

Universal Jobmatch – Key Messages for Managers of Jobseeker Facing Staff and Decision Makers

Universal Jobmatch (UJ) is being launched on 19 November. It is our new, modern, online job posting and automated matching service and will be our primary source of vacancy information.

To help maximise take up of the service we need to really sell the benefits of using the service to claimants. There are a number of supporting products to help you do this (see the forward plan for more information).

Staff **must not** promote this service to claimants until w/c 5 November at the earliest as this is when the UJ leaflet will be available to help support any discussions

Jobseekers and Employers will access Universal Jobmatch through GOV.UK.

Universal Jobmatch does not use existing terminology. Therefore all staff need to be made aware of the new terminology when discussing UJ with claimants:

- Company (employer)
- Recruiter (person placing the vacancy on behalf of the company)
- Job (the vacancy)

Jobseekers can carry out anonymous jobsearches without creating a UJ account. However, we want all JSA claimants to benefit from the full service (explained in the 'Messages for Jobseekers' presentation in the implementation pack) and to do this they must create a profile and CV.

Claimants will need a Government Gateway account to access the full service. If they already have an active account and know their Government Gateway User ID they can use this to access Universal Jobmatch (refer to the 'How to access UJ' document in the implementation pack)

Our aim is to encourage as many JSA claimants to voluntarily use the service. However, we can if necessary, require claimants to create an account (a profile and CV in UJ) using a Jobseeker's Direction.

Some claimants may refuse to create an account on their own PC because Universal Jobmatch uses cookies and by law they do not have to accept cookies. However, we can still require claimants to create an account using one of our Internet Access Devices

Chapter 3 of the [Universal Jobmatch Toolkit](#) describes in more detail how staff will:

- [explain the benefits](#) to claimants of creating a profile and CV;
- [issue a Jobseeker's Direction](#) to mandate JSA claimants to create a profile and CV who do not do so willingly; and
- assess [Actively Seeking Employment and Refusal of Employment](#).

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