



Digital Skills Employability 2024



Your Digital Skills Advisor



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Website: digitalskills.uwtsd.ac.uk



Book us: bit.ly/UWTSD-DSA-Booking-form



Introduction and agenda for today



Introduction

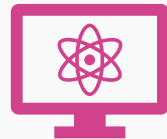


Employability



Digital Capabilities

JISC Digital Capabilities
Framework
JISC Discovery tool



The DigiCentre

Resource Finder
Events calendar



Linkedin Learning

Sign up
Tips

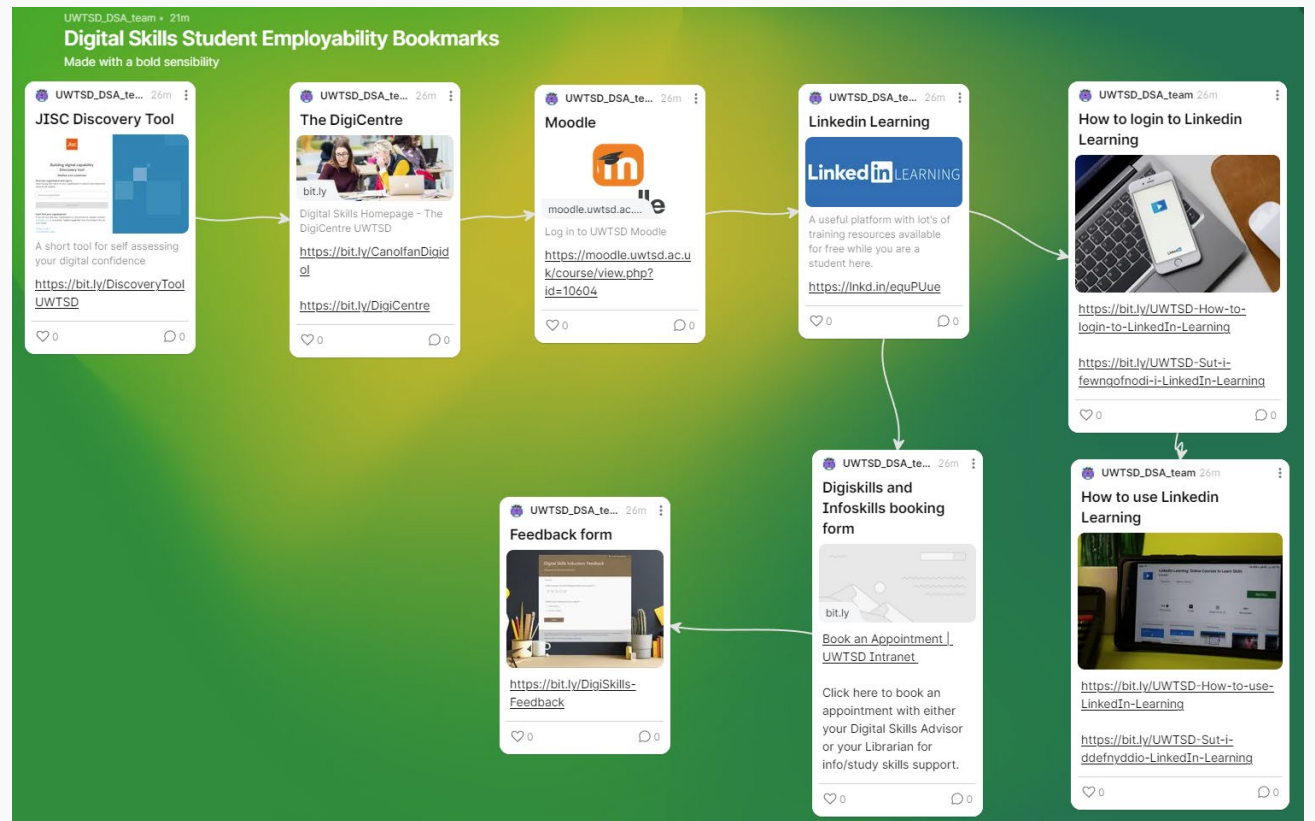


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Links for the session



bit.ly/ds-emp-padlet



Introduction

Main Aim

... is to look at ways in which to cultivate a positive online presence and improve employability by utilising LinkedIn in the most effective way possible...

Objectives

- Complete the employability question set on the Discovery tool
- Understand the impact of your online presence on your job search
- Look at and use your own LinkedIn account or create one if needed
- Sign up for LinkedIn Learning and connect to your LinkedIn account



Be inspired...

**PREPARE YOURSELF TO
BE EMPLOYABLE**

KATIE COURIC

PICTUREQUOTES.com

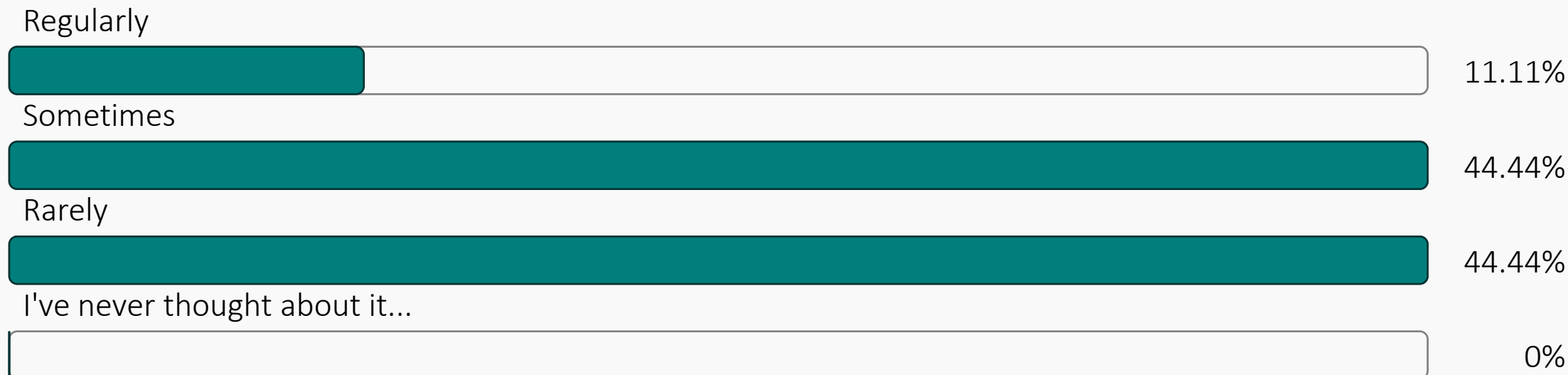




9

How often do you actively spend time working on your employability skills?

Showing Results

Join at: vevox.app ID: 132-794-749

RESULTS SLIDE

www.uwtsd.ac.uk/library

@UWTSDlib

library@uwtsd.ac.uk

Promote a positive online presence

A positive, well curated online presence will boost employability.

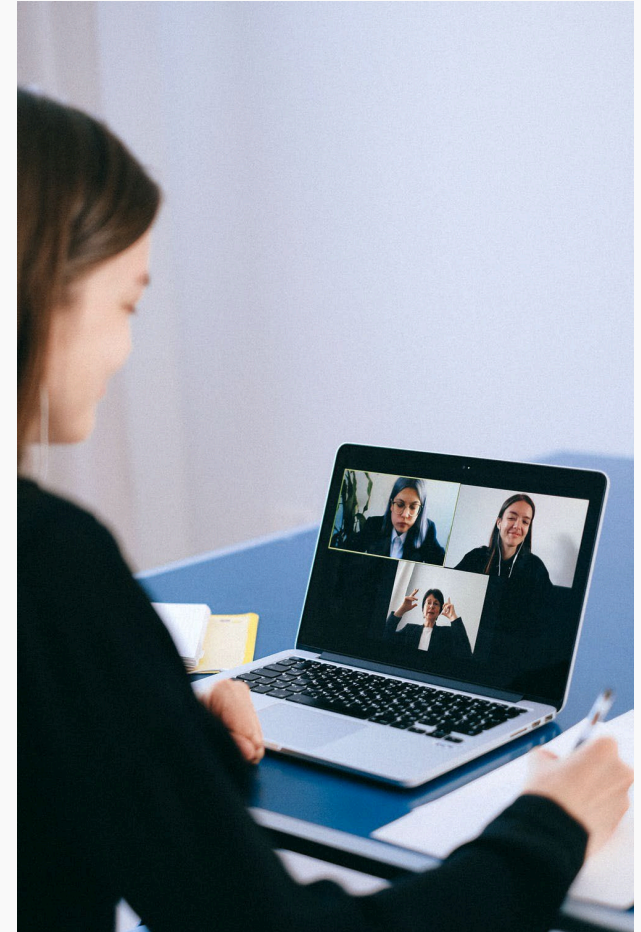
Use it to showcase

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

Most popular platforms used by employers

- **LinkedIn** can function as a secondary CV
- **Facebook** and **Twitter** are more personal

[Business News Daily](#)



Tips on how to create a good profile

- Use a good quality photo
- Choose an appropriate and professional username and email address
- Vet your followers – employers want to know that you are well connected
- Double check spelling and grammar
- Do regular maintenance – your profile should be up-to-date
- Look at other people's online profiles for inspiration



Job hunting

- 78% of employers believe that current employees should maintain a work-appropriate social media profile
- 91% of all employers are currently using social media as part of their hiring process

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



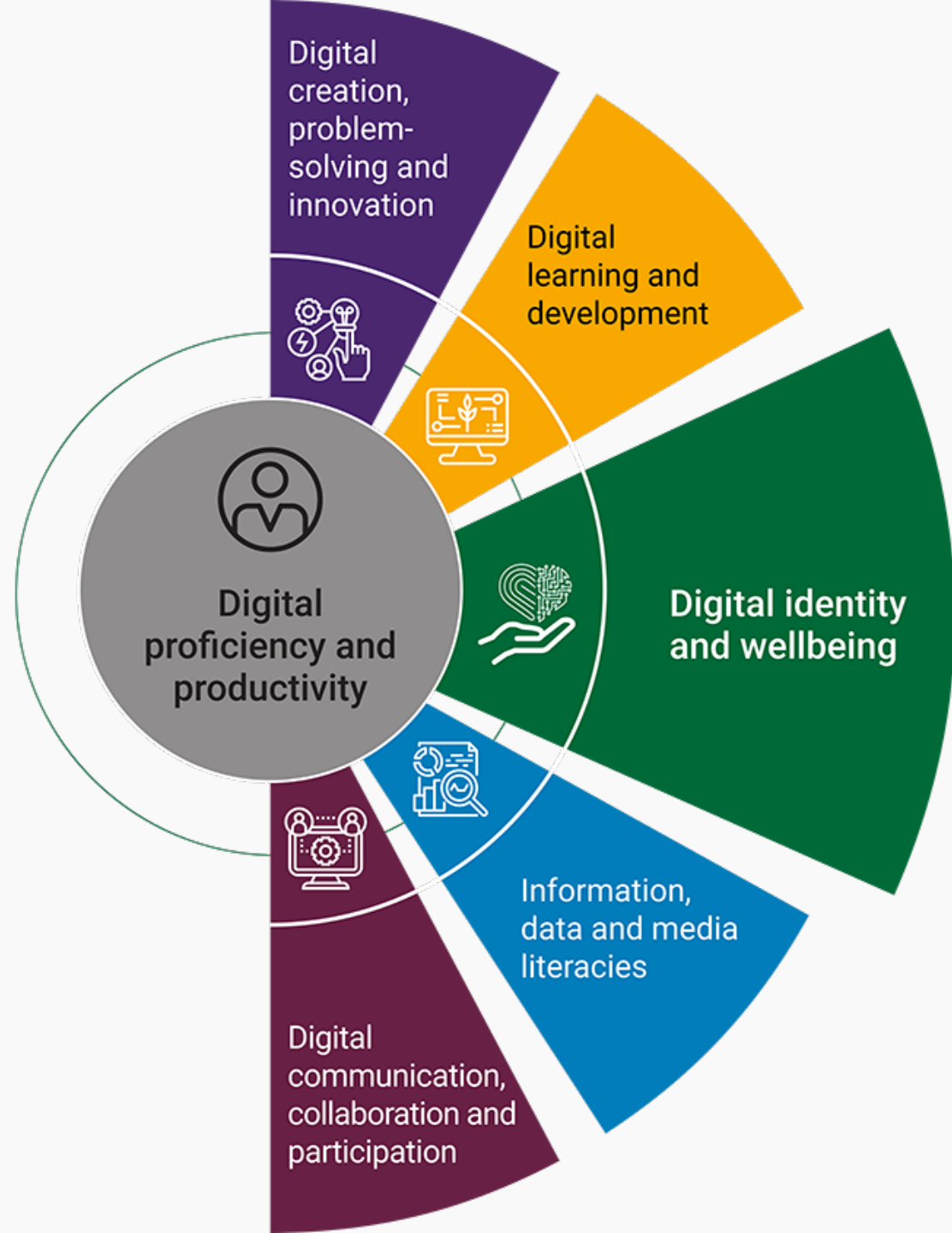
Job hunting using social media

- Create and maintain an up-to-date LinkedIn profile
- Become active on the right social media platforms for your industry - showcase your work and skills
- Get involved in appropriate online groups and forums
- Follow relevant companies or individuals
- Initiate conversations with companies and individuals to raise your profile
- State in your profile that you are actively job-seeking and use relevant hashtags and keywords
- Use social media for real-time job alerts and interview research



“

JISC Digital Capabilities framework





JISC Digital Capabilities assessment tool

What is it?

- A self – assessment questionnaire, to assess your current digital skills level
- Completion of the questionnaire allows you to identify your own strengths and weaknesses and enables you to gain more confidence in the areas that you need.
- Your results will be aligned with the six elements of digital capability as defined by JISC (*shown on the previous slide*).

[JISC Discovery tool -](https://bit.ly/DiscoveryToolUWTSD)

<https://bit.ly/DiscoveryToolUWTSD>



Assessing your digital skills



JISC Discovery tool



10 Minutes



Discovery Tool Login 1

Step 1



**Building digital capability
Discovery tool**

Realise your potential

Find your organisation and sign in
Start typing the name of your organisation in search box below and options will appear

Find your organisation

-  Leeds Trinity University
-  University of Wales Trinity Saint David

If you do not see your organisation in the list above, please contact help@jisc.ac.uk and enter 'Digital capability' into the subject line of your email

Step 2

Learner role

Please select your role *

Please select

Staff

Student

The submitted responses will be shared with the content owner.

Submit

Step 3



Discovery tool for students

Step 4

Welcome to the Discovery Tool ×

First name *

Last name *

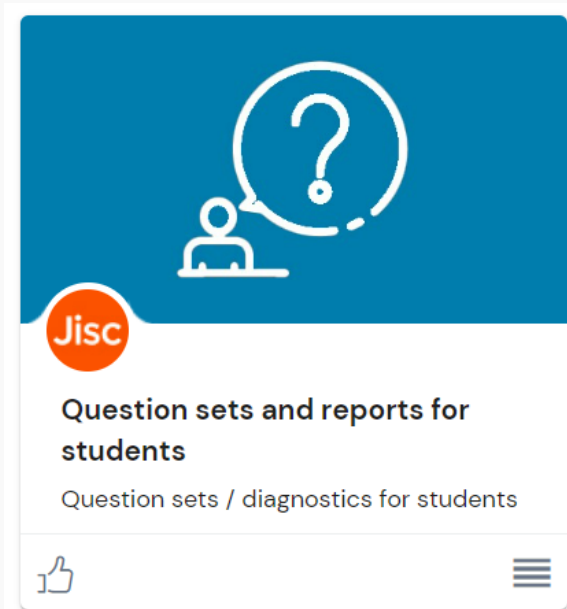
Level of Course

Subjects

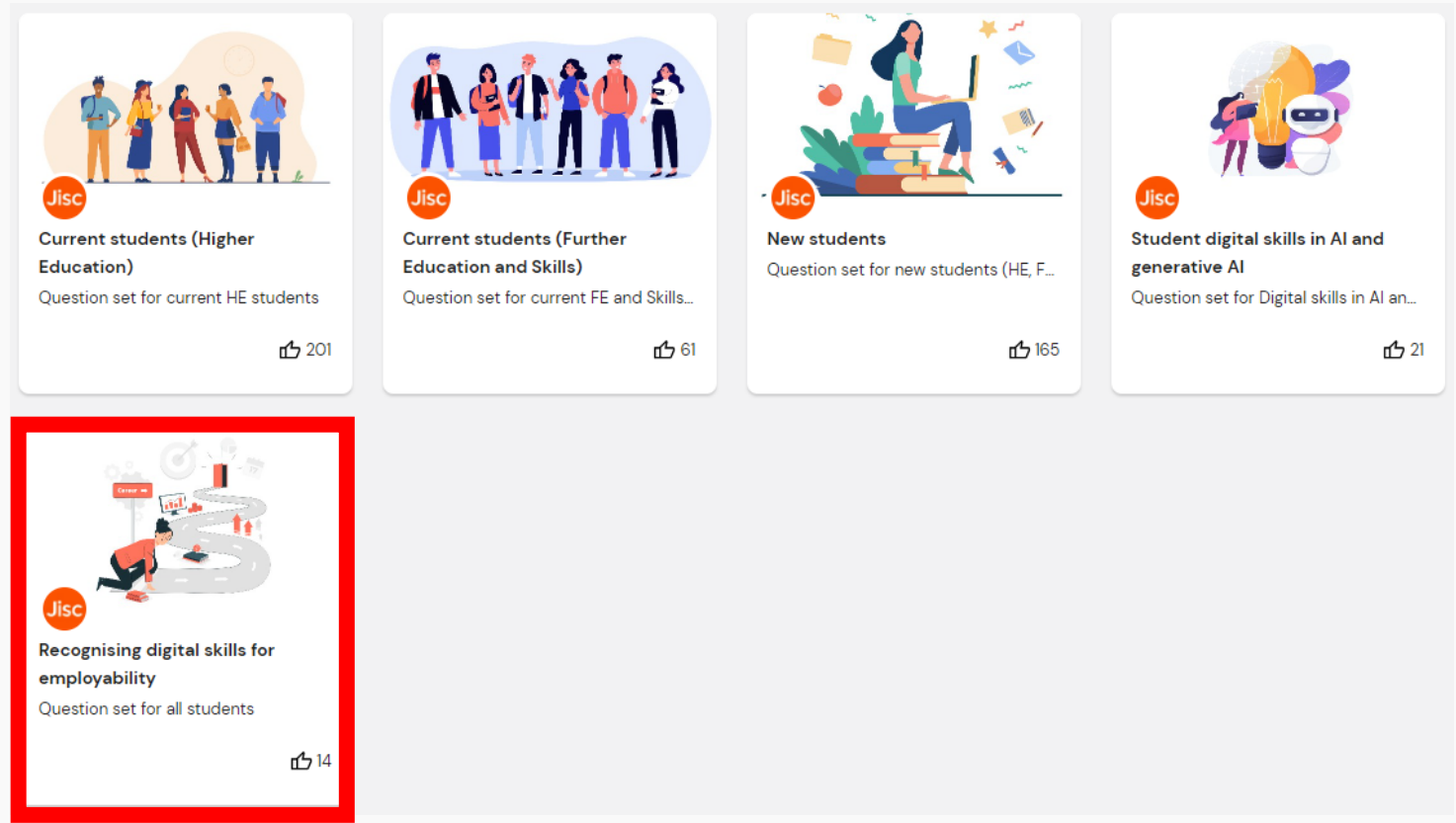
The submitted responses will be shared with the content owner. Cancel **Submit**

Discovery Tool Login 2

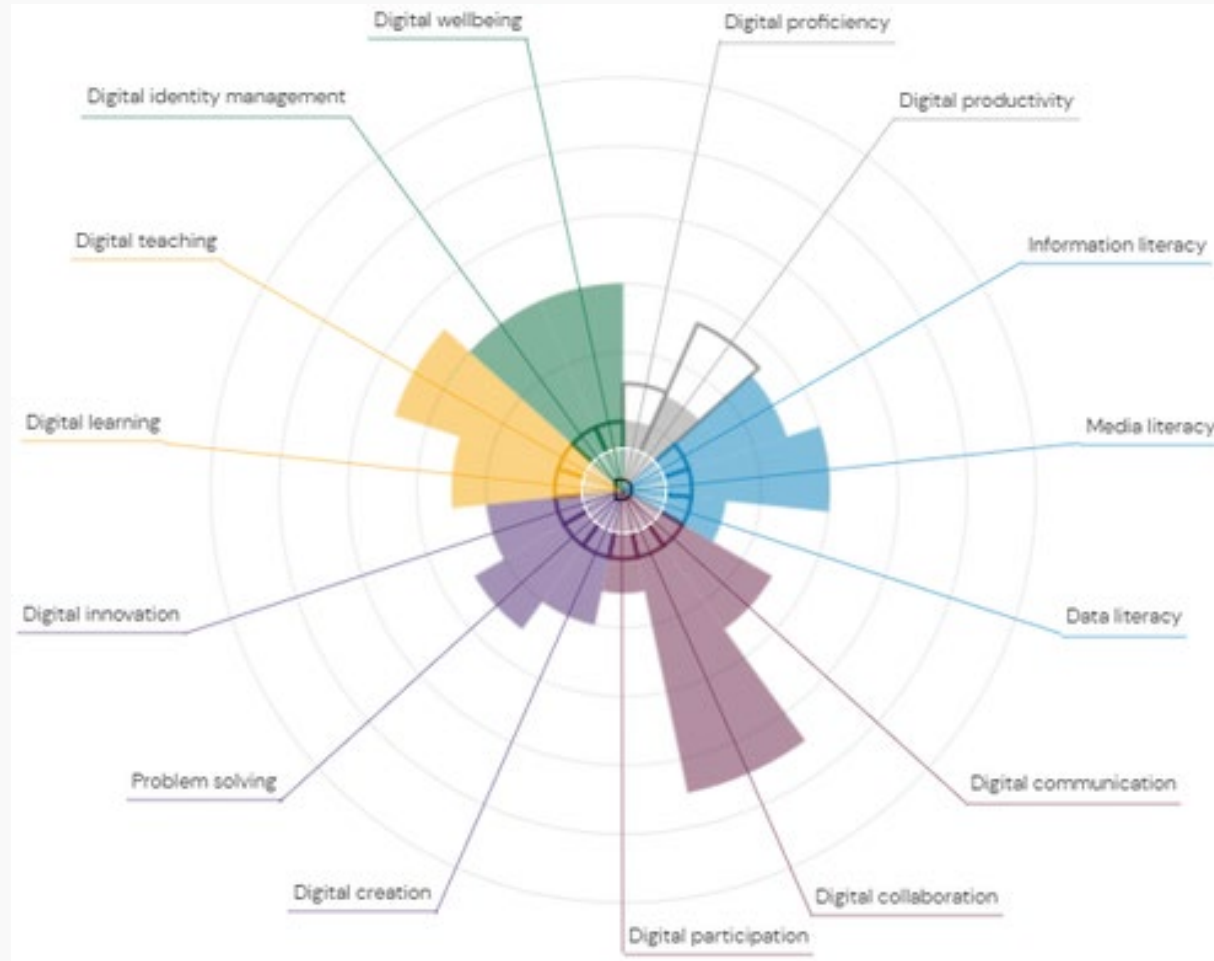
Step 5



Step 6



Results Wheel example



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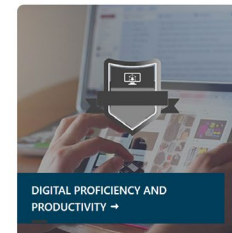
*What is the
DigiCentre?*

<https://bit.ly/DigiCentre>

<https://bit.ly/CanolfanDigidol>



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



DIGITAL PROFICIENCY AND
PRODUCTIVITY →



INFORMATION, DATA AND MEDIA
LITERACY →



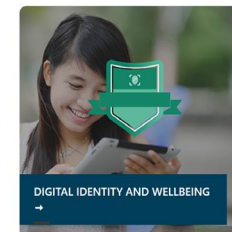
DIGITAL CREATION, PROBLEM
SOLVING AND INNOVATION →



DIGITAL COMMUNICATION,
COLLABORATION AND
PARTICIPATION →



DIGITAL LEARNING, DEVELOPMENT
AND TEACHING →

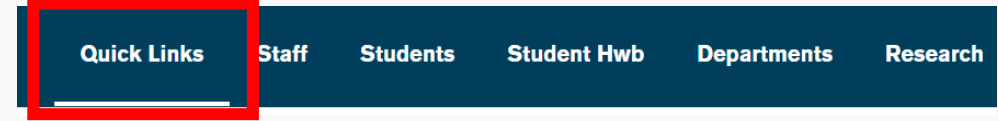


DIGITAL IDENTITY AND WELLBEING
→

“

How to get to the DigiCentre and student section?

- On the student intranet page go to quick links which is located at the top:



- When you are on the page, find the icon for the DigiCentre, which looks like this:



- Then scroll down a little and find the icon for Student that looks like this:





The Resource Finder



In the DigiCentre, you will find the “Resource Finder” tab at the top.

You can filter your results using the left section.

Alternatively, you can use the search box at the top to find specific resources tailored to what you're looking to learn.

Note: You will have to use the Update Results button after selecting different filters.

“

Resource Finder



Resource Finder

Refine your results



Not sure which digital capability to choose? Use the free [JISC Discovery tool](#), to help you find out which digital capabilities you like to explore further...

[UPDATE RESULTS](#)

Role

- ☐ Teaching Staff
- ☐ Student
- ☐ Professional Services
- ☐ Researcher
- ☐ Leader

Digital Capability

- ☐ Digital communication, collaboration and participation
- ☐ Digital creation, problem-solving and innovation
- ☐ Digital identity and wellbeing
- ☐ Digital learning and

If your search doesn't return the results you're looking for, please try clearing all the filters.



1 Minute CPD on Digital Learning and Self Development

🕒 15 minutes

➔ Online learning material and guidance

Follow the 1 minute CPD blog for a range of resources covering a variety of tools that can help you develop your d...

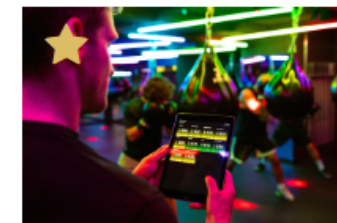


32 of the Best Productivity Tools You'll Ever Need (Blog)

🕒 30 minutes

➔ Online learning material and guidance

There are countless productivity tools out there — how does one choose? Here are some of the best time managemen...

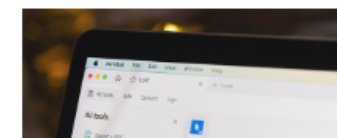


35 Incredible Dataviz Tools

🕒 30 minutes

➔ Online learning material and guidance

Take the hard work out of creating charts and infographics with these tools.



Claim your virtual badge – attach it to your LinkedIn profile



- It is possible to achieve virtual badges through the DigiCentre using the Moodle platform.
- Complete four or more resources to gain your digital badge
- Display it on Moodle and LinkedIn to show to future employers

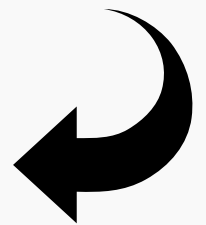


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How to claim your Virtual badge - reminder



- Once in The DigiCentre, navigate to the relevant tile, then to Moodle.
- [Click this link to go to the Moodle badges page](#)
- Select **'enrol me'** to have full access.
- Scroll to the capability you need to improve from your report.
- Then choose **standard** (recommended as a starting point)
- Complete **four** or more resources.
- Then write a short **blog** post to claim your digital badge.





10

Showing Results

Do you already have a LinkedIn profile?

Join at: vevox.app ID: 132-794-749

Yes



60%

No



10%

Have signed up but don't use it



30%

RESULTS SLIDE



www.uwtsd.ac.uk/library



@UWTSDlib



library@uwtsd.ac.uk

Where to start?



1. Create a LinkedIn Profile
 2. Sign up to LinkedIn Learning
- 

[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)



Linkedin Profile



- Use the resume builder to create a CV on LinkedIn for job applications
- Include a professional photo - good option is a black and white image
- Get someone to review your profile
- Follow leaders in your industry
- Engage in the community – make connections, active engagement and recommendations such as liking and reposting
- Brand advocacy – think about how you can sell yourself to employers





Jessica (Jess) Hill
Digital Skills Advisor



Cardiff University / Prifysgol Caerdydd

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

Education 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

Jessica Hill commented on a post • 2d

Congratulations Dr Jayne Griffiths Parry so well deserved 🎉

👍 You and 108 others

82 comments

Jessica Hill reposted this • 1mo

UWTSO digital degree helps apprentice transform patient health care
uwtsd.ac.uk • 3 min read

👍 2

3 comments

[Show all activity](#)

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

Promoted

- 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

People also viewed



Chloe-Carys Savory • 2nd
Hywel Oda - Healthcare
Apprentice

[Connect](#)



PRP Training • 3rd
Work Based & Vocational Training

[Connect](#)



Liz Jenkins • 3rd+
Experienced Equality, Diversity
and Inclusion Manager - semi ...

[Connect](#)



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

[Message](#)



Jamie McBride • 3rd
Product Application Designer at
Treharne Automotive Engineering

[Message](#)

[Show more](#)

People you may know



Nicky Hammond

[Connect](#)



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

[Connect](#)

[Show more](#)

Groups you may be interested in



South Wales Business

Contacts

26,983 members

[Join](#)



**CILIP: Library, Information
and Knowledge Professionals**

27,584 members

[Join](#)

[Show more](#)

Promoted



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



Cold Laser Therapy
Pain Relief & Anti-inflammatory
Equipment for Your Practice. Watch
Videos!



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

Creating your profile

To join LinkedIn and create your profile, follow these steps:

1. Navigate to the LinkedIn sign up page, click here – [LinkedIn: Log In or Sign Up](#)
2. Type your first and last name, personal email address, and a password you'll use

Note: You must use your true name when creating a profile. Company names and pseudonyms are not allowed, as explained in the LinkedIn User Agreement.

3. Do not use an email address that is associated with an office, position, or task, such as "marketing@company.com" or "sales@business.org."
4. Click Join now.
5. Complete any additional steps as prompted.

Why use LinkedIn Learning?

Did you know?

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



[Home](#)
[My Learning](#)
[Notifications](#)
[Me](#)
[EN](#)
[Add](#)

[English](#)
[Type](#)
[Content by](#)
[Time to Complete](#)
[Level](#)
[All filters](#)
[Reset](#)

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

VIDEO
Marketing careers
LinkedIn Learning · Sep 2019 · From the course: Careers in Web Design and Development
2,336 learners [Save](#)

COURSE
Get a Job in Marketing
LinkedIn Learning · By: Brian Honigman · Jan 2019
19,236 learners · Skills: Job Search Strategies, Personal Branding · Beginner [Save](#)

COURSE
The Habits of Successful Marketers
LinkedIn Learning · By: Brian Honigman · 1 month ago
2,682 learners · Skill: Marketing · Beginner [Save](#)

[linkedin.com/learning/get-a-job-in-marketing?u=77966930](https://www.linkedin.com/learning/get-a-job-in-marketing?u=77966930) [Get Help](#)

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: AWW0dsIFcdAEEK9gikUu-ldvY



“

What is LinkedIn Learning?

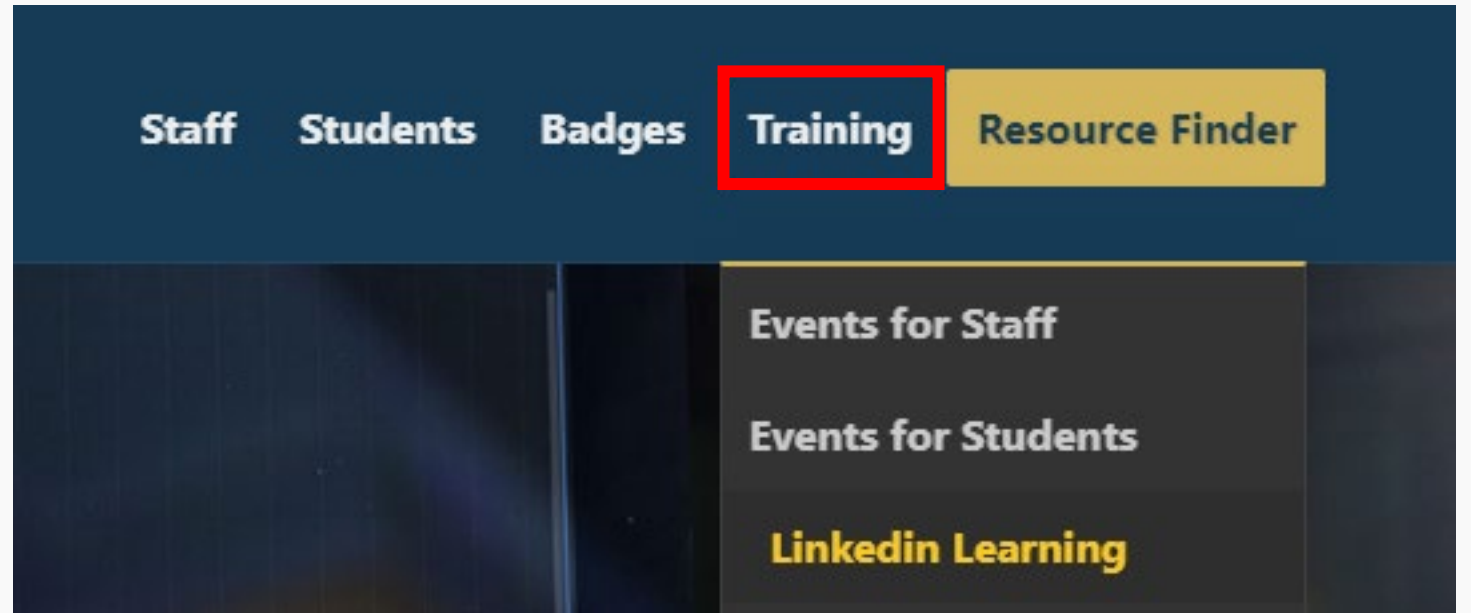
LinkedIn learning is a part of LinkedIn. When you complete courses, you will be able to showcase your achievements on your LinkedIn profile. This will look great for prospective jobs.



<https://lnkd.in/equPUue>

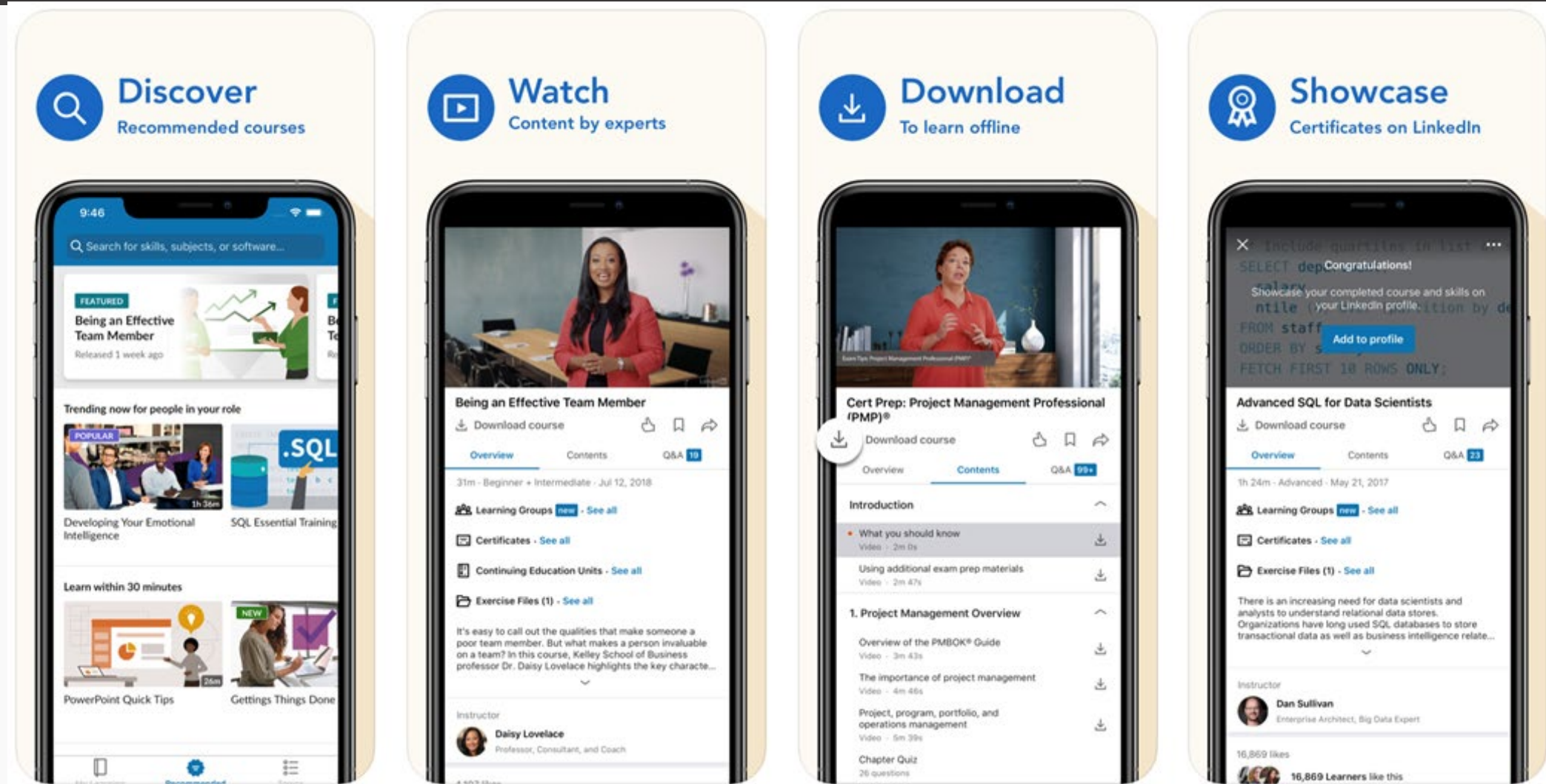
“

How to access Linkedin Learning on the DigiCentre



You will find the LinkedIn Learning page under the training menu. Scroll to the bottom of the LinkedIn Learning page and click on the “Register for free” button.

The mobile app



Further Resources

- [Learning Personal Branding](#)
- [Professional Networking](#)
- [Rock Your LinkedIn Profile](#)
- Find more by exploring the [Resource Finder](#)



Help is always available

Digital Skills

digitalskills@uwtsd.ac.uk

Library

library@uwtsd.ac.uk

Careers

careers@uwtsd.ac.uk

Your Careers Service

- Your University Careers Service is the one place where you can get all the information, advice and personal 1-2-1 guidance you'll need to get the most out of your time at UWTSD.
- We are a team of experienced and professionally qualified University Careers guidance practitioners and we exist to help you understand your career options and develop your Employability.

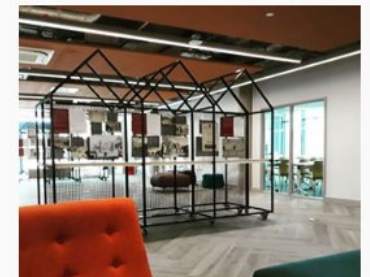
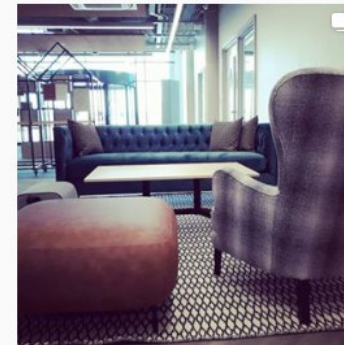


Find us on social media!

We are on Facebook, Twitter and Instagram!



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





[Link to Form](#)

Let us know how we did

If you have 5 minutes, please scan the QR code and fill out our feedback form.



UWTSD DigiCentre

The One stop shop for all your Digital needs



SCAN ME



Gain all the badges to show future employers your
digital skills



The DigiCentre UWTSD



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



Thank you for listening. Any questions?

Digital Skills Induction Autumn 2024



www.uwtsd.ac.uk/library



@UWTSDlib



library@uwtsd.ac.uk