



Guide for companies

“The beginner's guide to skilled worker immigration” is a podcast and brochure product which supports companies when searching for and bringing in skilled workers from abroad



IQ | GOOD PRACTICE in a nutshell

Addressees for transfer:
Small and medium-sized enterprises
(SMEs)

Podcast product

“The beginner's guide to skilled worker immigration” is an information brochure with lots of examples from practice. It's a great way for companies to learn about the Skilled Immigration Act and different reasons for entering Germany. An audio version of seven episodes can be used as an alternative or as a supplement. Episodes are around ten minutes long and are available on the usual streaming platforms. The podcast product makes it even easier to access the information in the brochure and also opens it up to another target group. The case studies, offering specific advice with a focus on a key theme, can be listened to in bite-sized chunks. The podcast therefore provides small and medium-sized enterprises (SMEs) with a practical overview of the complex paragraphs and instructions using as few technical terms as possible.

Project:

IQ Immigration Information Centre for Skilled Workers (South and East Brandenburg) in the Brandenburg IQ regional network

Provider:

DAREconsulting GmbH

Responsible for the field of work:

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Provision:

You can find further information at
<https://dareconsulting.de/podcast-fachkraefteeinwanderung-teil-1/>

All previously published IQ Good Practice examples can be found at
www.netzwerk-iq.de

Starting point/challenge

To enable employers wanting to recruit skilled workers from abroad to get to grips with the many paragraphs and all of their responsibilities, the IQ Immigration Information Centre for Skilled Workers (South and East Brandenburg) in the Brandenburg IQ regional network has produced a practical guide for companies entitled “The beginner's guide to skilled worker immigration”. It provides specific case studies from practice showing what would ideally happen over the course of an immigration procedure, its likely duration and the responsibilities in each case. The publication was created in cooperation with the IQ Competence Centre for Immigration and with the assistance of the IQ Competence Centre for Advisory Services and Job Training of Migrants. Because small and medium-sized companies often only have limited time available for dealing with the issue of skilled worker immigration, employees at the subproject “IQ Immigration Information Centre for Skilled Workers (South and East Brandenburg)” in the Brandenburg IQ regional network, responsible for the brochure, searched out additional channels of communication. They had the idea of turning the brochure into an audio format and offering a podcast series which would provide the content in a different form.

Product implementation

To create the podcast, the existing brochure material was divided into seven episodes, based on their topic, and the language was adapted. The text was recorded and edited using professional equipment, and the sound quality was adjusted afterwards. So that it resembled a typical podcast, an “intro” and “outro” were used to create a beginning and end. Effects were added to the audio to provide emphasis in certain places. A lot of work was involved in the production and in adapting the sound, which required professional equipment to achieve an acceptable sound quality.



The podcast series is divided thematically into episodes and, with one exception, these generally do not last for more than ten minutes. At this length it can be listened to in peace on the train or on the way to work in the car. Using timestamps and links in the episode description, users can easily find helpful and interesting information tailored specifically to what they might want to listen to. Once production was completed the podcast was hosted and published on the usual streaming platforms. The brochure and the podcast are also regularly promoted at specialist events and on social media.

Conclusion

The small audio format of the beginner's guide to skilled worker immigration offers an alternative to reading and is an innovative way of acquiring knowledge provided by IQ content. Awareness of the IQ Immigration Information Centre for Skilled Workers for South and East Brandenburg has risen significantly as a result of the podcast. It has been possible to successfully communicate the brochure content to further interested parties. Positive feedback and comments on social media platforms confirm the success of the product.

“Understanding all that recruitment might involve”

Podcast episode provides key answers to questions about immigration of doctors and IT specialists.

Each of the seven podcast episodes is self-contained. Listeners only need to listen to the subject most relevant for them at the time. The podcast episode from “The beginner's guide to skilled worker immigration” on the subject of “Second chance qualifications” opens in the following way: “E. is a doctor from El Salvador and applies to your company. She submits an assessment notice from the competent recognition authority. However, she needs state authorisation to work in an academic medical profession.” In this episode two human resource managers learn about the areas in which this person is permitted to work – in this case as a medical services assistant – and what else needs to be done in order to employ Ms E. permanently as a doctor. This case study provides a



clear introduction to the subject of “how can I recruit an international skilled worker” before going into the requirements, underlying circumstances and special features in a bit more detail. Themes such as recognition of foreign professional qualifications and improving German language skills are also addressed, as are the options for trial work and requirements for working in the IT sector.

During this podcast – which at a length of 23 minutes is the longest – listeners also learn about legal requirements and the authorities which need to be involved. “At first, 23 minutes sounds like a long time,” explains Philipp Riegels, contact partner for the project IQ Immigration Information Centre for Skilled Workers for South and East Brandenburg, “however listeners find out in simple terms all they need to know about recruiting different groups of people such as IT specialists, people with professional qualifications from the regulated or non-regulated sectors or international students. It is important that HR managers understand all that recruiting foreign skilled workers might involve. And also that they can ask for help from our information centre at any time.”

Three questions for Philipp Riegels, contact partner for the project IQ Immigration Information Centre for Skilled Workers (South and East Brandenburg)

“Easy-to-access and memorable source”



What is innovative about the podcast?

The Skilled Immigration Act contains many paragraphs and instructions which are difficult to access for a small craft trades business based in Brandenburg. In order to give SMEs a handy initial overview, we've developed a user-friendly information brochure entitled “The beginner's guide to skilled worker immigration”. People running businesses never have enough time, so in order to provide them, as well as the visually impaired, with an opportunity to find out about the Skilled Immigration Act, we looked to an additional communication medium: audio. This can easily be used – even over the course of the working day – to get the information you need in short chunks lasting for about 10 minutes.

Can the content also be transferred to other contexts?

The content relates to the Skilled Immigration Act and in some cases contains information specifically relating to our federal state, such as contact information details for Brandenburg. However, requirements for the residence permit covered in the information are identical across Germany. It is already being adapted for other IQ networks. The information brochure, for example, is already being used by the Lower Saxony and Bavaria IQ regional networks. The content of the audio version is therefore also transferable.

What can the podcast achieve over the long term?

Publication on the popular major streaming providers gives greater reach and helps build or generate awareness of Network IQ. The more widely Network IQ offers are disseminated, the more companies and skilled workers can be reached, including those parties who are generally interested. This means we're not just helping to make content available in an accessible language, but we're also helping to publicize the varied IQ offers.

Publication details

The “IQ Immigration Information Centre for Skilled Workers (South and East Brandenburg)” project is funded within the framework of the Network IQ. It is a subproject of the Brandenburg IQ regional network.

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www.netzwerk-iq.de

Network IQ

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