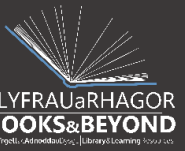




Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Digital Skills for Employability



www.digitalskills.uwtsd.ac.uk



@UWTSlib



digitalskills@uwtsd.ac.uk



Gwen Couch
Digital Skills Advisor
Institute: IEH
g.couch@uwtsd.ac.uk

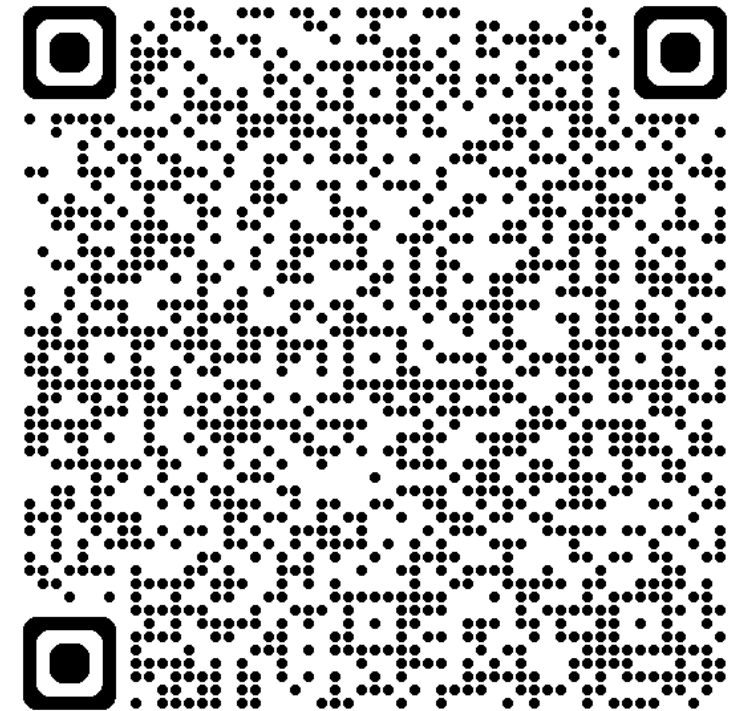
- Promoting a positive online presence.
- Digital skills employability questionnaire.
- Creating and enhancing your LinkedIn profile.
- Developing and showcasing your digital skills.



Jisc Discovery Tool



Recognising digital
skills for employability



Digital skills are becoming more important in the workplace:

- Over **80%** of jobs advertised in the UK require digital skills ([GOV.UK](https://gov.uk)).
- Those without digital skills are **2–3 times** more likely to be unemployed. ([Charity Digital](https://charitydigital.org))
- Investing time in enhancing your skills and collecting proof of your achievements, e.g. certifications and digital badges, could improve your employability.

What is a digital footprint?

All the data you leave behind when you use the internet ... or when some-one else publishes information about you.



Consider your digital footprint as your **electronic tattoo**: once it's out there, it's very difficult to get rid of!

- **70%** of employers look at candidates' social media during the hiring process.
- **54%** rejected candidates based on what they found.

([Harvard Business Review](#))

Promoting a positive online presence

A positive, well curated online presence will boost employability.

Use it to showcase:

- Professional qualifications and skills.
- Creativity.
- A professional image.
- A wide-ranging and well-rounded range of interests.

78% of employers believe that current employees should maintain a work-appropriate social media profile.

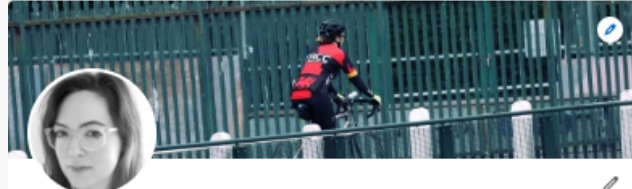
[\(StandOutCV, 2023\)](#)



- Add your experience, education, and skills.
- Include a professional photo.
- Get someone to review your profile.
- Make connections – follow leaders in your industry.
- Engage in the community.
- Look at other people's profiles for inspiration.



<https://www.linkedin.com/>



Jessica (Jess) Hill
Digital Skills Advisor

[View profile](#) [Contact info](#)

120 connections

[Open to](#) [Add profile section](#) [More](#)

Analytics

Private to you

21 profile views

Discover who's viewed your profile.

16 post impressions

Check out who's engaging with your posts.

13 search appearances

See how often you appear in search results.

Resources

Private to you

Creator mode [Off](#)

Get discovered, showcase content on your profile, and get access to creator tools

My network

See and manage your connections and interests.

[Show all 5 resources](#)

About

Enrolled to MA level, Jess Hill has proven that she is adaptable and driven when it comes to learning new skills. After completing a PCET teaching qualification, she engaged in the role of Digital Skills tutor for Learning Pembrokeshire supporting adults in gaining confidence to improve and enhance their technological skills. I am now proud to be working for the University of Wales Trinity St David as a Digital Skills Advisor.

Activity

121 followers

[View profile](#) [Contact info](#)

Congratulations Dr Jayne Griffith-Parry so well deserved 🎉

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Experience



Digital Skills Advisor

University of Wales Trinity Saint David · Full time
Jul 2022 · Present · 8 mos
Carmarthen and Swansea



Digital Skills Tutor

Pembrokeshire County Council · Part time
Sep 2021 · Jul 2022 · 11 mos
Pembrokeshire, Wales, United Kingdom



Assessment Operations Administrator

The International Baccalaureate
Apr 2012 · Apr 2014 · 2 yrs 1 mo
Cardiff, United Kingdom

Edit public profile & URL

Add profile in another language

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Build your brand
Get all the essential tips to build a stronger brand on LinkedIn

Get Pay Right w/ Payscale
A custom demo specific to your organization's size & industry.

Collection Pot
Online Group Collections for Leavers, Retirements, Birthdays and more.

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PRP Training · 3rd
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Liz Jenkins · 3rd+
Experienced Equality, Diversity
and Inclusion Manager · semi ...

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Tamara Paige Lewis · 1st
BA MSc PCET · Digital HE ·
Academic Developer

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Jamie McBride · 3rd
Product Application Designer at
Trehame Automotive Engineering

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People you may know



Nicky Hammond

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Ella Staden-Coats
Press and Media Officer at
University of Wales Trinity Saint
David

[Connect](#)



Megan Jones
Human Resources Administrator at
University of Wales Trinity Saint
David

[Connect](#)



Laura-Cait Driscoll
Civic Engagement Development
Officer within the Inspire
Department at the University of
Wales Trinity Saint David

[Connect](#)

Assessment Operations Administrator
The International Baccalaureate
Apr 2012 · Apr 2014 · 2 yrs 1 mo
Cardiff, United Kingdom

☐ Coordinate the candidate registration process to ensure that all data is accurate and up to date. This involved resolving status codes to overcome any potential problems with the registration. Invoice ...see more

French Speaking Export Assistant
Bearmach
Jul 2011 · Nov 2011 · 5 mos
Caerphilly

☐ Ensured all orders were actioned, managed and despatched in a timely manner using the company's MRP systems, to meet the time frame agreed with the customers. ...see more

Education



Cardiff University / Prifysgol Caerdydd
MA in European Studies: specialising in Translation, Translation
2007 · 2009
Grade: Pass
Activities and societies: Member of windsurfing club
Development and delivery of presentations on international relations



University of Wales Trinity Saint David
PCET, Teaching
Sep 2020 · Jun 2021
Grade: Distinction



University of Wales, Cardiff
Transfer to Bachelor of Arts (BA) International Business Management (French and German), International Business
2005 · 2006
Grade: 2:1
Activities and societies: Member of trampolining club
Student Alumni representative for Class of 2006.
Completed module in European Law

[Show all 4 education](#)

Licenses & certifications



Learning Module 3.11
LinkedIn
Issued Sep 2022

[Show credential](#)



Teaching English as a Foreign Language Course (120 hours)
The TEFL Academy · Leading EFL Teacher Trainer Provider
Issued Jul 2015

[Show credential](#)

Volunteering



Admin assistant and mentor
Bipolar UK
Apr 2009 · Jul 2011 · 2 yrs 4 mos

It was extremely rewarding to help and guide less fortunate individuals, putting strategies in place to lead a more fulfilling life. Their appreciation meant a lot and was satisfying work.



Marine, Forest research and community development volunteer
Global Vision International
May 2007 · Jun 2007 · 2 mos
Animal Welfare

Stayed 6 weeks in an island off Kenya. Work involved looking after the primates and preserve their welfare in their own habitat. Various survey techniques were used like observing their behaviour in order to l ...see more

Skills

[Demonstrate skills](#)

Microsoft Office

Department at the University of
Wales Trinity Saint David

[Connect](#)



Ivana Curcic
Academic Liaison Librarian /
Llyfrgellydd Cyswllt Academaidd at
University of Wales Trinity Saint
David

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Groups you may be interested in



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Contacts**
26,983 members

[Join](#)



**CILIP: Library, Information
and Knowledge Professionals**
27,584 members

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Promoted



EuroShop 2023: Trade Fair
EuroShop 2023: the world's no. 1 trade
fair for retail industry.



Cold Laser Therapy
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Videos!



Let's start together.
We've got the resources to help you
succeed with LinkedIn ads.

“

What is LinkedIn Learning?



LinkedIn learning is a part of LinkedIn. When you complete courses, you can showcase your achievements on your LinkedIn profile. This will look great for prospective jobs.



<https://lnkd.in/equPUue>

LinkedIn Learning Certificates


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1,734 Results for "marketing career" Sort by: Best Match



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 2,582 learners • Skill: Marketing • Beginner

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[Get Help](#)



LinkedIn Learning
 Certificate of Completion
 Congratulations, Dean Pangelinan

Improve your Digital Marketing Skills
 Learning Path completed on Mar 04, 2021 at 04:57PM UTC • 25 hours 0 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Top skills covered
 Online Marketing, Marketing, Digital Marketing



Head of Content Strategy, Learning

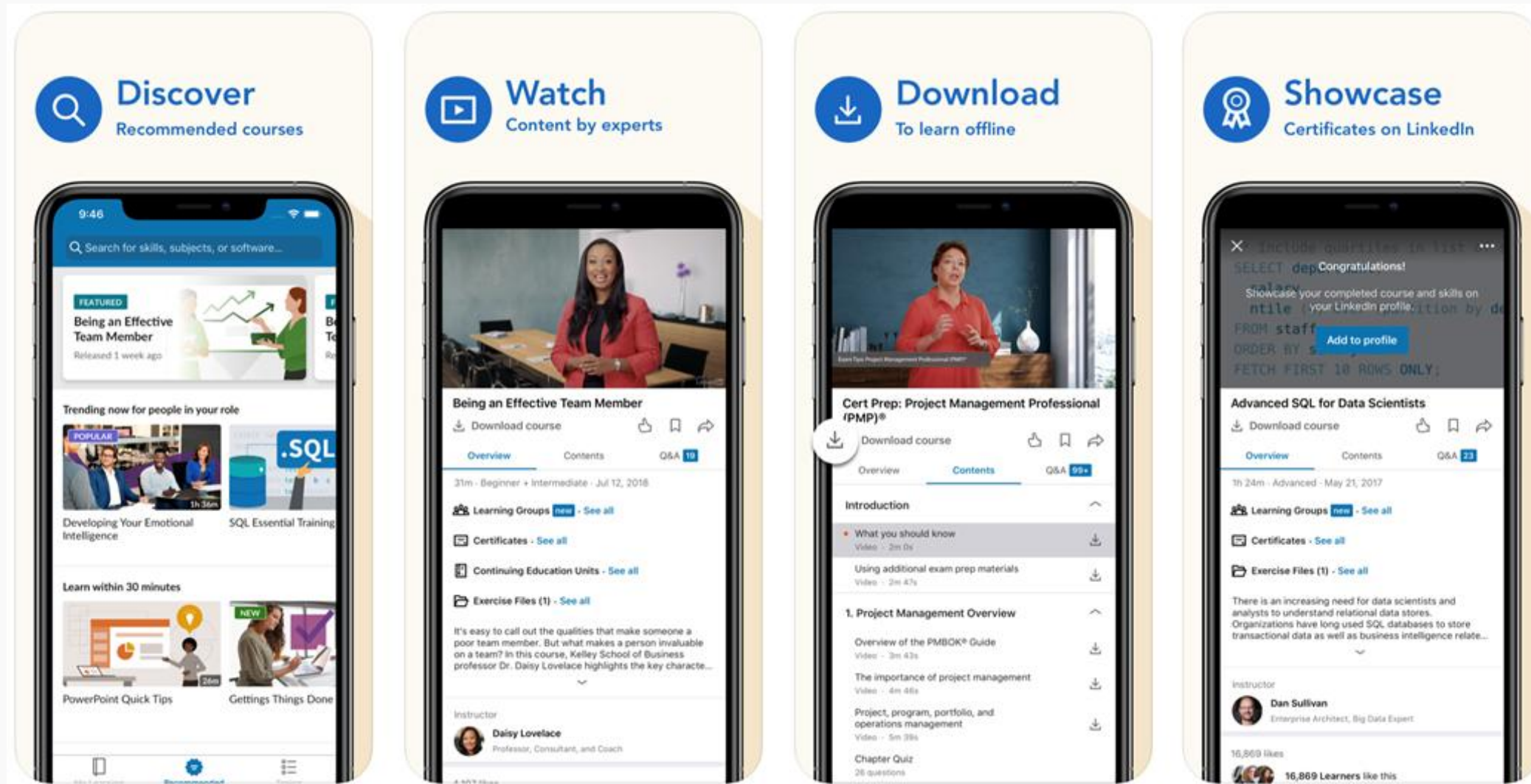
LinkedIn Learning
 1000 W Maude Ave
 Sunnyvale, CA 94085

Certificate ID: AWw0diHdAEEK0gKUH-kpVY

Why use LinkedIn Learning?

- Applicants with LinkedIn Learning certificates have a 9% higher chance of getting hired. ([LinkedIn Blog](#))
- You are 71% more likely to get a job interview with a comprehensive profile. ([Forbes](#))
- A whopping 87% of recruiters find LinkedIn to be the most effective when vetting candidates during the hiring process. ([jobvite.com](#))
- According to LinkedIn, 7 people get hired via the professional networking platform every minute. ([LinkedIn](#))

The mobile app



DigiCentre

Improve your digital skills

We are committed to helping our staff and students develop the digital skills and confidence they need. This is why we have launched DigiCentre, a one-stop shop for all your digital skills needs.

Here, you will find a [collection of tools and resources](#) to help you develop your digital skills. Follow our recommended collection of resources depending on your role, or keep an eye on our Training & Events page.

Further information on our commitment to Digital Skills development, can be found in our [UWTSD Digital Strategy](#).

TRAINING AND EVENTS





- It is possible to achieve virtual badges through the DigiCentre using the Moodle platform.

[DigiSkills Recommended Learning – Moodle](#)

- Complete four or more resources to gain your digital badge.
- Display it on Moodle and LinkedIn to show to future employers.

- [DigiCentre Home](#)
- [DigiCentre Badges](#)
- [New to LinkedIn - LinkedIn Learning](#)

Digital Skills

digitalskills@uwtsd.ac.uk

Library

library@uwtsd.ac.uk

Careers

careers@uwtsd.ac.uk

Careers Service

Here to Help You Realise a Career

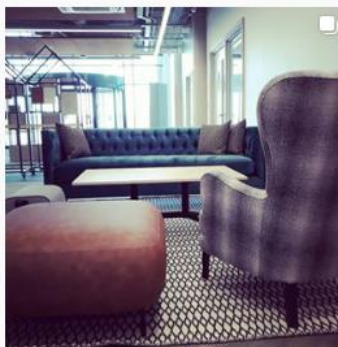
Ready to hit the ground running with your goals firmly in sight? Whether you've got your heart set on further study, a high-flying career on even starting your own business we'll support you as you chase your dreams.

And if you're not sure what you want to do yet, our experienced and friendly Careers Advisers will give you the advice and guidance you need to find your path.

We are on **Facebook**, **Twitter** and **Instagram**!



Follow us to find out what's new!
Share what you're reading!





[Student feedback form](#)

Let us know how we did

If you have 5 minutes, please scan the QR code or use the link below to complete our feedback form.

