

Universal Jobmatch: urgent messages for cascade

Issue 1 We are potentially losing employers and jobs because they are being advised that they **must** set up their own accounts in order to place jobs on Universal Jobmatch.

Action It is essential that we do not lose jobs or employers and **Employer Direct staff must take action to post jobs for employers.**

Employers should be advised of the new service and encouraged to take advantage of the self service functionality. However if an employer is unwilling or unable to do this, Employer Direct staff must tell the employer that we can set up an account and place the jobs onto Universal Jobmatch on their behalf.

Employers who want to post jobs and do not want to set up their own accounts immediately should not be turned away.

When you have set up the account and completed action to post the jobs, you should tell the employer that an email can be issued from the service that will contain a link to take them through the process of setting up a full account. This will then allow them to post jobs and manage their own account in the future.

Staff should access the account and select the Email known facts box for this to be issued to the employer.

Issue 2 Staff are continuing to use Twitter to promote jobs on Universal Jobmatch. An Implementation memo issued 22.11.12 instructed that this activity should cease until further notice.

Action Staff must not use Twitter to promote the Universal Jobmatch service. This advice has come from Press Office and any messages on Twitter should be withdrawn with immediate effect until further notice.

We are arranging a Your Call for employer facing staff and full details of this will be issued later this week.