

# Dressed for success: How SA companies are preparing first-time job seekers for interviews

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Pnet, South Africa's leading online recruitment platform, is taking a giant stride forward in supporting job seekers on their path to success. As part of the Harambee Smart Works Wardrobe donation campaign, Pnet served as a dedicated drop-off point, at their Johannesburg and Cape Town-based offices in support of Nelson Mandela Day on 18 July. The campaign sought to collect donations of clothing and accessories that enhance job seekers' confidence during interviews and the job search process.



The Smart Works Wardrobe initiative, driven by the belief that a simple wardrobe contribution can make a world of difference, sets out to empower individuals in their journey towards securing meaningful employment opportunities. Pnet's unwavering commitment to the cause was evident as employees and their networks came together to donate generously

and make a lasting impact on the lives of job seekers.

"It wasn't just a company-wide initiative; Pnet values each employee's passion to support causes close to their hearts," says Michelle Dobson, head of brands at Stepstone Group, one of the dynamic trio who spearheaded the Smart Works Wardrobe donations. "So, when we got wind of the Smart Works campaign, we knew we had to be a part of it. We believe that every individual deserves a chance to shine during interviews, and clothing can play a crucial role in boosting confidence."



The Smart Works Wardrobe campaign witnessed an outpouring of generosity and enthusiasm from Pnet employees across three offices. Together, they managed to donate an impressive tally of around 60 pairs of shoes and close to 250 interview-appropriate items of clothing. The impact of these donations goes beyond mere material possessions; it represents the collective effort of a compassionate community coming together to create opportunities for job seekers.

"Pnet's involvement in the Smart Works Wardrobe campaign reflects our belief in empowering individuals through collective support," said Dobson. "We understand that the job search process can be daunting, and a simple gesture like donating clothing can go a long way in instilling confidence and self-assurance in job seekers."



The success of the Harambee Smart Works Wardrobe campaign showcases Pnet's commitment to making a difference in the lives of job seekers and fostering an environment where every interview counts. It exemplifies Pnet's core values of empathy, collaboration, and community engagement.

As Pnet continues to be a driving force in the recruitment space, it remains dedicated to creating a positive impact on job seekers and empowering them with the tools they need to succeed in their careers.

### **About Pnet**

Founded in 1997 and now part of JobTech giant The StepStone Group, Pnet has helped transform South Africa's e-recruitment sector. Pnet's mission, under the ownership of StepStone, is to, "The Right Job for Everyone". Using one of the world's leading next-generation recruitment platforms, we use smart-matching technologies to disrupt the way talent and businesses connect. With a community of over 5,000 recruiters and a database of 6 million job seekers, we are the go-to platform for employment opportunities and recruitment needs.

Pnet is about making connections that work. Our technology platform is an empowering online space where recruiters can find the right talent to help their companies succeed, and job seekers can find work that helps them discover purpose, meaning, and joy in their everyday lives.

Although we are a data-driven enterprise, people will always be at the core of our business. That's how we can offer South Africans a distinctive job-seeking and recruitment experience.

Smart insights. Smarter recruitment.

For more information visit <https://www.pnet.co.za/>.

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**Pnet**

Pnet's recruitment platform uses smart-matching technology to connect the right candidates to the right vacancies at the right time. Part of the global StepStone Group, Pnet offers end-to-end recruitment solutions.

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