

Universal Jobmatch – Communications update

Leaflets and Cards

1. An initial distribution of Universal Jobmatch marketing products were delivered to all JCP offices between 9 November and 20 November. Further supplies were placed into stock at Zanzibar for offices to order as required.
2. Due to unprecedented demand the stock at Zanzibar for some products has been depleted.
3. DWP Comms have submitted an exemption request to secure additional funding to replenish stock. Further supplies will be available from w/c 10 December.
4. Restrictions on the volume of leaflets and cards an office can order have been put in place to ensure each office can source a supply.
5. Annex 1 provides details, ordering codes and volume restrictions

How to make best use of the leaflets and cards:

6. PDF's of the leaflets are available on the [Universal Jobmatch intranet](#) and these can be emailed to companies and jobseekers where appropriate.
7. It has been agreed that all stock JSA and new claimants should receive an initial leaflet to raise awareness of the new service. They do not need a leaflet every time they come into the office.
8. Universal Jobmatch will eventually become the normal channel for our jobseekers to find work and naturally marketing of this new service will reduce as more people become aware of it. Eventually stock at Zanzibar will be allowed to expire and will not be re-printed as Universal Jobmatch becomes everyday practice.
9. The cards were developed to help some of our jobseekers and companies record their Government Gateway account number. As these are not a marketing product and cannot be evaluated we would not expect these to be handed out to every jobseeker or company. Many people will already be familiar with using online services and know to record logins and passwords.

Pull up banners

10. Pull up banners are expensive to produce and are very difficult to evaluate, and therefore don't represent good value for money. The banners will have a limited shelf life as Universal Jobmatch becomes the normal channel for companies and jobseekers alike.
11. We are therefore unable to supply further stocks for the Group Partnership Managers, and these cannot be ordered from local budgets.

12. We understand that the geographical size of some groups make sharing 4 banners difficult but other generic banners can be used at events.
13. The Universal Jobmatch leaflets offer a better return on investment and these should be used first and foremost at an event.

Media and social media

14. We have not yet confirmed a media launch date for Universal Jobmatch. We will update you further when more details are available. Until this time you should not promote Universal Jobmatch on your local Twitter accounts. Twitter should be used to promote local issues and advertising individual jobs. Twitter should not be used to promote the Universal Jobmatch service, as this is likely to generate media enquiries in the service.

Letters for use with companies and stakeholders

15. We developed an introduction letter that Districts could send out to companies and stakeholders to inform of Universal Jobmatch. We have updated this letter as requested by some offices.
16. This can be used at events or emailed as required. If you are printing it off to use at events, please ensure you remove the final line that has the hyperlink to the FAQ document. We recommend that you print off the FAQs in these circumstances.
17. Letters are at Annex 2.

Annex 1:

Ordering codes and restricted volumes for Zanzibar

| | Product | Code | Restricted order volumes |
|----|--------------------------------------|-------------|---------------------------------|
| 1 | A1 poster English | UJA1POST | n/a |
| 2 | A1 poster bi-lingual | UJA1POSTW | n/a |
| 3 | A4 poster English | UJA4POST | n/a |
| 4 | A4 poster bi-lingual | UJA4POSTW | n/a |
| 5 | Jobseeker leaflet English | UJCUST | 2,000 max |
| 6 | Jobseekers leaflet bi-lingual | UJCUSTW | 2,000 max |
| 7 | Company leaflet | UJEMP | 2,000 max |
| 8 | Company leaflet Bi-lingual | UJEMPW | 2,000 max |
| 9 | Business card – jobseeker | UJCUSTCARD | 2,000 max |
| 10 | Business card – jobseeker bi-lingual | UJCUSTCARDW | 2,000 max |
| 11 | Business card – company | UJEMPCARD | 1,000 max |
| 12 | Business card – company bi-lingual | UJEMPCARDW | 1,000 max |

Annex 2: Updated letters for Companies and Stakeholders