

Change Implementation

Implementation Update**Project Name:** Universal Jobmatch Service**Reference:** IU 014**Date:** 8 November 2012**Business:** *Author to tick (✓) each part of the business affected by the change.*

Pensions	Benefits	Work Services	Contracted Customer Services	Contact Centre Services	Operational Excellence
		✓			

Audience: Work Service Directorate

District Managers

Group Partnership Managers

Work Services Directors

To: District Managers
Group Partnership Managers
Work Services Directors

Cc: Group SEO Change Leads for
Universal Jobmatch

From: [REDACTED]
DWP Communications

Personal details redacted as Section 40 (2) of the Freedom of Information Act applies – Personal Information

Subject: To inform you of the Universal Jobmatch marketing products developed to help Jobcentre Plus promote Universal Jobmatch to jobseekers and companies.

Action: **PLEASE DO NOT DISPLAY OR ISSUE THESE PRODUCTS UNTIL FURTHER NOTICE. YOU WILL RECEIVE A FOLLOW UP CHANGE MEMO ON TUESDAY 13 NOVEMBER.**

To cascade to all employer and customer facing staff so that they are aware of the products, delivery timescales, volumes, and stock ordering codes. The marketing leaflets for jobseekers should be issued at Fortnightly Job Review (FJR) and New Jobseeker Interview (NJI) interventions, as well as being issued by Personal Advisers and Assistant Personal Advisers to maximise jobseeker awareness.

Timing: Immediate

All marketing products will be delivered to offices from 9 November. We anticipate all offices will have received their supplies by close of play 15 November.

All products except for the pull up banners will also be placed into stock at Zanzibar for ordering. Annex 1 provides details of the ordering codes.

Background

1. Universal Jobmatch launches on 19 November 2012.
2. To help Jobcentre Plus raise awareness of, and encourage the use of Universal Jobmatch, with both jobseekers and companies a range of marketing products have been developed.
3. The current products are branded Jobcentre Plus. Universal Jobmatch will eventually have its own brand, and the products will be re-designed post go-live to reflect the new brand.
4. **Annex 1** provides a full breakdown of the items and their product codes. See embedded document

If you have any queries about this communication, please contact your local change team as follows

Contact Us	OPD Change Team : National Change Implementation Lead - Universal Jobmatch		
	Team Project Lead		
	Telephone		