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Rt Hon Frank Field MP  
Chair, Ministerial Committee on Work and  
Pensions

13 June 2018


*Dear Frank,*

**Universal Jobmatch / Find a Job**

Thank you for your letter of 9 May requesting further details of the new 'Find a Job' service replacing Universal Jobmatch.

For ease, I have responded to each of your questions as listed within your letter, please see the attached annex.

I hope that you find this information helpful and that it addresses the queries you raised.

*Kind regards,*  


**Alok Sharma MP**  
Minister of State for Employment

## **Annex:**

### **1) What is the rationale behind the change of service and provider?**

The current contract for Universal Jobmatch with Monster runs until 18<sup>th</sup> June 2018. The Department is required to run an open and fair competition when a contract ends and this led to a new provider - Adzuna- being selected. Because Universal Jobmatch uses Monster's proprietary technology, this means that the site itself will be switched off when the contract ends on 18 June 2018.

### **2) Will the new service provide enhancements in design and functionality and, if so, what will these be?**

Find a Job will be much easier to register on and log in to, using a simple email and password combination, which replaces the Government Gateway ID. The service has been designed to reflect changes to jobseeker and employer needs since the launch of the original Universal Jobmatch service in 2012. Jobseekers increasingly use a wide range of job boards to search for work and record job search activity. User research shows that jobseekers want to be able to find work in their local area, with a suitable working pattern and which suits their skills. They want something that is easy to use and accessible as well as being secure for those who may not be digitally savvy. With these user needs in mind the new service will reflect this behaviour. A simple registration and login process with access to vetted employers and more familiar gov.uk branding means that jobseekers will find this an easy-to-use service, supporting their work search needs and helping them to find work.

### **3) What systems will be in place to protect users' data and prevent bogus job advertisements?**

The new Find a Job service has been developed and built with security and the protection of citizen data a primary consideration from day one. All Internet traffic to the new service is encrypted and any data stored for citizens is also encrypted in accordance with guidance from the National Cyber Security Centre. The entire service is hosted with a leading cloud provider in the UK and has been independently security tested and accredited. Minimal personal data is stored on the system, with no details other than an email address required to register.

When Universal Jobmatch was first introduced, a number of vacancies were placed to discredit the new service. These vacancies attempted to prove that any job advert could be placed on the service. This type of posting was prevented quickly by a simple check on job adverts as they were placed. As Universal Jobmatch became established it was susceptible to more complex 'scams' targeting jobseekers. A small team was created to search for such activity and this had a degree of success, but found job adverts only when they were 'live' on the service. The service is particularly susceptible to this type of activity because job adverts can be posted for free.

To fully resolve the problem, a full verification check for employers was put into place in June 2016. This ensures that any account created is genuine before they can post job adverts. Removal of job boards on the service in summer 2017 also contributed to the sharp reduction in bogus, duplicated and out of date job

adverts. Both of these measures have been highly successful, with a sharp reduction in fraud since 2016. The number of fraudulent cases so far in 2018 is nil.

**4) Will this improve in the new Find a Job service going live next week?**

The new service will bring the verification team back in house to the DWP, using enhanced technology from our new supplier to verify new employers and giving us greater control over the fraud identification and elimination process. The processes which have worked well since 2016 will be kept in place. There are automated system checks which include scanning a list of banned words on job adverts. This list is updated regularly in both English and Welsh. Checks on minimum wage as well as discriminatory language are also carried out. All users can use the "Report a job" button which is at the side of every job advert on the site. One does not have to be a registered user or logged in to the site to use this function.

We advise jobseekers to be cautious when using Universal Jobmatch – that they should keep their data secure, not give out personal information and to report jobs which are not appropriate. We advise them to use the SaferJobs website to learn about safe job search when looking for work on line and we link clearly to the SaferJobs site on all pages. SaferJobs is a not-for-profit organisation set up and run by the Department and the Metropolitan Police and chaired by Reed.co.uk.

**5) Will job advertisements on Find a Job be tagged to indicate their suitability for applicants seeking flexible hours and working arrangements – such as carers and lone parents with young children?**

Find a Job is a "minimal viable service" which means that the site went live with basic functionality to advertise, search for and apply for work. The site will then be quickly iterated and developed, with user research and development a constant feature of the service. At present, on Find a Job a jobseeker can look for full or part time work. If an employer has included details of flexible working in their job description, a jobseeker can easily search for these keywords.

How flexible hours and working arrangements are best represented on the site will be developed soon after it goes live. Initial contact for research with organisations such as Gingerbread has already been made.

**6) For what reason is the name of the service being changed – has "Universal Jobmatch" come to be perceived as a tarnished brand?**

Google analytics shows that "Find a Job" is one of the most used terms when people search for work. User research reflected this opinion in that the name accurately reflected what customers actually do on the service, as opposed to Universal Jobmatch which does not feel relevant. "Find a Job" also ties in better with other gov.uk branding. Other services such as Find an Apprenticeship, Find a Traineeship and Find an Internship mean that the branding will be consistent across gov.uk.

When jobseekers register on the new site a new service name will mean that they are less likely to try and login with existing details, creating a better user

experience. It also reduces confusion during the period of dual running where jobseekers are able to use both Find a Job and Universal Jobmatch.

- 7) Individual jobseekers who have set up user accounts on Universal Jobmatch are being told that their CVs, cover letters and application history are not being automatically migrated over to the new service. What measures are being put in place to ensure that users affected by the changeover will still be able to demonstrate a continuous record of active job search?**

Jobseekers will be given help and assistance from Job Centre work coaches on how to save their work search history and will have until 17 June to do this. The Department have been running communications to jobseekers since 19 April with messages on the home page of the Universal Jobmatch site as well as on Twitter, prompting jobseekers that they will need to save their work search history and CV. We also have a number of instructional "How To" videos on the Department's YouTube channel which show how to create an account and upload a CV onto Find a Job.