

Jobnet

Jobnet is an innovative programme developed to address the needs of a new kind of jobseeker in the Irish jobs market – the professionally skilled individual or graduate who, because of the current economic climate, is finding it difficult to find work, yet has much to offer a potential employer. Jobnet offers a professional environment tailored to the specific needs of this group. The programme empowers jobseekers to market their skills and learn to network effectively to find employment. To view a video on the programme go to <http://goo.gl/dfWLC9> To read the stories of some Jobnet alumni go to <http://goo.gl/9EbGh3>

The first Jobnet was piloted in Jobcare in October 2010 and introduced in its current form in February 2011. Since then over 700 participants have benefited from the programme (an average of 35-40 participants per course), with a progression rate of just over 60%.

The Jobnet Programme

Jobnet runs one morning/evening per week for 6 weeks. The programme focuses on personal branding, networking, goal setting and job seeking in a digital age. In addition to the large group setting, participants work in focus groups of six to eight, each with a volunteer facilitator who may be a business person, HR professional or career coach. The facilitator helps to energise and support the group. Participants are encouraged to view each Jobnet session as a day at work and to plan appropriately. Key messages in the programme are confidence-building, reinvention, up-skilling, network building, targeted job search and seeking out local opportunities.

Typical Jobnet series

Week 1	The Recruiter's Perspective
Week 2	Developing your Personal Brand
Week 3	The Art of Networking
Week 4	Effective CV's
Week 5	Interview Techniques
Mid-week	Mock Interviews
Week 6	Next Steps



Jobnet table groups

Typical Session Plan

09.30 – 10.00	Table time with facilitator
10.00 – 11.00	Guest Speaker, Q&A
11.00 – 11.30	Coffee & Networking
11.30 – 13.00	Workshops

Session Outlines

Week 1. The Recruiter's Perspective

What makes someone an ideal candidate? How can you help yourself to stand out from the crowd? Begins with the question what's in it for the employer/recruiter?

Week 2. Developing and Marketing your Personal Brand

How do you effectively market yourself to potential opportunities, i.e. employer, business? What is your personal brand? How do you communicate this brand message effectively in real/life situations?

Week 3. The Art of Networking:

Overcoming your worst fears about networking! How do you take advantage of a networking event and actively work the room? How do you effectively identify and utilise networking opportunities. How do you build and maintain relationships from networking?

Week 4. Effective CVs

How to effectively analyse the job description/specification for keywords and how to use this information to professionally structure your CV and cover letter.

Week 5. Interview Techniques

How to prepare for an interview by researching the company and the job. How to handle some of the common questions you can expect, and how to use STAR to answer competency-based questions.

Mock Interviews:

Jobnet will organise a mock interview for you with one of our partner companies. You will be asked to prepare a job spec and a targeted CV for the position in advance of the interview. After the mock interview you will get constructive feedback from the interviewer.

Week 6. Next Steps:

Mock interview de-brief, a programme overview and a motivational session to help you put a 'next steps' plan into action. Preparing you to maintain momentum in your job search after Jobnet.