Job Role Impacts – WSD & CCS

To be communicated to impacted staff by line managers

19 September 2012

v1.7

DWP Department for Work and Pensions

Contents

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

Guidelines for Managers using this document

About this guide

- This document is intended as a guide to explain the impacts of Universal Jobmatch on key Job Roles within the Business

- It is intended for use by WSD and CCS Managers, who should fully read and understand it before communicating any impacts to staff

- Impacts outlined within the document refer to Day 1 of Universal Jobmatch only. Any changes that may take place over the longer term will be defined and communicated at a later date

- Within this document there are 25 Job Roles - these have been selected because they are the roles which are most heavily impacted by Universal Jobmatch

- Freedoms and Flexibilities means that the activities people perform in a role may vary between locations. Managers should review all guides and ensure that staff get the relevant ones:

    - Some people will require guidance for multiple roles (e.g. Employer Advisers and Personal Advisers may need to refer to both guides if they perform some activities from both roles)

    - Specialist types of certain roles will also need to read the guidance for the appropriate role (e.g. the Personal Advisor (PA) role guide is applicable to Disability Employment Advisers, Lone Parent Advisers, Under 18 Advisers, and any other type of specialist PA role that may be performed).

- In cases where there are more activities listed as stopping than starting, this does not necessarily mean there will be time saved in the role which will allow people to take on additional activities.

Key messages to communicate to staff

- Universal Jobmatch is an employment website for Jobseekers to search for jobs and manage their careers, and Employers to advertise vacancies and manage their recruitment needs. Universal Jobmatch is aimed to promote Employer and Jobseeker online self-service.

- It is anticipated that the majority of Employers and Jobseekers will self-serve using Universal Jobmatch and staff should encourage this behaviour

- On day one of Universal Jobmatch Employer account information and vacancies will be migrated from ERM and LMS to Universal Jobmatch but there will not be many Jobseekers registered

- This guide is designed to explain to staff how their roles will be affected on day one of using Universal Jobmatch.

    - The guide only covers the impacts of Universal Jobmatch on day one. Further Transformational changes, which may occur over the next 6 to 18 months, will be defined and communicated at a later date.

    - The guide outlines the impacts of Universal Jobmatch only; it does not include the effect of any other changes that may occur in the organisation.

- For each Job Role, we have compared the As-Is with the To-Be, as follows:

    - **As – Is**: This explains the current function of the role, as defined in the Job Role Catalogue.

    - **Stop**: Outlines the activities or elements of the role that will stop on day 1 of Universal Jobmatch

    - **Start**: Explains any new activities that will commence on day 1 of Universal Jobmatch

    - **Continue**: Highlights particular activities that will need to continue from day 1 of Universal Jobmatch

- The guide has been developed in consultation with staff that perform the roles today

- Staff will receive training on how to use the system and other communications materials to prepare them before it goes live

with a range of Business contacts who helped us to identify which Job Roles should be included in our scope (due to being the most
cted roles)

scope are summarised below

Job Role	Business Area
er Direct Agents	CCS
l Email Team (NET) Agent	CCS
l Email Team (NET) Administrator	CCS
as Vacancy Team	CCS
ional Job search Advice Team	CCS
Help Line	CCS
ker Direct Agent	CCS
ntact Officer	CCS
er Direct Online (EDon) Agent	CCS
dministrator	CCS
ess Operational Support Team	CCS

Job Role	Business Area
Customer Service Manager	WSD
Personal Adviser	WSD
Employer Adviser	WSD
EURES Adviser	WSD
Rapid Response Service	WSD
Account Manager	WSD
Senior Employer Relationship Manager	NEST
Jobcentre Business Manager	WSD
Customer Support Team Leader	WSD
Customer Service Operations Manager (CSOM)	WSD
District & Local Employer and Partnership Engagement Manager	WSD
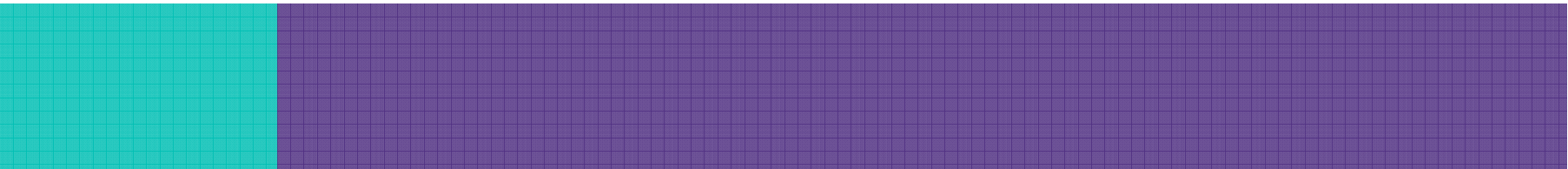
Review of Job Role impacts
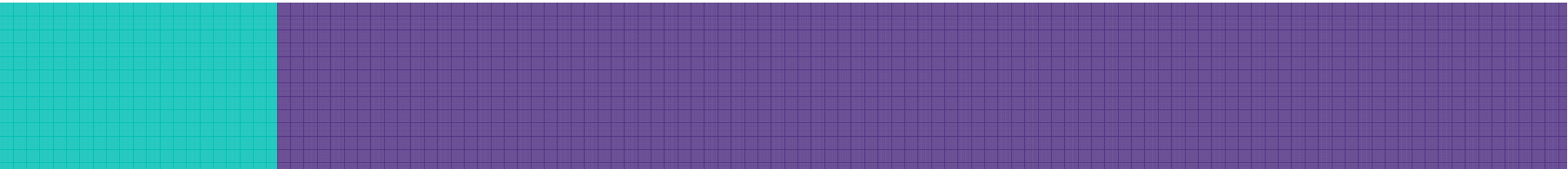
CCS Job Roles

As-is		To-be

As-is

...es

...ils of new vacancies and amending details of
...cies submitted by Employers

...orkflows generated by Employer Direct Online
...es

...create or amend Employer details

...amending Employer notes and reissuing
...e if requested

...t of the impact of Employer legislation and
...on daily activity as communicated by Team
...nes, and through Central Communications

...scrimination processes

...plaints from Employers

...mption issues with Employers and operating
...mption process

...ployers to the relevant services

To-be

Stop 🔴

- Using LMS, the Vacancy Taking System, and the Discrimination Generator to access information on and manage vacancies
- Using ERM for the management of Employer information

Start 🟢

- Advocating Universal Jobmatch to existing and new Employers that call the Employer Direct line. This involves:
  - Selling the benefits of Universal Jobmatch to Employers
  - Understanding the new account set-up process
  - Understanding how to: run searches; use the matching functionality; use the Management Information function to get labour market information; and encourage those Employers, who are able, to perform these activities themselves
  - Identifying topics for signposting (e.g. via helpdesk, 'contact us')
- Using Universal Jobmatch for activities previously performed on LMS, the Vacancy Taking System, the Discrimination Generator, and ERM.
- Coaching Employers that call the Employer Direct line, so that they will be able to use the full functionality of the new service (e.g. helping them to tailor their job vacancies to improve the matches they receive).
  - Managing expectations of these Employers that full functionality will not be available on day one as not all jobseekers will yet be registered with Universal Jobmatch
- Using Universal Jobmatch to report technical complaints about the service, suspected fraud or inappropriate activity

Universal Jobmatch: "What will I do differently on day one?"

1.National Email Team (NET) Agent, and 2 National Email Team (NET) Administrator

As-is	▶	To-be

As-is

s – National Email team Agent

yer Direct Agent services through an email
of telephony

aged account and special arrangement
ccount managers have agreed additional
for certain Employers

e items such as: receiving a vacancy feed from an
m and manually adding the vacancies into LMS,
ail job bulletins and placing vacancies from these

s- National Email team Administrator

ncoming emails, monitoring mailboxes and
to NET Agents

d emails to provide instructions to NET

mployers to ensure all required information is

ime each item is sent to an Agent, and which
the work

aged accounts and special arrangement

To-be

- Work is underway to define the future roles and activities to be performed by the NET Agent and Administrator . Once defined, this will be communicated, and the relevant Learning and Development content will be provided to CCS senior managers to agree how to take forward the activities, if appropriate.

Universal Jobmatch: "What will I do differently on day one?"
Overseas Vacancy Team Member

...as Vacancy Team Members should also refer to the Employer Direct Agent 'Stop, Start, Continue' to see the '**as-is' activities** and '**to-be' impacts** ...o this role

As-is		To-be

...es

...oyer Direct Agent services through an email
...d of telephony

...ending Foreign Employer records on ERM

...tics on overseas vacancies as Management
...e used by the EURES Advisers

...ring and evaluating overseas vacancies
...and forms in order to confirm minimum wage
...ckground checks, or company status if
...A

Stop ●

- Using LMS, the Vacancy Taking System, and the Discrimination Generator to access information on and manage vacancies
- Using ERM for the management of Employer information

Start ●

- Using Universal Jobmatch to get Management Information on vacancies and providing this to EURES Agents
- Using Universal Jobmatch for managing Employer information and checking vacancy suitability

- *** Please Note:** The way oversees vacancies will be flagged for the attention of an Oversees Vacancy Team Member is still being confirmed but will be communicated through appropriate training materials

Continue ➡

- Performing all 'as-is' activities not listed in the 'stop' box above

As-is	To-be

As-is

...es

...eeker requests or queries from EURES
...lying to Jobseekers via email using a range of

...eekers with appropriate Fact Files (owned by
...ive advice on how to look for work in a

...seekers to other websites which may include

...searches (rarely)

To-be

Stop 🔴

- Using LMS to perform job searches

Start 🟢

- Advocating Universal Jobmatch to Jobseekers. This involves:
  - Selling the benefits of Universal Jobmatch to Jobseekers
  - Understanding the new account set-up process
  - Understanding how to run searches, use the matching functionality, and encourage callers to perform these activities themselves
  - Identifying topics for signposting (e.g. via helpdesk, 'contact us')
  - Performing job searches on Universal Jobmatch, when applicable

Continue ➡️

- Performing all 'as-is' activities not listed in the 'stop' box above
- Receiving Jobseeker requests or queries from local EURES adviser and replying to Jobseekers via email using a range of templates (some templates may be amended

Help Line Agents should also refer to the Employer Direct Agent 'Stop, Start, Continue' to see the **'as-is' activities** and **'to-be' impacts** which will also

As-is		To-be

s

oyer Direct Agent services through telephony
ss Employers

re in depth service and guidance to small
byers due to their more detailed understanding
r Offer 'menu of support' therefore offering a
service

e Work Services Directorate Account
range further contact with the Employer

Stop 🔴

- Using LMS, the Vacancy Taking System, and the Discrimination Generator to access information on and manage vacancies
- Using ERM for the management of Employer information

Start 🟢

- Advocating Universal Jobmatch and providing support to Employers that call the SBRS Help Line

Continue ➡️

- Performing all 'as-is' activities not listed in the 'stop' box above

As-is		To-be

Stop 🔴

•Routinely performing job searches on LMS for Jobseekers. The self-service option should be promoted in the first instance

Start 🟢

•Advocating Universal Jobmatch to Jobseekers. This involves:

- Selling the benefits of Universal Jobmatch to Jobseekers

- Understanding the new account set-up process

- Understanding how to: run searches; use the matching functionality; and encourage callers, who are able, to perform these activities themselves

- Identifying topics for signposting Jobseekers and providing navigational guidance (e.g. via helpdesk, 'contact us')

•Using Universal Jobmatch for activities previously performed on LMS, the Vacancy Taking System, the Discrimination Generator, and ERM.

•Using Universal Jobmatch to report technical complaints about the service, suspected fraud or inappropriate activity

Continue ➡️

As-is (partial, left column cut off):

...cal point for Customers making in-bound ...ectronic service enquiries

...e nature of an enquiry and following the ...ernal process or signposting

...nether the Customer's data is held on LMS, ...mation already held, reviewing current data or ...ord

...ob search with the Customer on LMS and ...eeing suitable vacancies to ensure a good ...ion is made

...s to appropriate job vacancies

...stomers to appropriate services e.g. ...s

...ation forms to callers as appropriate

...stomers to information on Benefit Enquiries

...ervice to callers and encouraging them to call

As-is		To-be

As-is content (partial, cut off at left margin):

...s

...n-bound telephone or electronic Customer
...pleting out-bound communications as
...lowing types of interactions:

...either Rapid Reclaim nor Single call)

...questions to ascertain Customer
...I eligibility

...ecessary information on DWP systems (i.e.
...er notes etc)

...e to the Jobseeker

...ant action and/or scheduling necessary

...nt knowledge base material, keeping up-to-
...s relating to benefits or processes, and
...tice with other staff

...seeker to the jobs and skills website or
...to undertake a jobsearch.

Stop

• Using LMS as the primary tool for some Jobseeker information. Universal Jobmatch will be used where Jobseekers have an account, Jobseekers without an account will still have information on LMS

Start

• No new activities will start as a result of Universal Jobmatch but we will need to signpost the jobseeker to Universal Jobmatch website or to Jobseeker Direct to undertake a jobsearch using an amended script**.**

Continue

• Performing all 'as-is' activities not listed in the 'stop' box above

• Updating Jobseeker notes in benefits system. All benefits related activity will still

Universal Jobmatch: "What will I do differently on day one?"

1. Employer Direct Online (EDon) Agent, 2. EDon Administrator,

3. e-business Operational Support Team (eBOST) Member

As-is

▶

To-be

s – eBOST Member

...oyer Direct Online technical support to ...ephone, email, fax and post. This involves:

...loyer account approvals, suspensions, and

...overnment Gateway account issues such as lost ...word resets etc

...ts with HP (SIAM) for EDon and Job Warehouse ...ems

...ncies submitted by Employers on EDon to ...y with DWP policies and legal requirements

...sign an Employer as an approved user

s – EDon Agent

...ncies submitted by Employers on EDon to ...y with DWP policies and legal requirements

...Employer to obtain written or verbal ...mpliance with DWP requirements

...ents to the vacancy as required

...ssary action to release vacancies when

s – EDon Administrator

- • Work is underway to define the future role and activities to be performed by the eBost team, EDon Agent and EDon Administrator . Once defined, this will be communicated, and the relevant Learning and Development content will be provided to CCS Senior Managers to agree how to take forward the activities, if appropriate.

Universal Jobmatch: "What will I do differently on day one?"
Contact Centre Team Leader

As-is	To-be

As-is

...es

...le performance improvement activities within
...gh effective call evaluations and one-to-one

... activities for Agents including back-to-work
... management interviews

...nderstand, and adhere to the workforce
...ol, Business Rules and best practice

...le Customer complaints and compliments,
...g with difficult Customers

... internal Customers as part of an integrated
...oach to Customers

...t of the impact of Employer legislation and
...on daily activity

...ractice with other Team Leaders to drive
...rovement

...d hoc performance improvement work

To-be

Stop 🔴

- Using LMS, the Vacancy Taking System, and the Discrimination Generator to access information on and manage vacancies
- Using ERM for the management of Employer information

Start 🟢

- Helping staff to understand the importance and impact of Universal Jobmatch on their role, and supporting the transition from telephony to self-service
- Encouraging staff to adhere to the new ways of working and share best practice of Universal Jobmatch
- Coaching Advisers on how best to use Universal Jobmatch. This involves:
  - Selling the benefits of Universal Jobmatch to Jobseekers and encouraging its use
  - Understanding the new account set-up process
  - Understanding how to: run searches, use the matching functionality, use the Management Information function to get labour market information, and encourage Employers, who are able, to perform these activities themselves
  - Identifying topics for signposting (e.g. via helpdesk, 'contact us')
- Using Universal Jobmatch to better understand team performance, workload and pull other Management Information
- Using Universal Jobmatch to report technical complaints about the service, suspected fraud or inappropriate activity

Universal Jobmatch: "What will I do differently on day one?"
Coach / Mentor

As-is		To-be

As-is

s

entoring Customer Service Agents

ity standards across Customer Service by
and providing feedback to Agents

am Leaders to identify Agents who require
nd provide one-to-one coaching

on training for new staff

ning, preparing and delivering certain training
tion with central training approach

evaluating the success of training

nderstand the importance and impact of new
esses

actice with other coaches and driving
vement

To-be

Stop 🔴

- Using LMS content for training

Start 🟢

- Helping staff to understand the importance and impact of Universal Jobmatch on their role, and supporting the transition from telephony to self-service

- Encouraging staff to adhere to the new ways of working and share best practice of Universal Jobmatch

- Coaching Advisers on how best to use Universal Jobmatch. This involves:
  - Selling the benefits of Universal Jobmatch to Jobseekers and Employers and encouraging its use
  - Understanding the new account set-up process
  - Understanding how to: run searches and use the matching functionality for Jobseekers, and Employers and encouraging callers to run their own
  - Identifying topics for signposting (e.g. via helpdesk, 'contact us')

- Providing training material tailored for Universal Jobmatch to staff as appropriate
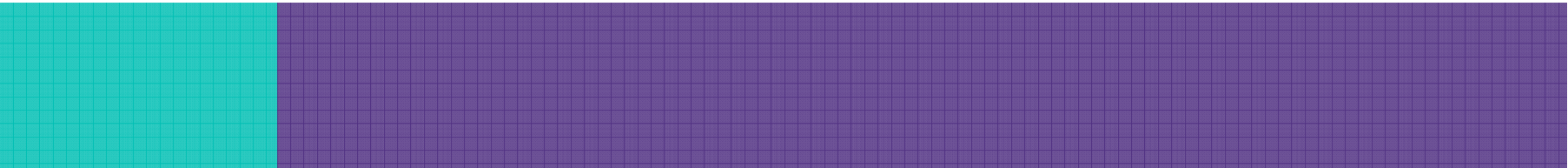
WSD & NEST Job Roles

As-is		To-be

s

stomers and visitors in line with JCP
ice Standards

opportunities and job search activity

stomers to appropriate channels and
ral advice and information

motivating Customers on future, more
annels

erable Customers who may need additional

orum area within a Jobcentre (including
ustomer queues are managed and leaflet
ocked; Health and Safety guidelines are being
Jobpoint faults reported etc)

Stop ⬤

- Directing Customers to the telephony channel for Jobseeker Direct

Start ⬤

- Educating and motivating Customers to use the most appropriate channels for job searching (i.e. the use of the website rather than the telephony line)

- Managing the transition from current job seeking arrangements to the new service. This involves:

  - Selling the benefits of Universal Jobmatch to the Jobseeker

  - Understanding that to achieve full benefits, a Jobseeker must set up an account online

  - Knowing where to signpost the Customer for help (i.e. online help, 'contact us', a meeting with a Personal Adviser)

Continue ➡

- Performing all 'as-is' activities not listed in the 'stop' box above

Universal Jobmatch: "What will I do differently on day one?"
Personal Adviser

al Advisers who work directly with Employers (e.g. around disability symbols) should also refer to the Employer Adviser 'Stop, Start, Continue' to see **'to-**
l also apply to the role

As-is		To-be

As-is

s

eeker interviews and interventions

views:

job goals, skills, aspirations and needs of the Customer

seeker agreements

e services:

ow-up interviews

seeker's progress against agreed activities

eekers in performing job searches, by demonstrating job
s

rals, such as training

up sessions for Customer groups

ormal interactive jobseeking 'hints & tips' sessions

ledge base up-to-date. This includes
local labour market

spotlights, caseload conferencing, staff info boards

colleagues to arrange Jobseeker support

other administration

anage caseload

To-be

Stop

- Regularly recording job submissions and matching Customers to jobs. Universal Jobmatch will propose matches based on information inputted by Jobseekers (in CVs, profiles, and job search criteria)
- Using LMS to look up vacancies, assess the local labour market and manage job referrals

Start

- Encouraging Jobseekers to: register for an account; and give DWP permission to view their account
- Explaining the benefits of this new service to the Jobseeker
- Making Jobseekers aware of places to access the internet to use the service if they do not have access at home
- Working with Jobseekers to help tailor their CVs and profiles to improve the matches they receive
- Flagging jobs to Jobseekers through Universal Jobmatch and explaining how mandatory job applications will be displayed to them
- Managing caseloads including sending messages to Jobseekers through Universal Jobmatch

Continue

- Performing all 'as-is' activities not listed in the 'stop' box above
- Working with Jobseekers to identify their training needs and skills gaps based on their career goals and labour market demand. Universal Jobmatch will be another tool to support this

er Advisers who work directly with Jobseekers (e.g. managing group sessions) should also refer to the Personal Adviser 'Stop, Start, Continue' to see
n will also apply to the role

As-is	To-be

Stop 🔴

- Using LMS and ERM for information on and management of vacancies

- Encouraging Employers to contact Employer Direct to place an advert

- To a large extent, supporting Employers in the day to day management of job vacancies - leaving time to focus on recruitment and partnership working

- Suspending Employers, this will be managed elsewhere

- Performing the 48 hour call back to the employer following the posting of a vacancy

Start 🟢

- Advocating Universal Jobmatch to existing and new Employers and managing the transition from current vacancy advertising arrangements to the new service

- Encouraging and supporting Employers to use the full functionality of Universal Jobmatch (i.e. ability to do a Jobseeker search)

- Advising Employers on how to improve their adverts to make them more desirable to Jobseekers

- Sending messages to Employers through Universal Jobmatch

- Using Universal Jobmatch to record and link initiatives to Employer accounts

- Using Universal Jobmatch to report technical complaints about the service, suspected fraud or inappropriate activity

Continue ➡️

As-is (left column partial text):

s

he demand and supply of vacancies in the

intaining effective relationships with
ifying those that are most likely to recruit our
encouraging them to use DWP

ctive communication channels between
WP colleagues to help match suitable
obseekers in as short a timescale as possible

loyers in setting up and managing their

cruitment initiatives (e.g. 'Get Britain
cancies assigned to the local office, providing
for the Employer and making sure that
egislation is maintained for the duration of the

Universal Jobmatch: "What will I do differently on day one?"
EURES Adviser

As-is

...es

...ortunities to work throughout Europe to
... other target groups

...mployers and overseas Employers on how
...ise a vacancy with the DWP

...enquiries from Jobseekers and other EEA
...EURES Advisers coordinating with the
...bsearch Advice Team

...d developing links with EURES partners,
...ing UK skills surpluses and labour shortages
...ding demand/supply in the EU labour market

...ort to EEA nationals affected by redundancy
...pid Response Service

...DWP Advisers about the EURES service
...stomers

...airs in the UK and abroad providing advice
...o Jobseekers

...the preparation of the UK annual activity plan
...n Commission

...agement Information on activities each month
...Portal and line manager

To-be

Stop

- Using LMS to look up vacancies and assess the labour market supply and demand
- Using ERM for the management of Employer information

Start

- Using Universal Jobmatch to look up vacancies, and assess the labour market supply and demand
- Using Universal Jobmatch for the management of Employer information
- Explaining the benefits of this new service to Jobseekers engaged with the EURES service
- Encouraging Jobseekers to register for a Universal Jobmatch account, and give DWP permission to view their account
- Making UK based Jobseekers aware of places to access the internet to use the service if they do not have access at home
- Advocating Universal Jobmatch to existing and new Employers that engage with the EURES service, and managing the transition to Universal Jobmatch
- Using amended information resources that refer to Universal Jobmatch where applicable

Universal Jobmatch: "What will I do differently on day one?"
Rapid Response Service Team Member

As-is	▶	To-be

As-is

...s

...pport provided to Employers and employees
...d by redundancies

...number of employees affected by
...nd the type of support they will require

...nce to Employer staff on job seeking
...efits, and access to training

... Fairs or resource centres for large scale

...lications for Rapid Response funding

...y with external groups (e.g. Chamber of
...cal Councils) to discuss support required in
...scale redundancies

...ocal labour market to determine appropriate
...ining for Jobseekers

...ractice amongst Rapid Response Team

To-be

Stop 🔴

- Using LMS to understand the local labour market and search for vacancies

Start 🟢

- Advocating Universal Jobmatch to external groups and Partners in cases of redundancies

- Encouraging and supporting Employers and Jobseekers affected by redundancies to use the service. This involves:
  - Promoting the benefits of Universal Jobmatch
  - Setting up an account and demonstrating job searches
  - Where to go for help (e.g. online help, 'contact us')

- Using Universal Jobmatch to understand the local labour market to help determine appropriate and relevant training for Jobseekers

Continue ➡️

- Performing all 'as-is' activities not listed in the 'stop' box above

Universal Jobmatch: "What will I do differently on day one?"
Account Manager

As-is	▶	To-be

As-is

...es

...supply and demand in the local area and ...ledge to ensure engagement with the right

...ationships and providing high quality, ...ce to Employers

...t from Employers and other stakeholders to ...ivery of services and developing customised ...t their needs

...nst agreed DWP business targets and key ...dicators by working with staff to meet ...andards

...ess of the Employer Offer with Employers

...ternal partners to facilitate campaigns, share ...and generate good news stories

To-be

Stop ⬤

- Using LMS for the management of national initiatives
- Using ERM to manage Employer records

Start ⬤

- Using Universal Jobmatch for the management of national initiatives, to pull Management Information and share notes with other staff in the Jobcentre

- Advocating Universal Jobmatch to existing and new Employers and managing the transition from current vacancy advertising arrangements to the new service. This involves:
  - Selling the benefits of Universal Jobmatch to Employers and encouraging use
  - Understanding how to run searches and use the matching functionality
  - Making Employers aware of online help or 'contact us' for support

- Signposting Managed Accounts or those with special arrangements to the appropriate use of Universal Jobmatch (e.g. promoting bulk uploads) as a potentially better service than the current special arrangements

- Sending messages to Employers through Universal Jobmatch

Continue ➡

Universal Jobmatch: "What will I do differently on day one?"
Senior Employer Relationship Manager

As-is		To-be

es

ationships with national Employers, Trade
keholders to support DWP policy and strategy
e how opportunities can be optimised for
os

arket intelligence to develop new national
onships, ensuring the national portfolio
areas

l planning by highlighting business
maximise off-flows

local requirements in support of performance
ow

ervices for national Employers affected by

elationship with the Administrator Sector/
ctitioners

Stop 🔴

- Using LMS for Management Information and the management of national initiatives
- Using ERM to manage the strategic relationship with the Employer

Start 🟢

- Using Universal Jobmatch to manage national initiatives; update Employer notes; and pull Management Information
- Encouraging and supporting the use of Universal Jobmatch to existing and new Employers and managing the transition from current vacancy advertising arrangements to the new service. This involves:
  - Selling the benefits of Universal Jobmatch to the Employer and encouraging use
  - Understanding how to run searches and use the matching functionality
  - Reinforcing where to go for help, if required
- Signposting Managed Accounts or those with special arrangements to the appropriate use of Universal Jobmatch (e.g. promoting bulk uploads) as a potentially better service than the current special arrangements
- Sending messages to Employers through Universal Jobmatch

As-is

s

ersonal Advisers in the Jobcentre (including
on JSA, ESA or a specialist Customer group)

le performance process improvement
the team to improve the overall Customer

activities for Advisers including back-to-work
attendance management interviews

onferencing sessions to help Advisers take
ch for each Jobseeker

owledge base up-to-date and understanding
l labour market

reate the office activity reports

ations and complaints

ractice with colleagues to drive continuous

To-be

Stop 🔴

- Using LMS for looking up vacancies, assessing the local labour market, and managing job referrals

- Using LMS for MI on matched submissions by advisors

Start 🟢

- Coaching Advisers on how best to use Universal Jobmatch. This involves:
  - Selling the benefits of Universal Jobmatch to Jobseekers and encouraging its use
  - Understanding the new account set-up process
  - Understanding how to run searches, use the matching functionality, and identify skills gaps
  - Identifying topics for signposting (e.g. via helpdesk, 'contact us')

- Using Universal Jobmatch for Adviser case load management, assessing the local labour market, and creating any Management Information reports

- Encouraging staff to adhere to the new ways of working and share best practice of Universal Jobmatch

- Using Universal Jobmatch to report technical complaints about the service, suspected fraud or inappropriate activity

Continue ➡️

As-is	To-be

Stop 🔴

- Using LMS for looking up vacancies, assessing the local labour market, and managing job referrals

Start 🟢

- Making sure Jobcentre staff understand how to promote Universal Jobmatch, are aware of the full functionality of the service and have confidence using it
- Ensuring that appropriate support is provided to vulnerable Customers requiring access the Universal Jobmatch service.
- Pulling Management Information from Universal Jobmatch if required (i.e. for information on Jobseeker demographics)

Continue ➡️

- Performing all 'as-is' activities not listed in the 'stop' box above

As-is column (partially visible):

...es

...e provision to vulnerable Customers

...the management of Benefit queries for ...cannot use the telephony channel

...ustomer Support Officers. This involves:

...ive resource management to meet Customer

...number and nature of interviews carried out, to ...stomers are being handled in the most appropriate

...omplaints, disputes and compliments are handled ...scalating to the Jobcentre Business Manager as

...hat appropriate information is available to ...stomer Support staff to promote job search

...measures to manage and mitigate health and ...re in place, in liaison with the Customer Care ...he CSM

...opportunities and job search activity in line ...d guidance

Universal Jobmatch: "What will I do differently on day one?"
Customer Service Operations Manager

As-is	To-be

Stop 🔴

• Pulling Management Information from LMS or ERM if doing so currently

Start 🟢

• Reinforcing the benefits of Universal Jobmatch to all staff and explaining how the service will enable the DWP to achieve its strategic aims

• Considering and monitoring the impact of Universal Jobmatch on resourcing and performance targets

• Ensuring Jobcentre staff understand how to promote Universal Jobmatch to Jobseekers and are able to use the full functionality of the service themselves

• Using reports from Universal Jobmatch to complement and enrich existing Management Information

Continue ➡️

• Performing all 'as-is' activities not listed in the 'stop' box above

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As-is (partially visible):

encouraging teams to operate flexibly, and
ervices to individual Customers

on the breadth of Adviser discretion and
ar standards for expected outcomes,
exibility, productivity, quality and value for

encouraging engagement with the flexible
t and 'Get Britain Working measures' to
tomer requirements and escalating to Third
where support falls short

district-wide people planning and vacancy
ure effective deployment of people within and
ntre sites

eports in developing Employer engagement
lise local knowledge of the Customer base
ve relationships with key local Employers

As-is	▶	To-be

As-is

...es

...ementation and delivery of District External
...egies and working with External Relations
...e synergy and avoid duplication

...loyment related projects

...e to face Employer engagement activity in
...ith the District Employer Engagement plan to
...satisfaction

...ordination and support service to Employers
...anagers in cases of large scale recruitment
...n the District

...e District and DWP in District level Employer
...s

...tnerships with local partners, embedding joint
...ort Employers, manage relationships,
...sues and escalate issues affecting regional
...cy

...holding overall responsibility for Account

To-be

Stop 🔴

- Pulling Management Information from LMS or ERM if doing so currently

Start 🟢

- Using Universal Jobmatch to understand local labour market supply and demand
- Advocating Universal Jobmatch to existing and new Employers and managing the transition from current vacancy advertising arrangements to the new service. This involves:
  - Selling the benefits of Universal Jobmatch to the Employer and encouraging use
  - Understanding the functionality available on Universal Jobmatch
  - Directing Employers to online help or 'contact us' for support
- Considering and monitoring the impact of Universal Jobmatch on resourcing and performance targets
- Using Employer Coalition groups and Forums to promote the benefits of Universal Jobmatch to Employers, Partners and Trade Bodies

Continue ➡️

As-is

...holder relationships with Trade Bodies,
...ups and Public Sector organisations

...onships with National Employer and Partner

...al DWP Employer Relationship activities

...e DWP Employer Agenda, including L&D
...or staff

...into the Employer Delivery Team, who have
...al officer

...nt of Senior Relationship Managers, including
...oyer Relationship performance and
...rces

To-be

Stop 🔴

Start 🟢

- Making sure staff are aware of the benefits of Universal Jobmatch
- Explaining how the service will enable the DWP to achieve its strategic aims
- Informing external partners of the benefits of Universal Jobmatch to Jobseekers

Continue ➡️

- Performing all 'as-is' activities

As-is

es

alidity of a submission and referring to a
Expert for a decision on referral

wing-up on ES84/85 forms, as required by
rs, and referring cases to the appropriate
sideration, in accordance with End of
dance

ES85, ES85AS and ES66 records in the

ur Market referrals (Left Voluntarily,
r Labour Market questions or JSA case in
rations and appeals)

S records, including the input of suspensions

ubmission process, recording the despatch
omissions

To-be

- There will be no significant changes to this job role

- The Labour Market and Conditionality Integration team is currently working to improve the processes related to this job role

- All changes to the processes will be communicated as soon as they have been agreed
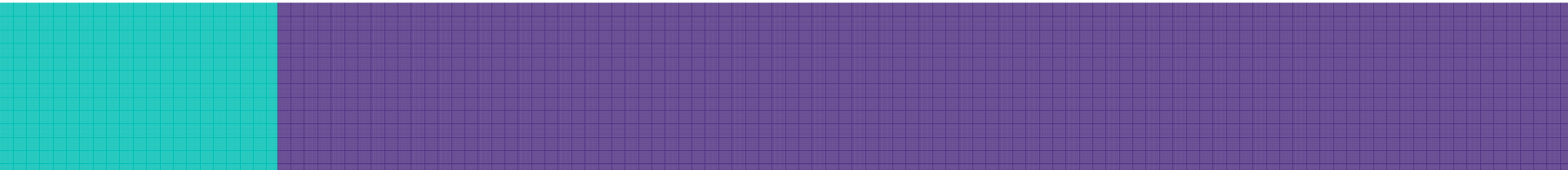
Appendix
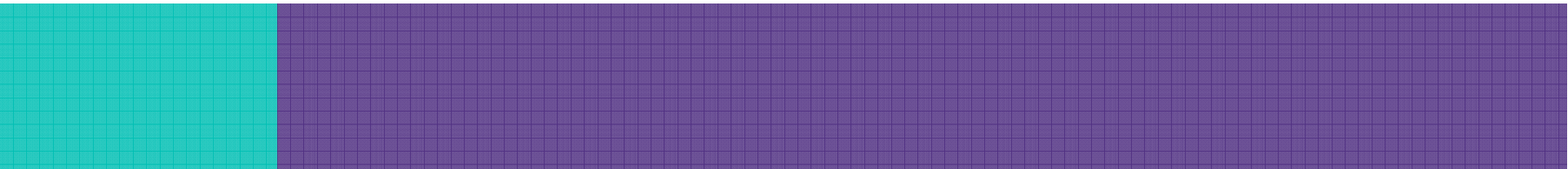
Overview of our approach to developing this guide

Approach to Job Role Impacting

...acting is being conducted to help identify what impact Universal Jobmatch is going to have on key operational roles within the Business

...complete, the outputs will be used to communicate changes to staff

Job role impacting

	2 Complete Job Role impacting	3 Conduct Validation & Sign off Workshop	4 Cascade impacts	5 Determine any follow up action required
...pacted Job ...es	Understand As-Is role & determine what will 'Stop, Start & Continue' as a result of Universal Jobmatch	Review all in-scope job roles & get key stakeholder sign off that the information is correct	Provide all impacts to the relevant Districts so they can communicate to staff	Determine whether any follow up products are needed & assign owners

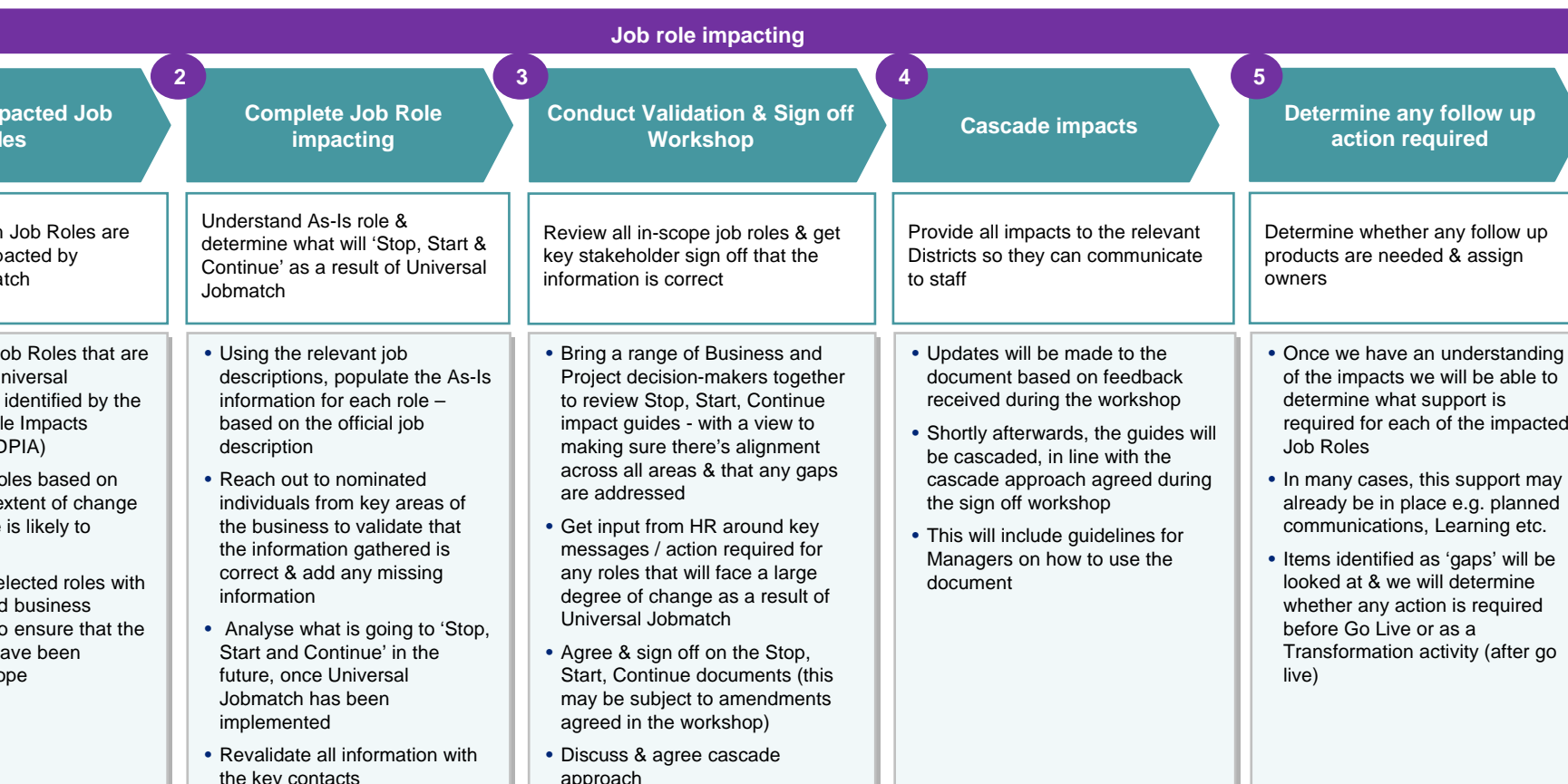| ...Job Roles are ...pacted by ...atch	• Using the relevant job descriptions, populate the As-Is information for each role – based on the official job description	• Bring a range of Business and Project decision-makers together to review Stop, Start, Continue impact guides - with a view to making sure there's alignment across all areas & that any gaps are addressed	• Updates will be made to the document based on feedback received during the workshop	• Once we have an understanding of the impacts we will be able to determine what support is required for each of the impacted Job Roles
...ob Roles that are ...niversal ...identified by the ...le Impacts ...OPIA)	• Reach out to nominated individuals from key areas of the business to validate that the information gathered is correct & add any missing information		• Shortly afterwards, the guides will be cascaded, in line with the cascade approach agreed during the sign off workshop	• In many cases, this support may already be in place e.g. planned communications, Learning etc.
...les based on ...extent of change ...is likely to	• Analyse what is going to 'Stop, Start and Continue' in the future, once Universal Jobmatch has been implemented	• Get input from HR around key messages / action required for any roles that will face a large degree of change as a result of Universal Jobmatch	• This will include guidelines for Managers on how to use the document	• Items identified as 'gaps' will be looked at & we will determine whether any action is required before Go Live or as a Transformation activity (after go live)
...elected roles with ...d business ...o ensure that the ...ave been ...ope	• Revalidate all information with the key contacts	• Agree & sign off on the Stop, Start, Continue documents (this may be subject to amendments agreed in the workshop)		
		• Discuss & agree cascade approach		

with a range of contacts within CCS, WSD and NEST to validate the Stop, Start, Continue Impacts

been validated by at least one of the people on the list below

Name	Business Area
██████████████	WSD - District Manager
██████████████	CCS - DWP CCD GROUP 6 (Southern England Group Business Manager)
██████████████	NEST (National Employer Services Team)
██████████████	CCS - Impacting Manager
██████████████	CCS - Contact Centre Team Leader
██████████████	NEST (National Employer Service Team)
██████████████	CCS - Coach / Mentor
██████████████	NEST (National Employer Service Team)
██████████████	CCS - EDon & e-Business Support Team Manager
██████████████	WSD - Rapid Response Service Manager
██████████████	WSD - Customer Service Operations Manager
██████████████	WSD - District Employer & Partnerships Manager
██████████████	NEST - EURES Manager