

Digital Services & Internet Jobsearching Guide



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CONTENTS

- * **Claiming Online/Entitlements**
- * **Using Universal Jobmatch**
- * **Electronic CV Advice**
- * **Jobsearching on the Web**
- * **The Power of Social Media -
Is Your Online profile in Good Shape?**
- * **Jobsearching Using Social Media - LinkedIn**
- * **Jobsearching Using Social Media - Twitter**
- * **Jobsearching Using Social Media - Jobcentre
Plus on Facebook**
- * **Jobsearching using Mobile Device Apps**

Do you need to make a new or repeat claim for JSA ?

Do It Online! - It's quick, easy and convenient, it guarantees that your claim is dealt with immediately without any delay. The service is available for you to use at your convenience 24/7:

www.gov.uk/jobseekers-allowance

Which Benefits might I be entitled to ?

If you need advice on which benefits, pensions or credits may be best for you or what happens if your circumstances change you should visit our Online Benefits Adviser:

www.gov.uk/benefits-adviser

Using Universal Jobmatch - All you need to know about... **Signing Up**

To benefit from the full range of features offered by **Universal Jobmatch**, you will need register on the Universal Jobmatch website - This process is very similar to setting registering with any job website. You will need two things to register with UJ, an email address and a Government Gateway account ID & Password.

If you don't have an email address you can get one by registering with one of the free to use email providers, such as Gmail or Yahoo.

IF YOU DO NOT HAVE A GOVERNMENT GATEWAY ID & PASSWORD:

- 1) Access www.gov.uk/jobsearch
- 2) Select the 'Register with Universal Jobmatch' link which will launch the 'Register for a Government Gateway account' page
- 3) Follow the on-screen instructions and make sure you tick the box that gives your adviser access to your jobseeker information (see why on the next page)

You must remember your Government Gateway user ID and password as you will need them every time you log in to use Universal Jobmatch. If you need to write your ID and password down, do not keep them together and keep them somewhere safe.

IF YOU ALREADY HAVE A GOVERNMENT GATEWAY ID & PASSWORD:

- 1) Access www.gov.uk/jobsearch
- 2) Select the 'Login to Universal Jobmatch' link which will launch the 'Universal Jobmatch Login' page.
- 3) Enter your 'User ID' and 'Password' and select 'Log in'

IF YOU ALREADY HAVE A GOVERNMENT GATEWAY ID & PASSWORD BUT CANNOT REMEMBER THEM

- 1) Access www.gateway.gov.uk and click on 'Help desks'
- 2) You can request to have your User ID or password sent to you again by calling the Government department help desk for a service you are enrolled for. You will be asked a number of questions for security purposes in order to confirm your identity and a replacement User ID or new password will be posted to you within seven days.
- 3) You may also visit the department's website as they may provide this functionality online.


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Using Universal Jobmatch - All you need to know about... **Jobsearching**

Once you have signed up and registered with Universal Jobmatch you can take advantage of all the functions this new website offers. Universal Jobmatch offers a fantastic **MATCHING** system which scans your CV for skills and matches you to relevant jobs. You can then go to the next stage and **APPLY ONLINE** for that job. No complicated email attachments, no chasing agencies and a record of which roles you have applied for and when.

IMPORTANT NOTE: Your Jobcentre adviser can work with you on your online account to maximise the chance of getting your skills matched to the right sort of jobs, make sure you allow your adviser access (tick box option) when signing up for your UJ account. There are **MANY BENEFITS** to doing this including:

- * **We can improve your matches by reviewing your profile and public CV**
- * **We can send you direct messages about jobs you may be interested in applying for**
- * **We can identify any skills gap and/or training needs**
- * **We can review your jobsearch activity online, helping you to monitor responses from employers and look at how successful your applications have been**
- * **Above all else we can support you to use your online account to search for and secure employment more quickly**

Electronic CV's... Does Your CV Function as an Electronic Document?

Online CV Sifting - Applicant Tracking Systems:

The days of the paper based CV are almost over with most employers seeing an electronic or 'on screen' version of your CV first. **A lot of the time your CV is initially sifted by Applicant Tracking System (ATS) software, also known as a 'spider', not a human being.** In exactly the same way that you type key words into a search engine an employer types in keywords to find suitable candidates. If the ATS software or 'spider' does not find those keywords in your CV you won't get through the sift. Because of this your CV needs to include the keywords that employers are searching for.

How Do I Find the Keywords That Employers Use?:

There is a very simple solution to this - Have a look at some job advertisements, preferably vacancies advertised directly by the employer and look at the words they are using in the advertisement. If you look at 3 or 4 ads you will notice that they are a few words which are common language and often repeated. These will centre around skills and experience as well as particular qualifications and certificates. **MAKE SURE YOUR CV INCLUDES THESE WORDS** and you will hugely increase your chances of getting sifted in rather than out!

Here are some Very Important CV Golden Rules;

Keep your CV tailored and targeted – Match the keywords used in job ad's

Read the job advertised and research the company - Match your skills and experience to the employers requirements

Create a short and precise profile - Drop the waffle! - Who are you as a business person?

Remove unneeded info – Do not list your full address, date of birth or any telephone numbers that you won't be there to answer. Stick with Name, mobile phone and email details

Compatibility of document - Word + PDF? Make sure your CV is a word document(.doc) or a PDF(.pdf) - Don't use fancy fonts and graphics

Include links to online content – video's / previous projects/LinkedIn profile etc

Re-load your CV to jobsites at least once a week - If you leave it any longer you may start to slip down the search results - employers want the newest candidates and re-loading keeps you towards the top of the list.

Jobsearching on the Web...

Generic Job Websites

As well as **Universal Jobmatch** there are a million and one job websites out there on the web nowadays and it can often get quite confusing where to start your online hunt.

Most jobsites list the vacancies that agencies and employers have posted directly. Some however act more like search engines, a bit like Google, creating a list of jobs by searching all of the jobsites online. These can be very useful tools and quite often list jobs that you may never have found before.

www.indeed.co.uk

www.workhound.co.uk

It's also worth registering and uploading your CV to a few of the larger traditional job websites, if you use the following you will ensure that you are covering a large percentage of the market. As previously stated there are lots of other generic job websites out there so have a hunt around and see what you can find but try these first.

www.cv-library.co.uk

www.jobsite.co.uk

www.fish4.co.uk

www.guardianjobs.co.uk

www.monster.co.uk

www.jobsinkent.com

www.totaljobs.com

www.reed.co.uk


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Jobsearching on the Web...

Industry Specific Websites

Once you have mastered using the generic job websites it's very important to get used to using some of the sites which deal with specific industries as this can make you search more focused. Although you may have a whole host of 'transferable skills' you should initially make the most of the experience you have and concentrate on the sectors for which you are qualified. Here is a list of the most active industry specific sites but again it's worth searching out and discovering your own favourites.

RETAIL

www.detail2retail.com

www.inretail.co.uk

www.retailcareers.co.uk

www.retailmoves.co.uk

SALES

www.seniorsalesjobs.co.uk

www.salesjobs.co.uk

www.simplysalesjobs.co.uk

www.salestvancies.com

CONSTRUCTION

www.careersinconstruction.co.uk

www.mybuilder.com

www.theconstructionjob.co.uk

www.bconstructive.co.uk

TRANSPORT/DRIVING

www.drivingjobs.co.uk

www.1stclassdrivers.co.uk

www.logisticstvancies.co.uk

www.nationalexpress.jobs

HOSPITALITY

www.barzone.co.uk

www.caterer.com

www.leisurejobs.com

www.hotel-jobs.co.uk

OFFICE/ADMIN

www.secsinthecity.co.uk

www.officerecruit.co.uk

www.office-angels.com

www.cityjobs.co.uk

ACTING/ARTS

www.tobeseen.co.uk

www.thestage.co.uk

www.mandy.com

www.castingnetwork.co.uk

CARE/CHARITY

www.allcarejobs.co.uk

www.nannyjob.co.uk

www.charitypeople.co.uk

www.nurseryworldjobs.co.uk

APPRENTICESHIPS

www.apprenticeships.org.uk



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The Power of Social Media...

Is Your Online Profile in Good Shape?

Will Employers Look Me Up Online?

Absolutely yes, Please consider. When 300 HR managers were questioned last year **93%** said that they researched potential candidates online at the first stage of the employment process.

Consider What an Employer Can Find Out About You Online

It's very important to consider your online profile. If you use social media for non business use, Facebook, Twitter, Instagram or Pinterest etc. consider what impressions your posts and photos create. What may be totally acceptable between you and your friends may lead an employer to draw the wrong conclusion about you. If you do use one of these sites personally then make sure the security settings are 'locked', ensuring only your chosen friends can see the information, or maybe suspend your personal account whilst jobsearching and replace it with a professional/ employment based profile?

No Online Profile?

We advise that you create a strong, professional online profile and the best place to start is LinkedIn, please follow our guide over the next two pages, it will talk you through the process of setting up an account.

“93%

of employers look you up online at the start of the employment process”


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Jobsearching Using Social Media ... **LinkedIn**

So What is LinkedIn?

LinkedIn is the world's largest recruitment networking website, it is not just a social network just for 'executive' level vacancies as millions of people from every industry sector imaginable use the site as an incredible powerful jobsearching tool. LinkedIn now has over 200 million worldwide users and once you have registered, free of charge, you can tap into this massive network of business professionals and start building connections.

How do I Register?

Simply go to the LinkedIn website - www.linkedin.com - complete the registration process entering your real name (this is important) and a valid email address, then create a password. Now you can start to build your profile.

Building a Strong Profile

The more complete your profile the more chance you have of being found by a potential employer, LinkedIn will show you how complete your profile is as you go along and make suggestions for improving it. Make sure that you create a strong profile full of the keywords that the recruiters are using. If you are unsure what sort of words to use then do a jobsearch, and look at the words the recruiters are using in their advertisements-make sure you use the same language in your profile.

Photo - In the U.K. we don't recommend putting a photograph on your CV but on LinkedIn you should definitely add a photo to your profile page. Be aware that this is a professional recruitment site and therefore your photo should be as 'business like' as possible. Do not use a photo of you in a social situation. The old saying that 'first impressions count' is still very true when it comes to your online profile!

Skills - Make sure that you add in all of your skills and set the level for each skill, do not say that you can do something that you can't!

Networking and Connections

This is probably LinkedIn's most important feature in that it offers you the opportunity to connect with colleagues and associates from your previous jobs. Do a company search and see who you can find, it's a bit like Friends Reunited except from a purely business perspective, not social. What you are trying to achieve is to build a network of people who can help you find work. Simply put, the more business connections you have the more opportunities you will get. Be aware that you should only connect to people you know and trust or have a business relationship with, don't randomly send requests to people you don't know.


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Linked



Jobsearching Using Social Media ... **LinkedIn** cont'

Recommendations and Endorsements

Just like references on a CV, once you have a few connections, mainly people with whom you have worked, ask them to recommend and endorse you. You should aim to have at least one recommendation or endorsement for each of your skills listed but the more the merrier. This demonstrates to potential employers that you can actually do what you say you can do and is another very important feature that is unique to LinkedIn. Again the more recommendations you have the stronger your chances of being approached by employers.

Groups

Join discussion groups relating to subjects that you are interested in or fields of work with which you have been involved, HR, Social Media, Graphic Design etc. This is a great way to network and strengthen your profile. Remember that the more you get involved in online discussions and forums, the stronger your profile will become.

LinkedIn Learning

All of our south London jobcentres have someone who can advise you on using LinkedIn, normally one of our expert Digital Champions, please ask your adviser for details



**Need Further Help?
Click to go directly to the
LinkedIn Help Centre**


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Jobsearching using Social Media ... **Twitter**

So What is Twitter?

Twitter is essentially a blogging service. It allows companies and individuals to 'tweet' a short sharp message, statement or link to further information. Although Twitter is often perceived as a forum purely for celebrity gossip and banter it is much more than that. Many, many companies from every industry sector are using Twitter to recruit - **Overcome your hesitancy and put aside any preconceptions, forget what you may have heard already and embrace Twitter for all it's worth!**

What are Tweets?

In the same way that a Facebook wall is filled with comments and content that has been posted by people you choose to have as friends, your Twitter wall is filled with information, or Tweets, from people and companies that you decide to follow, including every local Jobcentre across south London. The big difference is that these tweets are short and sharp, limited to only 140 characters. This tends to make tweets very direct and straight to the point.

How do I Register?

It's a very simple and quick process to register for a Twitter account. Go to the **Twitter homepage** and create a user name and password as well as entering a valid email address. It takes no more than 5 minutes to get yourself set up. **A warning about user names** - as and when you decide to follow and contact employers, they will see your user name so make sure that it is as professional as possible, we advise a combination of your name, initials and numbers. If you were an employer and got a message from someone using a 'comedy' name would you take them seriously? - Jbloggs123 is much better than joeboybloggs or bigblogsy for example.

Tweeting?

Remember you don't have to post tweets yourself to benefit from Twitter - if you do decide to tweet we recommend that you don't tweet any personal feelings or comments that may influence an employers opinions of you. By all means tweet information that shows you in a good light, recommendations, links to examples of work etc but always put yourself in an employers shoes before tweeting, ask the question "Would I employ myself?"

Jobsearching using Social Media ...**Twitter** cont'



Following & Followers

You only see tweets from people you decide to follow. Your followers only see tweets from you, Your followers do not see tweets from people you are following unless you decide to re-tweet. It is that simple. If you decide not to tweet or re-tweet then it is unlikely that you will get any followers. That's fine as the main reason you are using twitter is to be made aware of opportunities and vacancies. **See your Twitter homepage as a live 24/7 jobs notice board that is updated on a minute by minute basis.** Search for and start following employers who are active on Twitter, follow people offering employment advice on CV's, applications and interview techniques etc. You might be surprised who you find on there. To Start With Follow Your Local Jobcentre! - Every job centre across London and the Home Counties has a twitter feed.

Ashford
Canterbury
Chatham
Dartford
Dover
Folkestone
Gravesend
Herne Bay
Maidstone
Margate
Ramsgate
Sheerness
Sittingbourne
Tonbridge
Tunbridge Wells

www.twitter.com/AshfordJCP
www.twitter.com/CanterburyJCP
www.twitter.com/ChathamJCP
www.twitter.com/Dartfordjobplus
www.twitter.com/DoverJCP
www.twitter.com/FolkestoneJCP
www.twitter.com/GravesendJCP
www.twitter.com/HerneBayJCP
www.twitter.com/MaidstoneJCP
www.twitter.com/MargateJCP
www.twitter.com/RamsgateJCP
www.twitter.com/SheernessJCP
www.twitter.com/SittingbourneJC
www.twitter.com/TonbridgeJCP
www.twitter.com/TWellsJCP



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Jobsearching using Social Media ... **Twitter** cont'

Twitter Employer Q&A Events

All offices in Kent take it in turn to host live Twitter employer Q&A events. Covering all recruitment sectors it gives you chance to interact directly with major industry experts.

The only way you will be able to take advantage of these fantastic opportunities is to get a Twitter account and start following your local JCP office - if you are serious about finding work you cannot ignore Twitter!



**Need Further Help?
Click to go directly to the
Twitter Help Centre**

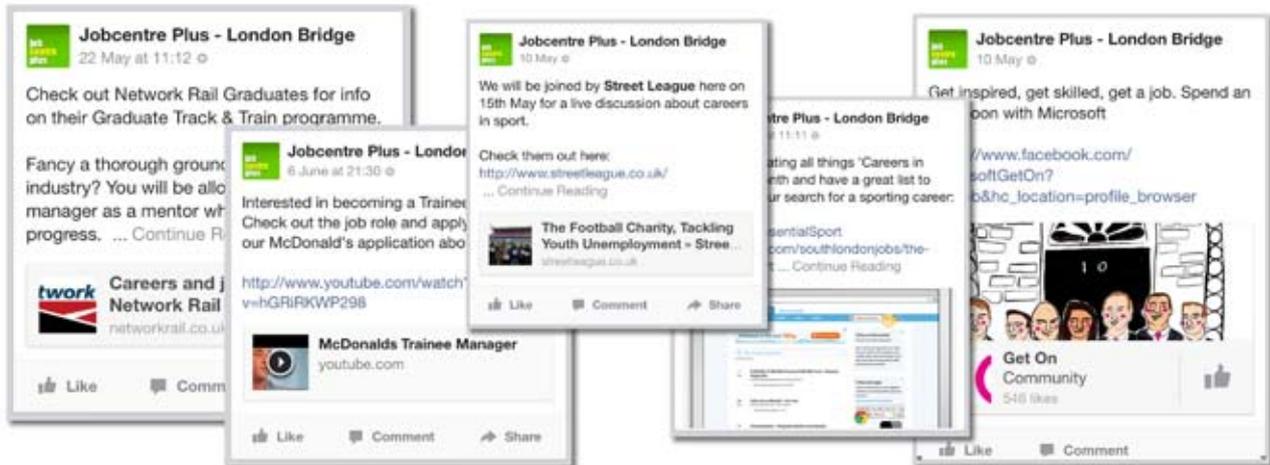

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twitter



Jobsearching using Social Media ... **Jobcentre Plus on Facebook**



London Bridge Facebook Page

At the moment London Bridge is the only Jobcentre Plus office that has a Facebook page however, most of the fantastic opportunities are actually applicable to the whole of London and the home counties.

We value facebook as an important communication channel, connecting jobseekers with employers in a way that was not possible before, although the perception of facebook as a website used only for personal interaction with friends, it is actually a substantial source of information for anyone looking for work. Our page is a brilliant resource for jobseekers with tons of advice as well links to some of the best employment related content out there on the web.

On top of this we regularly work with major employers and providers to post opportunities, direct job applications and industry information so if you are currently looking for work this is a MUST VISIT site. You can find our page by searching Facebook for 'London Bridge Jobcentre' or click the link below.

Click here to see our Facebook Page and



LIKE US



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Jobsearching using mobile device Apps ...

Have a smartphone but no computer?

Not a problem as the majority of job websites and services have free apps available to download, in some cases the apps work more smoothly than the actual websites themselves!.



For Apple devices go to the App Store



For Android devices go to the Android Market



For Windows devices go to the Windows Phone Store



For Blackberry devices go to BlackBerry World

Here is a Selection of Employment Apps



Twitter



Fish4Jobs



Career Builder



GetAJob



Monster



LinkedIn



Indeed



Guardian Jobs



BeKnown



Jobsite



CV Library

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Designed and compiled by Simon Bridges - JCP South London District Office
This guide has been produced using customer and employer feedback
This guide is regularly updated, if you would like the opportunity to contribute please contact: digitalservices.guide@dwp.gsi.gov.uk