplify transnational recruitment.</p> <p>Find your new team member, backed by trusted EURES support: https://europeanjobdays.eu/en</p> <p>#EuropeanJobDays</p> |

Social media editable templates

- The toolkit includes **ready-to-use and editable templates** developed in line with the campaign's visual identity to support the promotion of the EJD 15th anniversary.
- These templates are designed to be flexible and adaptable, so you can insert your own **content**, **translate text** into your national language, add **national** or **partner logos** where relevant, and replace **images** while maintaining a consistent look and feel across all communications.



Campaign toolkit

- An overview of the campaign's context, concept and objectives.
- Participation guidelines.
- Target groups and key messages for each group.
- The campaign slogan and hashtag.
- A visual identity with images for network's social media use, with guidance for their application.

- Guidance, tips and recommendations for targeted social media posts.
- Examples of social media posts – launch package.
- A press kit with EJD results.
- Key Performance Indicators (KPIs) to support measurement of the campaign at EU and national levels.

Templates and off-the-shelf materials



Social media assets
(Canva templates,
carousels, social
media copy)



Press kit (press
release,
infographic, Q&A)



Microsoft Teams
background, mail
signature and web
banners available via
Extranet /
Canva/campaign
landing page



PPT presentation
(EN)



Roll-up, poster,
landing-page
visuals

Digital assets

Email signature



#EuropeanJobDays

Name Last Name

Job position title and organisation

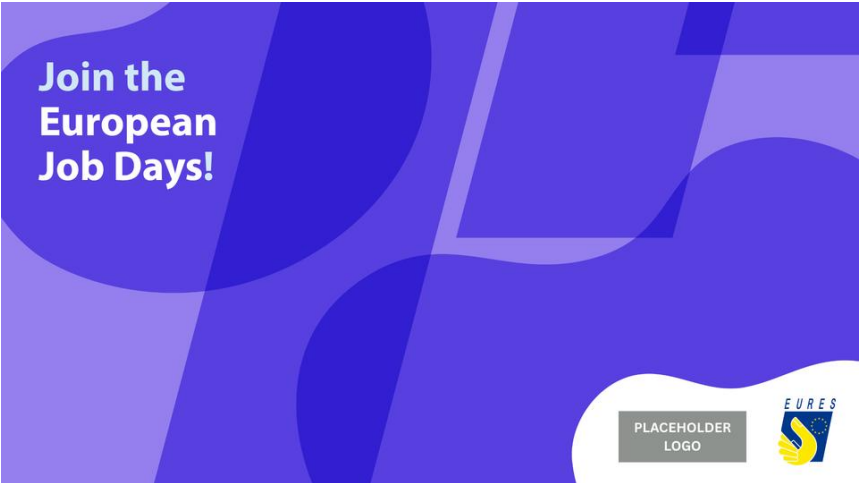
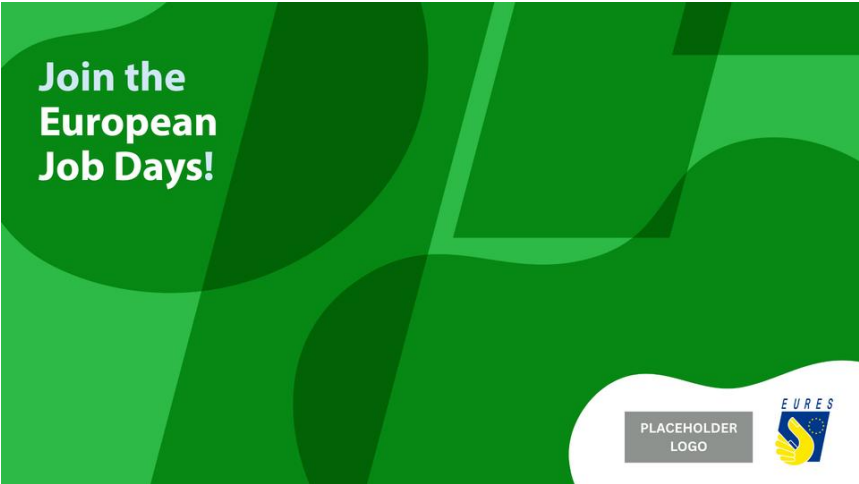
your email

Phone: your phone number

eures.europa.eu



Teams backgrounds



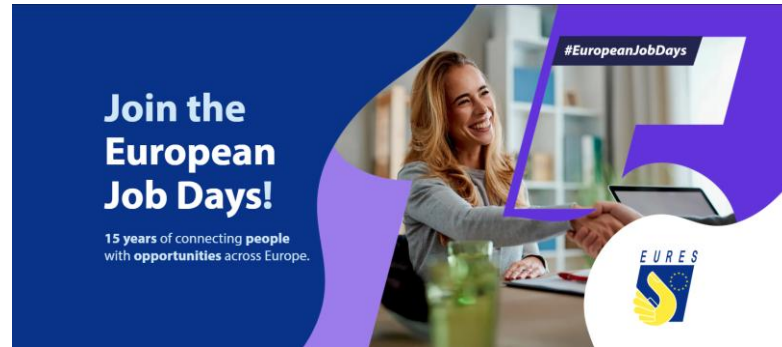
Press kit

- **Press release with EJD results**, including suggestions on how to adapt content to national media landscapes and support outreach to national and regional media.
- **‘EJDs in numbers’ infographic** presenting key achievements, facts, and figures from 15 years, supported by high-resolution visuals and photos.
- **15th Anniversary Q&A document** (two pages) explaining what EJDs are and how they support intra-European mobility.



Social media banners

Facebook



X



Youtube



LinkedIn



Web banners

Homepage carousel



Landing page



Off-the-shelf materials

- PowerPoint presentation the 15th anniversary campaign

#EuropeanJobDays

European Job Days 15th anniversary campaign

15 years of connecting
people with opportunities
across Europe

ELA EUROPEAN LABOUR AUTHORITY

EURES

#EuropeanJobDays

About EJDs

What are European Job Days?
EU-wide onsite and online recruitment events that connect jobseekers with employers across Europe, with practical advice on living and working abroad.

What they offer

Jobseekers

- Apply for jobs across Europe in many sectors
- Meet employers via livestream or online chat

Employers

- Online interviews
- Get free access to thousands of CVs

14 394 employers

403 740 jobseekers

364 events

| Year | Jobseekers | Employers | Job Posts | Applications |
|------|------------|-----------|-----------|--------------|
| 2013 | 5 674 | 7 | 222 | - |
| 2017 | 20 063 | 24 | 1 167 | - |
| 2021 | 45 884 | 44 | 2 013 | - |
| 2025 | 62 739 | 26 | 239 857 | 250 445 |

239 857 job posts

250 445 applications

ELA EUROPEAN LABOUR AUTHORITY

EURES

Off-the-shelf materials



- Editable roll-up banner (200 × 80 cm)

Off-the-shelf materials



- A poster (70 × 100 cm, B1 format)

Campaign support and partnerships

Paulo EMERENCIANO

Roman BELOVIČ

EURES communication team

Campaign partnerships

The campaign will also consider collaboration with **campaign partners** and **stakeholders** at European level, including employer networks, educational and training institutions.

EU networks

- Europass
- Erasmus+ and Erasmus for Young Entrepreneurs
- Your Europe
- Europe Direct
- Euroguidance and Eurodesk

Institutions

- DG EMPL communications
- DG communication
- PES secretariate

Stakeholders

- Social partners
- Employer networks
- World Employment Confederation
- Business Europe
- SME United
- ETUC (European Trade Union Confederation)

Campaign partnerships

Why partnering with EURES

- By partnering with EURES, you will strengthen your own target audience's employment needs;
 - respond and get real answers to labour market needs;
 - promote safe and informed labour mobility;
 - enhance your policy and advocacy impact;
 - contribute to real employment solutions, through a smart service, and not just raising awareness;
 - follow EURES on social media using **#EuropeanJobDays**, engage with the campaign's events, and share your stories, photos and experiences with us.
-
- **Share and take part in the EURES campaign and make a difference in employers and jobseekers' lives across Europe.**

EURES campaign support

EURES support form platform

- As in previous years, we offer a range of support to help you promote activities and EURES visibility in general.
- This year, all support is unified under one platform

You can request:

- Goodies support;
- media support;
- ad hoc support;
- ECO social media channels takeover;
- EURES Canva subscription;
- EURES publications;
- EURES event – Portal, Extranet, LinkedIn.



- How it works? Just select the relevant form complete the required fields submit your request.

This ensures a simpler process, faster support, and better coordination across the network.

Media support

Dedicated paid media support across 31 countries at European and local level:

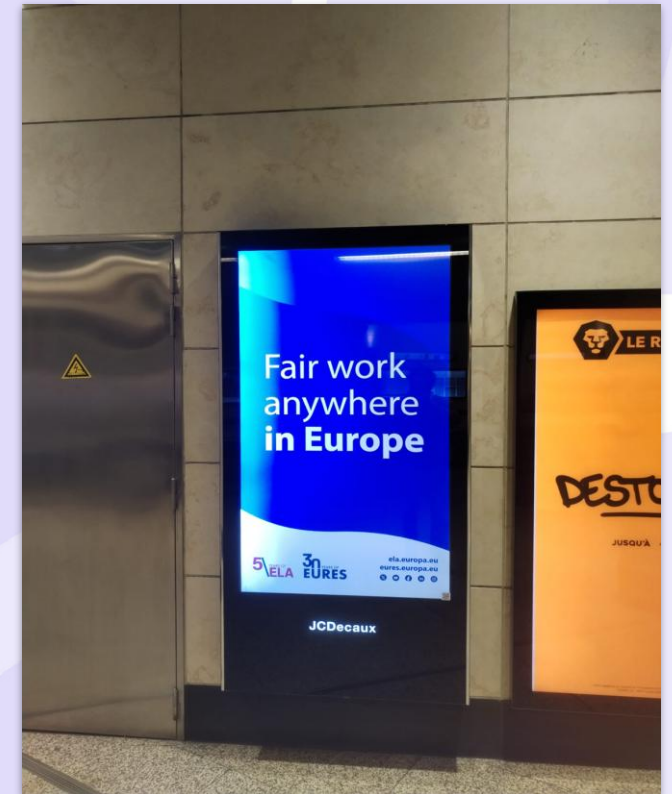
- EUR 10 000 for digital media (**EUR 7 000** for EJD Anniversary);
- EUR 20 000 for traditional media (**EUR 14 000** for EJD Anniversary);
- **total EUR 30 000 per EURES country** available;
- supports both local EURES promotion and the EJD Anniversary campaign.

Multi-channel options:

- Digital: social media, Google Search, Display, YouTube, programmatic ads;
- traditional: CTV, radio, print, podcasts, digital reservation, DOOH, rich media campaigns.

Structured request-to-implementation process:

- End-to-end support from request submission and proposal refinement to media planning, production, optimisation, and final dissemination via national and local channels;
- **S1 2026** – Application period;
- **S2 2026** – Implementation period.



Goodies support

- This support provides EURES countries with **branded and sustainable promotional materials** to increase campaign visibility and engagement at national level;
- EURES countries can select items from the **updated EURES catalogue**;
- each EURES country may order up to **EUR 10 000** in goodies;
- please allow four to **six weeks** for processing and delivery.

New yummy items:
check them out!



Ad hoc support

We will continue offering *ad hoc* support to EURES countries.

This support refers (but not limited) to:

- Any communication deliverables which are not falling under traditional or social media category and can boost EURES visibility;
- examples: production of banners /rollups; adaptation of templates, video subtitles, publications adaptations; small interventions.

Limited total budget of **EUR 90 000**;

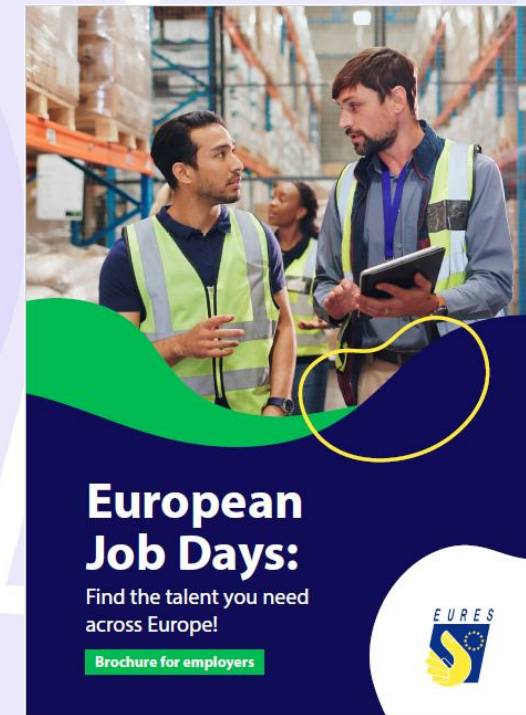
- ECO will evaluate all proposals in case-by-case evaluation;
- applications by Member and Partners, with the agreement of the NCO.

EURES publications support

The EURES publications support form remains open.

This campaign brings two new publications:

- European Job Days: Your pathway to working across Europe
- European Job Days: Find the talent you need across Europe.
- These four-page publications provide all the necessary information for jobseekers and employers to join European Job Days, either online or onsite.
- The publications are currently available in English; additional EURES languages will be added in the coming months.



EURES Canva Pro support

We will also continue offering EURES Canva Pro support

The EURES Canva universe is currently used by 156 users.

- More licenses available as part of the support if requested using the Canva form.
- Flexible tool for graphic design with ready-made EURES templates with infinite pool of visuals available.



Campaign activities and dissemination

Anna LINDGREN

Paulo EMERENCIANO

Marinella VAN WELSENES

EURES communication team

Organic social media strategy

Content formats:

- Static visuals, carousels, videos, interactive quizzes, polls and informative materials.

Editorial timeline

- Pre-launch: March
- Launch: March–April
- Activation: May–November (thematic weeks, international observances)
- Wrap-up: December (summarise activities, reinforce core messages)

Social media channels

-  Instagram: @euresjobs
-  Facebook: @EURESjobs
-  LinkedIn: @eures
-  X: @EURESjob
-  YouTube: @EURESjob

Targeted digital media

- Digital media plays a key role in reaching and engaging target audiences efficiently across multiple platforms.

Main digital channels

- Meta (Instagram and Facebook)
- LinkedIn
- Google Search and Google Display Network
- Programmatic advertising on websites and apps.

Traditional media

Digital Out-of-Home (DOOH) advertising

- Digital screens in high-traffic locations (e.g. transit hubs, shopping areas, urban panels).
- Campaign monitored with quality checks and final reporting on impressions, reach, and placements.

Media partnerships

- Collaborations with selected platforms (e.g. job portals, HR magazines, expat and business outlets).

Rich media campaigns and CTV

- Interactive formats on pre-approved websites (news, job portals, HR and mobility platforms) with advanced targeting (interests, geo-targeting, audience segments).
- High engagement formats with localised content, strong visibility, and performance tracking (for example, CTV offers a flexible/cost-efficient alternative).

EURES influencers initiative

Influencer campaigns will play a key role in bringing the EJD 15th Anniversary campaign to life through authentic and relatable content. Activation across Instagram, LinkedIn, TikTok, and YouTube will amplify campaign visibility and drive meaningful engagement with target audiences.

Influencer selection based on:

- Engagement, reach, audience quality, inclusiveness, and brand safety.

Coverage across all EURES countries, with focus on:

- Countries experiencing labour shortages;
- Countries already strongly engaged.

- Inclusion of new profiles and previously validated influencers from past EURES campaigns.
- Contributes to building a long-term influencer database.
- Content guided by campaign brief and toolkit (topics, tone of voice, hashtags, guidelines).

Call for expressions of interest video stories

- Launched a call inviting jobseekers, employers, and EURES stakeholders to share their success stories from European Job Days.
- Collection and selection of up to 20 impactful stories showcasing real experiences and outcomes.
- **Development of a video package including:**
 - Testimonial videos (jobseekers, employers, EURES Advisers/Event Organisers).
- Each selected story will be developed into structured content featuring:
 - Background and context;
 - demonstrated impact;
 - authentic quotes from participants.

Campaign reporting

Performance monitoring and KPIs

- A [survey](#) will be distributed among the network members to track:
 - Social media performance: posts, impressions, shares, engagement etc.
 - Traditional media: types of media used and specific details
 - Events: number, attendees, audiences

The [survey](#) will be accessible online via invitation, it will be the only monitoring activity for this campaign.

We thank campaign partners to send their results. This will serve to measure the overall campaign outputs and performance

– > will help to further develop next campaigns

Q&A session

#EuropeanJobDays

Thank you!

eures-communications@ela.europa.eu

