

All Together Cumbria

Social Enterprise

e-Workshop on Redundancy



Who are we?



Our mission

To improve the lives of people living and working in Cumbria.

Our vision

To work in partnership with industry and the community to provide people in Cumbria with greater opportunity and access to employment.

All Together Cumbria

'Enabling people to access greater opportunities in Cumbria'

An innovative social enterprise

Working in partnership with both industry and the community to enable career opportunities to be visible and accessible to all.

A recruitment brokerage

Supporting businesses operating in Cumbria to source skilled people via a dedicated recruitment desk.

Each vacancy filled through the recruitment desk generates a retrospective rebate payment from All Together Cumbria's agency partners profit margin, which is then re-invested through a data driven social impact strategy.

Making a negative into a positive

It all starts with an open mind..

Most people who have been in a permanent job would normally want to remain permanently employed, which is completely understandable, as it can offer more security and long-term employment.

However, have you thought about temporary/contract work?

Temp/contract recruitment tends to pick up first. This can be down to a number of factors, one of these being a lower risk way for businesses to react to demand increases. Particularly, with the prospect of a second COVID-19 wave, it might be that businesses look to hire people as long term temps, or temp-to-perm.

Use **CLAMPS** to determine what's now important to you.

Challenge, **L**ocation, **A**mbition, **M**oney, **P**rospects, **S**ecurity

The next role doesn't just have to be a tie over. Define your perfect role by prioritising the important things.

Stand out from the crowd



- Be proactive - **jobs wont come to you!**
- Ensure when applying for roles, you fill out the application correctly.
- Take time to review the job your applying for and base your **covering letter** around the job spec. The covering letter highlights why you are suitable for the role.
- **Identify your unique selling points**
- What has made you successful in your working life in the past
- Build confidence and belief in your own abilities
- Learn to appreciate your transferable skills
- If you don't meet some of the job scope criteria manage those objections with a positive can do attitude
- **Think, what makes you different** from the other 40-50 people applying for the role

It's an employers market not a candidate Market

Recruitment workshops

- Building confidence
- Discovering the hidden jobs market
- Using networking and social media to your advantage
- CV writing tips
- Cover letters
- Application forms
- Interview techniques for success.

Building confidence

- Search online for online courses
- Set yourself a target each day to work towards
- Have someone close review your CV
- **Know your worth!** Use Value my CV on [@adzuna](#) to check what the going market are advertising for your type of role.
- Use your network to promote your experience
- Undertake some voluntary work.

Discovering the hidden job market

- Use pages like @adzuna Value my CV= **know your worth!**
- LinkedIn
- Total Jobs
- Monster
- Nuclear Jobs
- **Set up alerts**

The screenshot shows the Adzuna website interface for North West England, UK. The header includes the Adzuna logo, a search bar with 'What?' placeholder, and a location filter set to 'North West England, UK'. Below the header, it displays '50,120 Jobs in North West England' and a list of popular searches: 'charities, arts, artist, teaching assistant, museum, ... more'. A yellow callout box says 'Check out our awesome stats and discover your market rate!'. On the left, there are filters for Salary (ranging from £0 to £100,000+), Remote jobs, Location (listing various regions like Greater Manchester, Cheshire, etc.), Category (listing Healthcare & Nursing Jobs, IT Jobs, etc.), Company (listing The Hut Group, MITIE, etc.), and Contract type. The main job listings area shows three results: 'Delivery Rider' at Just Eat, 'Digital Marketing Specialist - Graduate' at ConvaTec, and 'Social Media & Digital Marketing' at Donating4u. On the right, there are statistics for the region, including '50,120 Jobs in North West England', '£33,279 Average salary for Jobs in North West England', and a 'See More Stats' button. At the bottom right, there is a 'ValueMyCV' section with a 'Try ValueMyCV' button.

Use networking and social media to your advantage



- Set up alerts to find jobs you could do and are interested in
- Use LinkedIn to develop your network of contacts
- Use the recommendation section to get references on LinkedIn from previous colleagues
- **#OpenToWork** – set your status on LinkedIn using the photo frame
- Alerts recruiters you are actively looking for work
- Ask your contacts to share your profile boosting your reach.

CV writing and tips

- Remember to review your CV content, style and presentation
- Take the time to put some real thought into your CV. Ensure you display your experience and achievements clearly and concisely. Use a template if you haven't written one before and get someone to proof read it for you – nothing more off-putting than spelling mistakes and typos.
- If you adapt your CV to match the requirements of the job description, you will stand a much better chance of being shortlisted. Employers look at a lot of CV's, it is easy for them to see who has taken the time to adapt their CV to their company/industry. You don't have to re-write the whole thing, just adapt the details that are relevant.

Covering letters



- Always try to include a cover letter
- Employers ask for a cover letter to find out why you are interested in a position. It's an opportunity for you to tell them what skills you have to offer and to elaborate on your CV. It is also a way for them to find out how you communicate in writing. Make sure that you highlight the skills and experiences that are most relevant to the vacancy. This will greatly increase your chances of being invited to an interview.
- Manage the negatives – turn them into a positive. Show you are willing to undertake further training if you find a missing gap with experience or qualifications.

Application letters

- Always include a covering letter
- Always ask for feedback on your application
- Track what roles you are applying for.

Interview techniques for success

- Prepare effectively for each interview.
- Ask someone you know who could help in mock interviews, if you have not had an interview for a while.
- Online you can find general example questions on competency based interviews.

What next

- Review your CV
- Is it up to date
- Is it fit for purpose
- Contact All Together Cumbria by sending over your CV with a covering letter, so that we can help with the following where needed:
 - We will conduct a pre screen on current status
 - Enable a discussion with an Industry Skills Advisor
 - Signpost to a relevant provision provider, if support is required
 - Work ready - details will be shared with partnering agencies with your permission following GDPR compliance.

Recruitment brokerage

- We are supported by our recruitment agency partners. Working collaboratively together through existing trading relationships and service level agreements to help businesses find the right person for their organisation.
- Currently operating across **five** focus industries: agricultural, construction, energy, hospitality & tourism and manufacturing.



Employers support

- **Baines Wilson LLP - 29 September 10.00am - 11.00am – post-furlough redundancies**
- Join Baines Wilson on a Zoom briefing, which will focus on managing the impact of Coronavirus on your business.
- Their employment law team will share their insights, practical experiences and top tips on managing the problems that have arisen in the workplace due to the pandemic.
- <https://www.baineswilson.co.uk/seminar-booking-form-2>



Any questions?



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