



ONLINE VACANCY
PLATFORM FOR
EMPLOYERS AND
JOBSEEKERS

Universal Jobmatch – online vacancy platform for employers and jobseekers

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Universal Jobmatch is a comprehensive platform for jobseekers to view, search and apply for jobs online. It provides a quick and easy way for employers to publish vacancies.

Jobseekers who are registering for Jobseekers' Allowance (JSA- UK unemployment benefit) are required to register to access the Universal Jobmatch platform. Jobseekers are encouraged to use it to provide evidence of the time they spend looking for a job, which is part of the criteria they need to fulfil in order to receive JSA. Jobseekers do not have to use this website; they can find work and prove their job search using alternative methods.

While the website is managed and developed by a third party, the Department for Work and Pensions (DWP) produces the information materials for employers and jobseekers themselves. DWP recently strengthened its requirements for employers to ensure that vacancies meet specific conditions (e.g. conforming to paying the national minimum wage). A mobile friendly version of the platform has also been developed to meet an increasing demand from users to access such sites on their mobile devices.

While data on the number of jobseekers or employers using the portal is not published, DWP observe that those that do use it are generally satisfied with the service.

UNITED KINGDOM

Name of the PES

Jobcentre Plus (part of the Department for Work and Pensions, DWP)

When was the practice implemented?

2012 – ongoing

Which organisation was involved in its implementation?

Jobcentre Plus (part of DWP) along with all other government departments. Monster Government Solutions is the organisation contracted for this service.

Which groups were targeted by the practice?

Universal Jobmatch has three specific target groups:

- 1) Jobcentre Plus staff – specifically work coaches and employer advisers who have direct contact with employers and jobseekers.
- 2) Jobseekers – all JSA claimants are required to register for a Universal Jobmatch account. They can use the account to track their work search activity.
- 3) Employers – ranging from national employers to small and medium enterprises (SMEs).

What were the practice's main objectives?

Universal Jobmatch is designed to provide a comprehensive one-stop-shop for jobseekers to look for vacancies, upload cover letters and CVs and apply online. It is also designed to provide employers with an easy way to publish vacancies. Delivery of this service is contracted out to a third party organisation (Monster Government Solutions), an organisation specialised in managing online sites for job vacancies.

What activities were carried out?

Jobseekers and employers are informed about the Universal Jobmatch service via their local jobcentre. When a jobseeker registers for Jobseekers' Allowance (or seeks other support from Jobcentre Plus) a work coach explains the purpose of the Jobmatch service, how to use it and the benefits of using it. All types of vacancies can be uploaded directly onto Universal Jobmatch by an employer. However, not all vacancies that are available via Jobcentre Plus are advertised on Universal Jobmatch – this depends on the relationship between the employer, the local jobcentre and the type / number of vacancies the employer wishes to publish. In addition, vacancies are sourced from other websites (for example from private employment services). Jobseekers can search and browse all vacancies on Universal Jobmatch; they can update their profile, upload a CV and upload a cover letter as well. The website can be accessed from the UK Government Gateway (the single point of online entry): www.gov.uk

What resources and other relevant organisational aspects were involved?

Monster Government Solutions are contracted to deliver the service, and they are responsible for keeping the website up-to-date, managing the website and addressing any technical issues that occur. DWP ensure that the website meets users' needs and that it is user friendly. DWP remain responsible for managing improvements that need to be made to the online tool, and they produce materials to boost users' knowledge of Universal Jobmatch, its benefits and how best to use it.

What were the source(s) of funding?

National

What were the outputs of the practice: people reached and products?

People reached:

Statistics are available about the Government Gateway (www.gov.uk). This website is an online source of information on services, reports, policy and policy performance pertaining to the whole of the UK Government, including DWP and Jobcentre Plus services. DWP regularly has more than 200 000 unique visitors of its pages on www.gov.uk each week. The latest statistics can be found here: <https://www.gov.uk/performance/site-activity-department-for-work-pensions>

Products:

To accompany the Universal Jobmatch website, a range of products were developed to help jobseekers and employers access and use the platform. These include:

- ▶ Instructional videos and communication materials for employers, e.g. 'how to upload a vacancy', 'how to write a job description'.
- ▶ Instructional materials for jobseekers on how to use the portal.

What outcomes have been identified?

DWP observe that a large majority of jobseekers are satisfied with the website and would use it again. DWP carries out random online surveys with users of Universal Jobmatch to understand their behaviours and satisfaction with the service. Questions focus on aspects of the service they use on a given day, and how they rate their usefulness.

Employer satisfaction with Universal Jobmatch is lower than jobseekers' satisfaction. This may be because the registration process for employers is more rigorous. All job vacancies advertised on the website are required to meet UK equal opportunities laws, the salary must meet the minimum national wage and employers must provide administrative information about their organisation.

Key performance indicators (KPIs) were established for the service in 2012. These KPIs include the uptake of the service.

In addition, it is difficult for DWP to estimate who has gained employment as a direct result of using Universal Jobmatch. For example, a vacancy may redirect jobseekers to the employer's website to apply. While statistics demonstrate how many users have viewed a vacancy, they do not show how many users applied, nor if a jobseeker was selected for a specific position by the employer.

What are the lessons learnt and success factors?

DWP have found that users want simple and straightforward access to the service, using an email and password log-in combination. However, it is a difficult to ensure maximum ease of access without compromising data security. At this stage, access to the Universal Jobmatch service is granted via the UK Government Gateway (www.gov.uk). Users are required to sign up to the Gateway before they can access Universal Jobmatch.

DWP use customer behavioural data to increase the user friendliness of the platform. Over the past year, DWP observed that the website was viewed more often using mobile and tablet devices than traditional computers. Therefore, DWP adapted its platform to make it compatible with most mobile devices.

The Universal Jobmatch registration requirements for employers have been tightened and the quality checks have been improved. These changes were made as part of DWP's ongoing commitment to a high quality service.

One of the most successful, but also challenging aspects for DWP was to establish the initial requirements for this new service. This is particularly challenging when dealing with a third party organisation, as requirements are often unknown at early stages. However, taking the time to get the specification right is a valuable exercise, and it provides a good basis for future refinements and further developments.

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