

My World of Work Job Hub

Partner Comms Toolkit for Employers

03 April 2020

Please find included in this document suggested comms that can be used across your digital channels to support the promotion of the My World of Work Job Hub to employers.

Many thanks for your support!

Email from partners to employers

Subject – Immediate recruitment support - My World of Work Job Hub

I'm writing to make you aware of a new service designed to help employers with acute skills gaps quickly advertise immediate opportunities to a broad audience through the **My World of Work Job Hub**.

Through the disruptive impact of the COVID-19 pandemic, employers working in line with [Scottish Government advice on workers and essential services](#) may be facing acute skills gaps in their businesses.

These include areas of critical importance to the pandemic response, including health boards, food and drink production, retail and other sectors.

Developed in response to industry, Skills Development Scotland (SDS) recently launched the [My World of Work Job Hub](#). This free service enables employers across Scotland to advertise immediate vacancies quickly to a broad audience through Scotland's dedicated online careers resource.

The service also supports individuals seeking employment, who may be finding it difficult to find trusted sources of information about active opportunities.

My World of Work Job Hub is currently in Beta, meaning it will undergo ongoing development and we're currently supporting SDS to build a volume of vacancies.

We would encourage any employer with immediate vacancies to visit ourskillsforce.co.uk/jobhub to find out more or contact the SDS Employer Helpline on 0800 763 6000.

Thanks in advance for your support.

Web copy

My World of Work Job Hub – Immediate Recruitment Support

Employers with acute skills gaps are now able to quickly advertise immediate opportunities to a broad audience through the [My World of Work Job Hub](#).

Through the disruptive impact of the COVID-19 pandemic, employers working in line with [Scottish Government advice on workers and essential services](#) may be facing acute skills gaps in their businesses.

These include areas of critical importance to the pandemic response, including health boards, food and drink production, retail and other sectors.

[My World of Work Job Hub](#) enables employers across Scotland to advertise immediate vacancies quickly to a broad audience through the national online careers resource. It also provides job-seeking customers with a trusted source of opportunities at this critical time.

Employers can upload jobs directly into the job hub at ourskillsforce.co.uk/jobhub.

Newsletter copy

We're supporting My World of Work Job Hub, a new free service from Skills Development Scotland offering employers a way to advertise immediate job vacancies in Scotland during the coronavirus (COVID-19) pandemic.

[Find out more](#) and upload your vacancies.

Social media posts

Please post the content below or lookout for posts on SDS Twitter channels [@skillsdevscot](#), [@ourskillsforce](#)

Free advertising of immediate Scottish vacancies during #COVID19 via My World of Work Job Hub from [@skillsdevscot](#). Find out more and upload your vacancies ourskillsforce.co.uk/jobhub.

If your business is working in line with [@ScotGov](#) advice on #COVID19 and you have immediate skills gaps check out My World of Work Job Hub from [@skillsdevscot](#) ourskillsforce.co.uk/jobhub

Image for social & web purposes



Skills
Development
Scotland

My World of Work Job Hub

For immediate jobs in Scotland during the Coronavirus pandemic

 myworldofwork.co.uk/jobhub

The banner features a blue background with a dark blue diagonal stripe. In the top left, the Skills Development Scotland logo is displayed in a white box with a scalloped edge. The main title 'My World of Work Job Hub' is prominently displayed in white and dark blue. Below it, a subtitle explains the purpose: 'For immediate jobs in Scotland during the Coronavirus pandemic'. At the bottom, a white rounded rectangle contains a laptop and smartphone icon next to the website URL 'myworldofwork.co.uk/jobhub'. A white circular icon with a dark blue map of Scotland is positioned in the upper right area.