

## Requesting superstar techies, ready to make a huge impact at one of Amsterdam's newest startups... meet ZenSelect.

ZenSelect is a brand new startup, working out of Amsterdam and Eindhoven. We're looking for several tech talents who can help speed up our growth. This document provides insight in what our company does and two exemplary assignments you could be working on at our company. If you are excited with the idea to work for ZenSelect, then contact us asap, even if the assignments wouldn't be a 100% fit with you – we're ready to listen.

### Our mission statement:

Alleviate the Skills Gap;  
Promote Freedom of the Individual;  
Through raising the Value of People.

### A short intro:

ZenSelect is a gateway where managers can search and book freelancers to strengthen their team with the scarce skills they need. This is how ZenSelect earns money, by charging commissions on the hourly tariffs of freelancers booked through our platform. However, that is not the purpose of our existence. Our added value is much larger than that.

Both freelancers as well as hiring managers often complain about the cost and quality of the traditional intermediary. A high quality intermediary is someone who is focusing on the right fit between the hired expert and the hiring team. They need to understand both the demand as well as the supply side for a particular job, and refrain from merely "sending CVs around". Unfortunately, the intermediaries who try and are able to understand both the demand and supply side are very rare.

ZenSelect envisions that the need for the traditional intermediary will reduce in the years to come. The continuous improvement in quality of social platforms, social physics and performance tracking tools enables hiring managers to have a direct insight into the availability, cost and quality of the available people on the freelancer market. The combination of the hiring manager's situational awareness, the insight into the market provided by technology, the transparency in the hiring process and the reduction in cost and time-to-hire as a result of automation is hard to beat by a traditional intermediary.

Finally, there is also a large self-improvement and personal branding component to our business. We would like to tell you more about it during an interview – so, apply!

### Assignment 1:

There are massive amounts of data available related to the demand and supply of skills on LinkedIn, company websites, blogs, Twitter feeds, competitor websites and our own platform. **One of the key differentiators of ZenSelect.com is its aim to analyze this data to provide valuable and actionable insights to its freelancers and customers (hiring managers).**



The aim of this assignment is to create a bot which scrapes the following types of data sources:

1. LinkedIn company and career profiles for articles and valuable links to be added to future analysis (i.e. trending analysis);
2. LinkedIn connections / network analysis to map resources working at client companies and profile their educational history, career history and skills;
3. LinkedIn vacancies to map skill demand;
4. Client's vacancy webpage to map skill demand;
5. Client's blogs to map skill demand and market trends;
6. Client's blogs to identify influencers;
7. Third party blogs / websites to map skill demand, other market trends and identify influencers;

8. Twitter feeds to map skill demand, other market trends and identify influencers;
9. Competitor websites to map skill demand;
10. ZenSelect.com's own data of freelancers registered on the platform to map supply.

Consequently, all this data is being used to identify and predict skill demand and supply. As such, fit-gap analysis and professional advice can be provided to the freelancer. The data is also used to enable targeted marketing when ZenSelect.com observes there is a match between a profile in their database and skills demanded in the market.

### Assignment 2:

The second assignment is about creating insights into available (e-)learnings and match these to the skill gaps of our freelancers. Think of the following process:

1. Create fit-gap analysis between supply and demand of skills for our freelancers using:
  - Skill demand data (see assignment 1)
  - Skill supply data (profile data from our freelancers)
2. Create insight in available learnings using data from:
  - MOOC platforms such as Coursera, Udacity;
  - Websites from professional organizations (e.g. ZZP Stichting, Project Management Institute);
  - University websites;
  - Etc.
3. Benchmark our freelancers to other freelancers in the market with regards to skills and tariffs;
4. Create decision tool using data from (1), (2) and (3) to recommend education to our freelancers.

### What we offer:

- Work at a creative, data- and design-driven start-up.
- Work within a tight-knit team consisting of young and experienced entrepreneurs with varied backgrounds (Economics, Law, Aerospace, IT, Creatives).
- Work on an interesting subject, while also contributing to strategic and creative thinking.
- Possibility to join the team after finalizing the internship.
- Competitive salary.

### Interested?

Send an email with your CV to [info@zenselect.com](mailto:info@zenselect.com) before June 21<sup>st</sup> 2015. If you are successful at the consequent interview, you would be able to start already on the 1<sup>st</sup> of July!