

Student Guides to Employment
Applying for Work



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Introduction

This guide has all the information you need to know when researching and applying for work during or after your studies. This includes both full-time and part-time courses. From writing letters to completing professional application forms. Additionally, you may find useful information on how to use social media to help you find work. A lot of examples are included to help support you in all aspects of your job search.

This guide is available in accessible formats e.g. large print, Braille and audio. In addition the College can help with the translation and understanding of the information contained in this publication upon request. Please call our Customer Service Centre on 0116 224 2240.

Whilst every care has been taken to ensure that all of the information contained in this guide is accurate at the time of production, Leicester College is continually evaluating to meet the needs of learners. As a consequence, training, fees, timings, resources and facilities may be subject to change without prior notice.

Other guides in the series include CVs and Interviews.

What help is available at the College?

Student Services has an extensive range of support available if you are seeking work, including:

- One-to-one advice and guidance on where to look for vacancies, how to job search, write a CV and interview preparation are available from the Careers Team.
- Access to Welfare Advisers, for an in-depth consultation on how getting a job can impact on your study and benefits. As well as this, they offer support on money management. Welfare advisers are based in Student Services at all three campuses and by emailing welfare@leicestercollege.ac.uk
- Employability sessions on all aspects of career preparation and search (ask your tutor or Learning Coach to see if sessions are available through tutorials).
- Careers Services and Job Vacancy site– available online through Moodle, an easy access to job vacancies and support available for finding work and much more.
- Students visit the college website to submit an enquiry to the College Careers Team: leicestercollege.ac.uk/college-life/student-support/careers-service they indicate their preferred means of contact by face to face, telephone, email or Microsoft Teams.



Researching job opportunities

Researching possible employers and finding job opportunities is a vital part of finding and securing work. This can often take time and can sometimes become frustrating as there are so many sources of information out there. However it is a valuable investment of your time and can make both the job hunting and application process a lot easier.

Finding suitable job opportunities often involves using a variety of sources and methods to ensure you don't miss that "perfect job", the most successful students use a combination of sources and methods to make sure they find all the relevant opportunities. Where possible get the job app on your phone or tablet to give you easy access to vacancies and information. Some of these methods are listed here:

- **Local Jobcentre Plus** – has information on various vacancies. Staff are available to assist and offer advice, and there are computers where you can carry out a job search. You can also access their vacancies through jobsearch.direct.gov.uk.
- **Recruitment agencies** – can be located online via yell.com and agencycentral.com.
- **Moodle** – internal College intranet available for Leicester College students. Careers Services and Job Vacancy site is full of information and advice to help you with every aspect of your search, as well as links to the latest vacancies.
- **Direct approach** – you could speculatively approach companies or organisations and enquire about potential job vacancies, ask for an application form or simply hand them your CV and accompanying speculative letter when asked to do so.
- **Local and national newspapers** – like the Leicester Mercury and Guardian, Times Education Supplement, etc. have a range of employment opportunities advertised on certain days. Or alternatively, you could search newspaper websites online.
- **Networking** – you could ask friends, relatives and contacts about known or possible vacancies. The use of Social Media sites such as LinkedIn can help you in building up a bank of contacts to network with.
- **Attending job fairs (Virtual)** – these are available throughout the year. They are a great opportunity to see a lot of potential employers in one place. Go online thejobfairs.co.uk and thejobshow.com to access all the national and local Job Fairs. Get Job Wise is Leicester College's annual jobs fair.
- **Volunteering** – yes, believe it or not, if you did some unpaid work it could give you a "foot in the door" of certain organisations, as well as providing you with valuable experience and first-hand knowledge of vacancies before they are advertised. Contact Voluntary Action Leicestershire, 9 Newarke Street, Leicester LE1 5SG, on 0116 257 50 50 or www.do-it.org for more information.
- **Social Media** – Through apps such as Facebook, Twitter and LinkedIn you can identify vacancies early, follow employers and professionals, you can market yourself professionally. See page 20 on how social media can make you more attractive to employers.
- **The internet** – you can carry out a local job search at, for example; indeed.co.uk (a list of job search websites are available at the back of the booklet). You can also get app's such as indeed.co.uk on your smartphone or tablet.

The application process

Not all vacancies are advertised, in fact only about 50% of job vacancies are advertised through the public media, therefore half of the possible job opportunities can be found through adverts. Lots of companies and organisations encourage people to make direct or speculative applications.

Normally a job advert will request you to call, email or write to the company for further details and an application form. Remember, first impressions are really important and whether you are writing letters, filling in forms or making telephone calls, make sure you are prepared. Often the next step is to fill in the application form and write a covering letter. However, some employers may direct you to their website for more details, and request you to email them with a covering letter and CV, or fill in the application form online.

This stage in the application process is vital, as success at this stage means that you are more likely to be invited to an interview – and therefore your chance to really wow the employer.

Sending a covering letter

Your letter may be competing with hundreds of others, so it must stand out. Don't give the employer any reason to reject your letter. Employers want to employ people who are enthusiastic and if you can show this, you will start the application process with an advantage.

Top Tip

If emailing your CV, you can use the main body of the cover letter in your e-mail, simply cut and paste this into the e-mail then attach the CV.

When you should send a covering letter

If possible you should always send a covering letter to accompany a CV. This can be when an employer specifically asks for a CV or when an advertisement says "apply in writing". It is sometimes necessary to send a covering letter to accompany an application form. If you have had very little space or opportunity to sell yourself on the form, or there is something that you particularly want to emphasise, the covering letter can help you to do this.

If you are asked to send a "letter of application", you might treat this as an extended covering letter. The tips provided in this guide would also help you to construct this type of letter.

Why send a covering letter?

- To encourage an employer to read the accompanying CV or application form
- To draw together relevant facts from your CV or application form and shape them to the needs of the employer
- To explain why you are sending a speculative or targeted CV.

What should a covering letter include?

It should provide a logical sequence of information designed to capture the reader's attention. You can also use it to explain special circumstances or draw attention to a particular aspect of your experience.

The following guidelines will help you to construct your letter, but remember, the examples given are for guidance only.

Things to tell the Employer

- Who you are and what you are applying for, including where you saw the job advertised. For example: "I am writing in response to your recent advertisement on indeed.co.uk for an apprenticeship. I am in the final year of a business administration course at Leicester College..."
- Why you want the job or opportunity, and why you are attracted to the organisation.
- How your qualifications and experience make you a suitable candidate. For example: "Working for your organisation interests me as I can see that you provide excellent customer service to members of the public. As you will see from my CV, my work experience has involved both direct contact with people and problem solving in a commercial setting."
- What you want them to do for you, for example; ask about the possibility of arranging an interview or a visit.
- What you hope will happen next, for example a polite, positive closing statement saying that you will telephone to follow up your letter or that you look forward to hearing from them.

For example: "I would be very keen to find out more about opportunities in IT and would welcome the chance to discuss my application further at an interview. I hope you will consider my application favourably and I look forward to hearing from you shortly."

By the end of the letter the employer should be really impressed by what you have to offer and be encouraged to find out more from your CV or application form.

The main points to remember

- Cover letters are not easy to write. Try writing down some ideas first before trying to construct full paragraphs
- It is worth spending time experimenting with different versions before finding a style that suits both you and the organisation you are writing to
- Try to keep your letter to one side of A4, word processed text, printed on good quality plain paper, ensuring that the layout looks balanced
- For a handwritten letter, write as clearly and neatly as possible.

Presentation is very important so it is a good idea to practice first

- Use positive and active words where possible, for example; achieved, organised, negotiated
- Sell yourself and emphasise your enthusiasm for and commitment to the opportunity or profession
- Get someone else to check your letter(s) before you send them off. It is important to ensure there are no grammatical errors in your letter
- If you would like some help from a careers adviser, bring some ideas with you, or, ideally bring a draft version so that the adviser can work through this with you
- Make sure your signature is clear, and print your name underneath it.
- If you start the letter with "Dear Sir" or "Dear Madam" you should end the letter with "Yours faithfully". If you know the name of the person you are writing to, end your letter with "Yours sincerely"
- If you provide names of referees, make sure you ask their permission.

You must be honest about the knowledge and experience you have obtained, as this will be checked. It is important to be brief and to write in short, clear sentences.

Example covering letter

Your Name
Your Address
Your City
Post code

15th June 2021

Carl Knight - Manager WM Morrison Supermarkets PLC
9 Counting House
Leicester
LE2 7LT

Dear Mr Knight,

Ref: MOR5867

I am writing to apply for the position of Sales Assistant as advertised online. My experience involves performing general duties face to face and over the telephone. I can also;

- Serve and advise customers
- Take payment by cash or card
- Help customers to locate goods
- Advise on the availability of stock
- Give information on products and prices
- Stack shelves and display goods in an attractive way

As you can see from my CV, I have experience in a variety of settings including working as an apprentice where I am currently employed by ASDA Superstore. Furthermore, I have successfully completed an NVQ 2 and 3 in Retail. To date, I have gained three years' experience of providing excellent customer service and working as part of a team. As a mature and enthusiastic individual who is dedicated and reliable, I am confident that if you give me an opportunity to work for your organisation, I will be an excellent representative for your company.

I am prepared to work Saturdays and have my own transport. I am available for an interview at any time and willing to start work immediately.

Please find enclosed a copy of my CV for further information. I look forward to hearing from you.

Yours sincerely,

Your Name

The information you include should be relevant to the job you are applying for – a busy employer will not have the time to scan through a letter of your life story to pick out the relevant information.

Writing speculatively

Not all letters of application need to be sent in response to a specific job advert. You may want to write to an employer to see if they have any intention of recruiting staff in the near future. A CV should be included with your letter. You should explain who you are and why you are writing, stating your experience, skills and the job you are looking for. Ask for them to bare you in mind and to contact you should a vacancy arise.

Please note

Only the first paragraph of the cover letter has been adapted to create a speculative letter. This highlights your reason for enquiring for possible vacancies- all other information on the letter is the same. (see example opposite).

Example of a speculative letter

Your Name
Your Address
Your City
Post code

15th June 2021

Carl Knight - Manager WM Morrison Supermarkets PLC
9 Counting House
Leicester
LE2 7LT

Dear Mr Knight,

Ref: MOR5867

I am writing to enquire if there any vacancies at present as I would like to be considered for the position of Store Sales Assistant. My experience involves performing general duties face to face and over the telephone. I can also:

- Serve and advise customers
- Take payment by cash or card
- Help customers to locate goods
- Advise on the availability of stock
- Give information on products and prices
- Stack shelves and display goods in an attractive way

As you can see from my CV, I have experience in a variety of settings including working as an apprentice where I am currently employed by ASDA Superstore. Furthermore, I have successfully completed an NVQ 2 and 3 in Retail. To date, I have gained three years experience of providing excellent customer service and as working as part of a team. As a mature and enthusiastic individual who is dedicated and reliable, I am confident that if you give me an opportunity to work for your organisation, that I will be an excellent representative for your company.

I am prepared to work Saturdays on a rota basis and have my own transport. I am available for interview at any time and could start work immediately.

Please find enclosed a copy of my CV for further information. I look forward to hearing from you.

Yours sincerely

Your Name

Sending a CV

A CV is an outline of your qualifications and career to date, and should be presented on a separate sheet of paper and ideally typed. If you don't have a computer at home, there are computers available in the libraries at each campus at College, as well as your local library.

It is worth getting your CV photocopied and scanned so that you have enough copies available when applying for jobs. You should also keep a master copy so that you can update or alter it according to the type of job you are applying for. You can also use the Work clubs – see back of the booklet for more information.

Always try to send an accompanying covering letter with your CV, either paper-based or cut and pasted into an e-mail, explaining your reasons for applying for that particular job.

Your CVs job is to support what your letter states, that is, exactly why the employer should hire you. For further advice on creating and developing your CV, please see our guide to “Developing your CV” booklet. This is available from the Careers Team or on the College website or through Student Services at reception.

Application forms – the basics

Most application forms will request similar information although the format will be different, some will be online, and others posted out or downloadable. Whatever the format there are a few rules you **must** follow.

Answer all the questions, if it is not applicable then use N/A or None – **Never just leave it blank.**

Pay attention to the format and any instructions provided. If it states “complete in black ink using BLOCK CAPITALS” make sure you do. Employers want to see that you can follow instructions, don't give them a reason to reject you!

Nearly all applications have a closing date, you must make sure the form has reached the company before the closing date, make sure you allow a few days for the post.

Take a copy of the form and fill it in as a draft, asking for a second application form because you have made a mistake **will not** impress an employer.

Write as neatly and clearly as you can, the form will create a first impression to the employer. If you have scruffy handwriting then ask if there is an electronic version you can complete instead.

Type up the 'additional information' section keep it in a word format, so that you can amend as required, simply cut and paste it to the main body of the application form if online, or attach to a hard copy.

Finally – **Don't lie**, there are serious consequences if you get caught. If you don't have the experience or qualifications required think about extra courses or volunteering.

Different parts of the application form:

Personal details

This section includes your name, address, contact details, and equal opportunities information such as ethnicity, sexual orientation, gender, and religion. In most cases this part of the form is removed before the employer sees it as this is personal information and should not form part of the selection process.

Qualifications or educational history

This part of the form usually requires you to complete a table and will tell you what order they want you to list your education in, either starting with the most recent and working backwards in chronological order, or the other way around.

For example, the date(s) you studied, the institution you studied at, such as Leicester College, the qualification(s) you achieved, as well as the type of qualification(s).

Example:

September 2020 to June 2021, Leicester College, Professional Cookery Advanced Diploma Level 3. Grade achieved: Distinction

Training and other qualifications

This section allows you to include any other qualifications and training that you may have undertaken such as; short-courses, distance learning courses or courses for your own interest or hobbies, as well as any on-the-job training. This section usually grows the older and more experienced you become.

If you have qualifications such as First Aid (remember this only lasts three years), Food hygiene, Manual Handling, Health and Safety, Safeguarding or any qualification gained through work this is the place to put it.

Don't repeat this in the Education History.

Employment history

This is a very important part of the form as it will allow the employer to gain some knowledge of your previous or current job roles. Again, they will usually provide a table for you to complete and you will be expected to list your previous jobs in chronological order, this means putting your most current job at the top and listing previous jobs underneath going back no more than ten years.

Employment history can also include valuable voluntary experience, especially if it's relevant. If you are asked to provide your main duties, list the most relevant parts of the job first.

Do not leave any gaps in your work history, if you do have gaps give a reason e.g., return to study, bringing up children or being a carer and again remember to always put the most recent job first. When listing the tasks you undertook try to mention a skill you used that is relevant to the job you are applying for. For instance in the example below the candidate is demonstrating their accuracy skills and food hygiene skills by describing the duty they carried out.

Here is an example below:

Date	Company	Job Title
<i>June 2021 – Present</i>	<i>KFC Fosse Park Leicester</i>	<i>Station Cook</i>
Duties: <i>The ability to follow instructions accurately was critical when preparing customers' orders ensuring food safety as well as cleaning the food preparation areas.</i>		
Pay: <i>£9.58ph</i> Reasons for leaving: <i>Looking to develop my career further</i>		

What not to include on an application form

Reasons for leaving –

There are many reasons you might leave a job but consider how the employer might read the information. If you write "I don't like the manager!" The employer may think you struggle to be managed and that you cannot work as part of a team. If you write "needed to concentrate on my studies" they might think that you will do the same again if you are still a student. Even if you included a statement such as "Got a better job" this might make them think you won't stay around for very long. Stick to true but positive reasons.

Hobbies and interests

If your form has this section try to write positively about what you do in your spare time. For example:

Statements such as "I spend my free time watching TV and playing on X-box" or "I like to hang out with my friends" may be true but don't impress an employer. You could write "After a hard day's work I like to relax by watching a good movie with my family or reading a good book, especially the author Paulo Cualo."

Never make up hobbies. If you write "I am a competitive tennis player" and the interviewer asks about the club you play for, you could lose the job because you made something up. If you don't have any hobbies take a look at the enrichment timetable offered at College and give something you fancy a go.

Personal statement or reasons for applying

On many application forms you are asked to complete a section at the end called 'additional information' or 'personal statement'. After you've filled in the sections on personal details, education and employment, this large, empty box is your chance to really impress a future employer.

However some applicants don't complete this section fully and often miss it out. The employer is unable to therefore find what they are looking for. Often applicants will just write whatever they think is important or might impress the employer, but there is a better way. Most application forms will also come as part of an application pack which also includes information from the employer and about the position. This can include some very useful documents which the employer wants you to read such as the job description and job specification.

What's the purpose of this section?

This section should provide clear instructions such as 'please use this section to explain why you feel you are suited to this job and what you can bring to it' or 'please include any further information relevant to the person specification, such as specific skills, knowledge and experience you feel you have'.

This section is therefore your chance to allow the employer to gain a complete picture of your skills, abilities and suitability for the position applied for. You can also show you're motivated to do the job and that you have carefully considered why you feel you would be good at it.

How should I fill this section in?

Completing this section, should be planned and well-thought out beforehand, and should provide a clear structure allowing you to answer the points in the person specification especially focusing on the essential and desirable criteria. If working on the computer you can 'cut and paste' relevant information from job description and job specification or job specification to formulate the base of your additional information. Of course you need to make this information bespoke to you, use examples to back your answers.

What to include?

Certainly use examples to back-up the information included in the personal statement are important as they provide clear evidence that you've got the necessary skills and know how to apply them in the work place. You can also use headings and bullet points to make it look professional.

It may help to view the person specification as the employer's shopping list, you need to ensure you match each requirement within the person specification. You can do this by giving an example of when you have displayed the skill or quality required by the employer during your past work experience, study or relevant extracurricular activity. This provides the employer with the vital evidence that proves you meet their requirements and convinces them that you can do the job.

If you cannot demonstrate that you tick all the boxes on the employer's person specification (shopping list) then you are unlikely to be short-listed for interview.

Example of a statement –

Always refer to the job advert, job description and job specification when completing this section*

Business Administration Experience

I would like to highlight my experience as an effective business administrator. I have had experience working in an office setting, including working at Leicester College as a part-time receptionist. I was able to develop a range of skills that I feel are relevant to the position of office administrator. Working in a busy office in Student Services, I undertook a variety of duties including; working to set deadlines and targets and working effectively as a team. This experience allowed me to develop my skills in computing especially Microsoft Office. Which were used to great effect to produce:

- Spreadsheets through Excel, in addition to Outlook to manage diaries and schedules
- Letters for mail merging and Publisher for posters for marketing purposes.

I received many positive comments from colleagues and managers for my inventive ideas and my enthusiasm to help improve the work flow. Skills were gained through the successful completion of an ECDL Level 2 qualification and through on the job experience. My customer service skills have been highly developed and applied both on the shop floor and via the telephone. I really enjoyed providing customers with the best service possible and took satisfaction from knowing I have done my best. I am very confident in producing professional emails and designing web pages.

Business Administration Qualifications

Studying for my current Level 3 qualification in Business and Administration as well as working part time has increased my time management and organisation skills. I can boast a 100% attendance record and have never been late for work, college or for submitting an assignment.

Further Information

I have been elected as a member of the Students Union and have overall responsibility for arranging trips which involves lots of planning, collecting monies and completing risk assessments.

When I have free time I enjoy sport and stay physically active by playing badminton and hockey. I also participate in rock climbing which involves the use of effective communication and team work to ensure that fellow climbers remain safe".

What to include? (continued)

Even if you have been unable to gain relevant work-experience then mentioning transferable skills gained through study or volunteering can show that you've got the essential ingredients that an employer will be looking for. For example, 'my experience of studying Performing Arts at Leicester College, has developed my confidence and my ability to communicate effectively with others.'

If you make sure that you meet all the necessary criteria in the person specification you stand a greater chance of being short-listed. Ensuring that all the points that you have included highlight relevant examples that show your enthusiasm and suitability for the job and as well as what attracted you to the organisation.

Try to use very positive language to describe your skills, abilities and qualities to the potential employer. If you have undertaken relevant research, this will also impress the employer and again highlight that you have a genuine interest in working for them.

Job description

This is a description of the job and allows you to understand the working environment, who you will be working with, and sometimes why the job exists.

Job specification

This breaks down the position into the different duties and responsibilities, allowing you to understand the role of the 'perfect candidate'. Take a look at the following examples for tips on how to create a winning statement.

Summary – completing application forms

- There are important rules to follow when completing job application forms in the UK. Here we highlight the most important and common conventions to adhere to improve the effectiveness of your document.
- If you are handwriting your application form, use a legible, clear style and complete in **Black Ink**. Many employers photocopy the form for interview panels or to hold as a record. If you are typing the form, always use a standard font such as Arial, and never set the size less than eleven points.
- Always practice filling the form in with a copy. When you are happy with the form you can then complete the original.

- Always insert the allocated job reference number for the vacancy at the appropriate space on the form. Employers will normally issue a number to you along with the recruitment pack and inserting the number makes it easier for the form to be processed. Also, if you have not heard from the employer after a significantly long period of time, you may need to quote the reference number when making an enquiry about the progress of your application.
- Be sure to write in clear and concise sentences, using third person and eliminate waffle. The same style adopted on your CV should be used in application forms. Use phrases such as "responsible for" or "undertook duties". You may use the first person when you submit "supporting statements". These are only submitted when the employer offers you that additional option. If you do submit supporting statements, make sure they are no longer than two A4 pages in length.
- Always make sure to complete any accompanying documents such as equal opportunities monitoring or health history forms, if the employer has requested them. Failure to do so might eliminate your application straight away.
- You will need to also include contact details of references in support of your application. These should ideally be an employer, a lecturer, a training provider, or if you have undertaken work-experience, the supervisor. Make sure that you ask their permission and that the referees are not out of date or irrelevant.
- Finally, always retain a photocopy or digital copy of your application form including all additional forms relating to the job.

Applying for positions online

It is becoming more popular for companies and recruitment agencies to ask the candidate to apply for vacancies online. The rules are pretty much the same as applying on paper, but it is often a lot easier as you can cut and paste from a word document to the online application. You can usually save your work as you go along and use many resources to help you to complete your application form.

Top tips to apply online

- Create a username and password and save your application as you work through it

- Do searches for the employer's on the web. Get as much independent background information about the company as possible
- Fully research the company and their recruitment website as well social media sites. For example, Facebook and YouTube
- Test out the consumer experience on the website looking at reviews and comments
- Don't rush to complete the online application all in one go. Print out pages if you need more time to complete them. Take time to understand the approach
- If possible, complete the form in an environment where you can concentrate
- Answer all questions as honestly as possible. You will be asked about the answers you include on the online application should you be short-listed later for an interview
- Having completed the application once, don't fill it out again. This will produce duplicate applications, and will cause embarrassment for you
- Make sure that the email address you supply is one you check regularly and is professional. Avoid an immature or an inappropriate email address as this will create a negative impression which may result in your application being rejected
- Make sure your CV is in an electronic format. This will save time as most websites will ask you to upload your CV, you can cut and paste it into the application form
- Before submitting your form, double check you have answered all of the questions.

Checklist: To get the application form right — whether your form is online or on paper you should:

- Remember to keep all of your notes as they will be very useful in interviews and further applications
- Use positive language to make the employer see you in the best light
- Make sure you read all the information provided and investigate the company
- Check your spelling and grammar and make sure that you have a suitable e-mail address
- You need to provide examples to back-up your statement made in the job application
- Ask someone else to proofread and check it for you, this could be your Learning Coach, Tutor, or a member of the Careers Team
- Check that you've filled in all boxes that are relevant to you. If you leave an empty box the employer might think your form is incomplete. If a box isn't relevant, put 'N/A' (not applicable) in the space provided
- Photocopy or print out the finished form so that you have a record of what you've written. You'll need to be able to refer back to it at the interview stage
- Take note of the closing date and send your application form to arrive in good time, if necessary contact the employer to ensure that they have received it.

Using social media in your job search

Having a smart phone allows access to a wealth of apps, including Facebook, Twitter and LinkedIn. Through social media you have the opportunity to network effectively as well as promote yourself as a 'personal brand' in addition to maintaining your professional identity. When you apply for a job, your potential employer is likely to search for you online to find out more about you, so the image you present is vital. You can also get apps such as indeed.co.uk to ensure that you can search for jobs on the go.

Make sure nothing is visible that you wouldn't want employers to see when they search for you. Many professions such as nursing, teaching and law have guidelines on the use of social media which emphasise the need to behave professionally online. Have a look online for examples of guidance from the areas you're interested in.

Through social media you can easily share your knowledge as well discuss and debate interesting articles and participate in discussions around that topic. If you have a particular skill, demonstrate it and develop a strategy to ensure that you stand a better chance of success with finding a job and attracting employers. You need to be pro-active and self-promoting. This could include:

- Researching employers in your area, and staying up to date with news from your industry
- Searching for vacancies – employers are increasingly using LinkedIn, Facebook and Twitter to promote their jobs adverts
- Making connections by linking with employers and like minded people in your area
- Following employers, making contact and asking them questions to get a greater insight into the organisation – and to promote yourself

To get started, firstly decide which social media tools will be most useful in your job search as each social media tool has its own strengths and applications.

Secondly, be clear about what you want to achieve and how you are going to go about it. Thirdly, find out which tools are used by those working in your subject area or industry and research why and how they are used. Finally, consider how much time you want to devote to social media and to keep your profile up to date. Some common social media applications used in job search include:

LinkedIn – This is much more than an online CV, creating a LinkedIn account will help ensure that a professional profile appears in any Google search by potential employers. Use LinkedIn to research company information and follow key influencers in your chosen sector and identify the skills that employees in your sector need to possess. You can demonstrate your interest in a sector by joining and participating in discussion groups.

Twitter – This allows you to follow employers, practitioners and commentators in your area of interest as well as keep up to date with news and events in your sector. It can also raise your profile and you can

demonstrate your interest by joining in with discussions, draw attention to your activity on other platforms, for instance when you have posted on your blog, or added to your e-portfolio.

Facebook – Consider whether it's better to create separate personal and professional profiles and not link them together. Remember that personal profiles are often public by default unless you set them otherwise. Use Facebook to 'like' relevant companies' Facebook pages and receive updates from them to join groups relevant to your job search, post comments and participate in discussions and post content relevant to your career and job search.

Other social media tools

The range of tools available can change frequently, you should be able to find out from your friends, learning coaches and tutors which ones are used in your subject area. For example:

Snapchat – More and more employers are also now using Snapchat to tell stories about their brand and sometimes post videos that showcase such things as a day in the life of an employee, company events or recruitment schemes. Periscope is also being used by employers for this purpose so it is worth looking at both of them for the purposes of a job search.

YouTube – YouTube is becoming more and more popular as a job search tool. Firstly, because you can view tutorial videos on job search that cover topics such as how and where to look for jobs, how to market yourself, and how to use social media in a job search to name a few. Secondly, when looking to build your own personal brand YouTube is an excellent tool as it allows you to create a video CV and whilst a video CV should not replace your traditional CV it could enhance it and give you a way to stand out from the crowd.

Instagram – With more users worldwide than Twitter, Instagram could also be useful in your job hunt and as it may not be the obvious choice for use in job search this can allow you to find out more information on your chosen company than other applicants.

For example, in order to find out more about the company culture you could look at images posted by employees and having a look at the company's own Instagram account could give you valuable information about their brand. Also, if your industry is very visual or creative (such as Photography or Design) then Instagram is an excellent place to show your work off to the world.

Pinterest – A visual pin board, good for showcasing your work, and for research and collection of resources.

Blogging sites – such as WordPress and Blogger are good for establishing your online identity. They allow you to demonstrate your interests and skills to an employer which in turn shows them how passionate you are about your field.

Tumblr – also gives you the opportunity to make your own blog and is particularly good if you don't want to write long posts as it is mostly about visuals. Also, the fact that many companies are also using Tumblr means you can follow them and draw them to your own profile and blog with your posts. You may also be able to use company blogs to find out more about their culture to get a better idea of whether you think working there would suit you.

Dribbble, Behance, and Art Rules – for the creative sector.

Sources of help

If you would like to research further into applying for employment, there are a lot of books and materials in the careers library at each of the three campuses and on Moodle on the careers advice, Careers Services and Job Vacancy site and E-library sections (moodle.lec.ac.uk) as well as online.

Careers Resources:

National Careers Service – nationalcareersservice.direct.gov.uk access to information on job search, labour market information and over 750 job profiles.

icould.com – Access careers information, videos up-to-date, labour market information and career planning see what career suits you through the buzz test.

UCAS Career Finder – careerfinder.ucas.com

BBC Bitesize – bbc.co.uk/bitesize/careers Whether you're deciding what to study, taking your exams, planning a career, or just curious, we're here to explain the world of work, with advice from people who've found the right path for them.

Youth Employment UK – youthemployment.org.uk/ Youth Employment UK is the leading youth organisation dedicated to tackling youth

unemployment in the UK. The website brings together young people, employers and policy in an innovative way that creates real impact.

Graduate Careers – Prospects.ac.uk site with useful tips on job search, career profiles and job vacancies.

KUDOS – kudos.cascaid.co.uk Careers Matching Software and more! Access Job Profiles, Labour Market Information, and live vacancies all for FREE. Your learning coach or careers adviser can give you the license code to sign up an account for FREE. (Also available online from the Careers Advisers and Job Vacancy site on Moodle).

Careers Services and Job Vacancy site – Site on Moodle - Access current vacancies for students, updated on a regular basis.

Barclays LifeSkills – barclayslifeskills.com helps young people get the skills and experiences they need to enter the world of work. Full of cool tips to help increase their employability skills in today's world. Also includes resources for teachers and careers advisers.

Career Experts – careerexperts.co.uk/ covers all aspects of jobsearching, apprenticeships as well as careers information.

Start –startprofile.com you can explore employer worlds, in depth career profiles, videos, articles and more to get a view of what the world of work is really like and find what inspires them. With the help of expert info, insider hints and tips and thousands of work experience, apprenticeship and entry level job opportunities.

Career Ideas

YouTube – provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content. It contains thousands of videos clips including; tutorials on presentations as well as information about career progression, employability, and job search. Search by subject or perhaps explore channels such as Monster Jobs UK: **youtube.co.uk** as well as the Leicester College YouTube channel.

Careerpilot – careerpilot.org.uk Careers information and tools for 11–19-year-olds, all in one place. Focus on options, jobs, apprenticeship information and career matching quizzes. Explore the suggested jobs in detail.

The Careerpilot Job Profiles has lots of useful information to help you decide. It also has a dedicated section for Advisers and Parents. (Please note that job and apprenticeship opportunities are focused on the South East of England)

Success at School is the place for young people to explore careers, get the lowdown on top employers, and search for the latest jobs, courses and advice. Get career smart and Register today! successatschool.org

CV Builders

- europass.org.uk/cv
- kudos.cascaid.co.uk
- barclayslifefskills.com

Useful Job Search Websites

- indeed.co.uk
- monster.co.uk
- totaljobs.com
- fish4.co.uk
- reed.co.uk
- jobisjob.co.uk
- uk.jooble.org
- leicesteremploymenthub.co.uk

Top Tip!

Get jobs **Apps** such as the indeed App for your phone to ensure you don't miss out on future job vacancies!

Local Government and Public Services

- leics.gov.uk/jobs
- leicester.gov.uk/your-council/our-jobsand-careers
- jobsgopublic.co.uk
- civilservicejobs.service.gov.uk/index.cgi

Voluntary Work

- do-it.org.uk
- valonline.org.uk/volunteering

Leicester College's Moodle Site Careers Advisers and Job Vacancy site

Apprenticeships

- National Apprenticeship Website - apprenticeships.gov.uk
- Leicester College - leicestercollege.ac.uk/apprenticeshipvacancies
- Leicester Employment Hub - leicesteremploymenthub.co.uk

Specialist Sites

- Restaurants, hotels and pubs - caterer.com
- Hotels and cruise ships - hcareers.co.uk
- NHS - jobs.nhs.uk
- Charity work - charityjob.co.uk
- Hastings Direct - hastingsdirectcareers.com
- Amazon - amazon.jobs/en/locations/coalville

Retail

- highcrossleicester.com/jobs
- retailcareers.co.uk
- careers.next.co.uk/retail
- arcadiagroup.co.uk/careers
- jljobs.com (John Lewis)
- retailchoice.com

Student Jobs

- studentjobs.co.uk
- student-jobs.co.uk
- studentbeans.com

Food Outlets and Coffee Shops

- bkcareers.co.uk
- careersatpizzahut.co.uk
- gregsfamily.co.uk
- kfc.co.uk/joint-us
- mcdonalds.co.uk/people
- careers.starbucks.co.uk

Social Media

- **LinkedIn** – Network professionally, 500 million+ members | Manage your professional identity. Build and engage with your professional network. Access a wealth of job opportunities and careers advice from a network of professionals.
- **Facebook** – Use Facebook to 'like' relevant companies' Facebook pages and receive updates from them to join groups relevant to your job search, post comments and participate in discussions and post content relevant to your career and your job search.
- **Twitter** – This allows you to follow employers, practitioners and commentators in your area of interest as well as keep up to date with news and events in your sector.

Job Fairs

- thejobfairs.co.uk
- thejobshow.com

For more job search support use the Student Guide to Employment, this includes; CVs, Applying for Work, and Interviews. The Student Guides to Employment are available for FREE outside Student Services and from the Careers Service and from the college website; leicestercollege.ac.uk and **Moodle** (moodle.lec.ac.uk).

Careers Team Appointments

Students visit the college website to submit an enquiry to the College Careers Team: leicestercollege.ac.uk/college-life/student-support/careers-service/ they indicate their preferred means of contact by face to face, telephone, email or Microsoft Teams.

The Careers Team receives this submission in their email in-box and respond through the clients preferred means; face to face, telephone, email, or a video chat using Microsoft Teams. Enquires that are 16-18 will go the College Careers Team, and 19+ enquires go to the National Careers Service (NCS).

- 🐦 @LCCareersTeam
- 📧 @LeicesterColl
- 🌐 [linkedin.com/school/leicester-college/](https://www.linkedin.com/school/leicester-college/)

What Do You Think?

This Student Guide was put together by The Careers Team and together with the other guides in the series, are constantly being updated on a regular basis.

The Careers Team are constantly striving to meet the needs of the student and as such your feedback is important.

To provide some feedback please email info@leicestercollege.ac.uk for the attention of the Careers Team. We will endeavour to respond efficiently and effectively.

101 Power Words

Below are list of 'Power Words' that may be essential in all aspects of job search. Are there any words below that stand out that you can use in looking for a job?

1. Absorbed
2. Achieved
3. Adapted
4. Advanced
5. Assigned
6. Assessed
7. Appraised
8. Budgeted
9. Balanced
10. Boosted
11. Benefited
12. Collaborated
13. Comply
14. Contributed
15. Critiqued
16. Coordinated
17. Designed
18. Decisive
19. Delegated
20. Demonstrated
21. Developed
22. Efficient
23. Eliminated
24. Enhanced
25. Excelled
26. Exceeded
27. Enriched
28. Energised
29. Fulfilled
30. Financed
31. Forecasted
32. Formulated
33. Generated
34. Guided
35. Granted
36. Helped
37. Hosted
38. Introduced
39. Implemented
40. Investigated
41. Increased
42. Initiated
43. Influenced
44. Integrated
45. Innovated
46. Justified
47. Led
48. Listed
49. Logged
50. Managed
51. Maintained
52. Mentored
53. Measured
54. Multiplied
55. Negotiated
56. Observed
57. Operated
58. Obtained
59. Planned
60. Promoted
61. Presented
62. Precision
63. Provided
64. Projected
65. Qualified
66. Quantified
67. Recognised
68. Reorganised
69. Recommended
70. Refined
71. Revamp
72. Reacted
73. Retained
74. Recovered
75. Reinstated
76. Rewarded
77. Selected
78. Skilled
79. Saved
80. Supported
81. Secured
82. Simplified
83. Solution
84. Screened
85. Streamlined
86. Strengthened
87. Supervised
88. Tested
89. Troubleshoot
90. Taught
91. Tutored
92. Translated
93. Trained
94. Uncovered
95. United
96. Unified
97. Updated
98. Upgraded
99. Validated
100. Viewed
101. Witnessed

You can book an impartial, confidential appointment with a Leicester College Careers Adviser. There are many ways to contact an adviser:



SCAN ME

- Visit our website to submit an enquiry to the College Careers Team: leicestercollege.ac.uk/college-life/student-support/careers-service/
- We can arrange an interview through your desired method, Face to Face, Telephone, Email or Microsoft Teams
- Attend an event such as an Open Day or Apprenticeship Fair
- Through watching a livestream on Facebook and accessing the Careers Team on all Social Media platforms such as Facebook, Twitter, and Instagram

Other sources of help and advice:

National Careers Service nationalcareers.service.gov.uk

Lines open 8am to 10pm for information and advice call 0800 100 900

Student Services Opening Times

8.30am to 4.30pm (Please note, times maybe subject to change).

Careers Hub in the foyer APC 19+ Only 9am to 3pm drop-in service. *Subject to availability on a first come, first serve basis. (Please report to reception prior to the drop-in).

These guides were all compiled using resources put together by the Careers Team at Leicester College, as well as resources available online. These are available electronically free from the College website (in the Student Services Section) and from Moodle as well as in hard copy format from leaflet dispensers in Student Services and in the libraries.

Further Students Guide to Employment include:

- CVs
- Interviews.

“As they near the end of their courses, students and apprentices benefit from good careers advice provided by well-qualified guidance staff about how to progress into appropriate employment or the next level of learning.”

Ofsted, December 2017.

Like us on facebook – keep up to date with the latest news, events and opportunities.

- @LCCareersTeam
- @LeicesterColl
- [linkedin.com/school/leicester-college/](https://www.linkedin.com/school/leicester-college/)