

ONLINE JOB SERVICES CAN HELP THOSE AFFECTED BY PUBLIC SECTOR REFORMS

No sector has been more affected by budget cuts than the Public Sector. But often Public Sector employees are least well equipped to compete for new jobs in the Private Sector.

A survey by Hays showed that Private Sector employers find that candidates from the Public Sector fail to fully identify and communicate their transferable skills. So when they apply for a job in the Private Sector, almost 90% of Public Sector candidates underperform compared to candidates from the Private Sector. As a result these Public Sector candidates are frequently failing to get jobs that they are actually suitable for.

Although it is not universal, candidates from the Private Sector are typically more used to changing employers and therefore tend to present themselves and their transferable skills more effectively. So Public Sector candidates already affected by Government cut backs in a difficult overall job market are suffering a double whammy. They have suffered the shock of losing the job they thought was secure and then find they do not have all the skills they need to win new jobs they are fully capable of doing.

Successful Private Sector job hunting means knowing how to sell all your skills and experience acquired while working in the Public Sector. As Michael Buchan, Content & Solutions Director for MyWorkSearch said: "The Private Sector jobs market differs from the Public Sector and can require alternative job-seeking skills. Candidates from the Public Sector can find this transition challenging." It is often said that looking for a new job is a full time job in itself. But all jobs require specific skills and jobseekers need to make sure that they have the skills they need to succeed at the important job of being a jobseeker.

So if Public Sector employees need to catch up with their Private Sector counterparts how can they close the skills gap?

Online support

Some forms of jobseeking support have been around a long time. The problem is that they are usually not made available to everyone that needs them – usually for budget reasons - or they are ineffective. Often the reason why they don't work is

that they have failed to keep up with new tools or techniques and they cannot be accessed when and where the jobseeker needs them. And the difference between finding a job quickly or more slowly can have huge family, social and financial consequences for the jobseeker.

New online services such as MyWorkSearch have been developed to overcome these shortfalls. Using multimedia techniques, they provide:

- ✓ Transferable skills mapping to help jobseekers to understand and identify all of their transferable skills resulting from their education, work, home life, hobbies and interests.
- ✓ Effective tools that efficiently identify more, relevant job opportunities, making sure that the jobseeker doesn't miss out on a potential new role because they didn't have the time or know where to look.
- ✓ Systematic training in critical job searching skills, using the most up to date award winning interactive techniques.
- ✓ CV and job application tools that help the jobseeker to effectively present themselves to potential new employers.
- ✓ Psychometric assessment test training and practice.
- ✓ Interview training and practice – critical when potential jobs are so scarce.
- ✓ Online support using live interactive webinars

This support is also available 24/7 when and where the jobseeker wants it. MyWorkSearch has found that over 25% of its members use its service after 7pm and nearly 15% use the service before 7 in the morning. So the demand for online support is obvious.

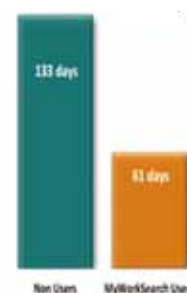
Does online support work?

Put simply - yes it does.

Compared to the experience of typical jobseekers, MyWorkSearch users find a new job faster. On average MyWorkSearch users find their new job in 61 days compared to 133 days for non-users.

And 62% of MyWorkSearch users find a job within 3 months compared to 20% for non-users.

Average time to find new job



Find a Job within 3 months



And the effectiveness of their approach has been externally recognised, having won the gold award at the National e-Learning Awards 2010 and the silver award for the 'Learning Technology Solution of the Year' at the 2011 IT Training Awards

Also, earlier this year, the Cabinet Office ran the Innovation Launchpad competition to find the UK SMEs with the most compelling proposition for Government. In all, 351 entries were assessed by civil servants and a team of senior business people resulted in a final nine organisations that, combined, had the potential to save Government almost £2 billion per year. MyWorkSearch was selected as one of the nine.

So in summary, the challenge of competing in today's difficult jobs market can be overcome. Public Sector employees are often some of the best trained and experienced potential job candidates. Support from services such as MyWorkSearch can make sure that job opportunities are not missed.

For more information about MyWorkSearch, please visit their website at www.myworksearch.co.uk or email info@myworksearch.co.uk