

#EuropeanJobDays

Join the European Job Days! 15th anniversary campaign

15 years of connecting
people with opportunities
across Europe



ELA 
EUROPEAN LABOUR AUTHORITY



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



239 857
job posts

250 445
applications

Campaign objectives

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

It aims to:

- Increase awareness and visibility
- Strengthen the strategic positioning of EJDs
- Boost participation and uptake across the EURES network

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



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



Campaign goals

Driving impact across Europe:



Awareness

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



Engagement

Bring impact to life through authentic testimonials and real success stories



Participation

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



Positioning

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



Relevance

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

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
- Transnational recruiters



Target audiences - Secondary

Internal

- EC services (DG EMPL, DG COMM, DG GROW, DG EAC)
- EU Agencies (ELA, Cedefop, Eurofound)
- National PES
- ELA NLOs & Stakeholder Group
- Education & labour mobility authorities

External

- Potential EURES Members & Partners
- Social partners & private employment services
- NGOs & third sector
- Universities, VET, language providers
- Media & labour market networks



A trusted European public service

European Job Days (EJDs) 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

Connecting talent and opportunity

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

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

Toolkit for partners



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



PPT presentation (EN)



**Roll-up, poster,
landing-page visuals**



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



Templates and materials
available via Extranet /
Canva/campaign landing page

eures.europa.eu/index_en

 www.instagram.com/euresjobs

 www.facebook.com/EURESjobs

 www.linkedin.com/company/eures

 www.x.com/EURESJob

 www.youtube.com/@EURESjob

