



**Build Your Brand**

# **The Search for Jobs and Self-Employed Work Opportunities**

Visit our website



## Take note!

**A reminder of the important dates** – By **11 August 2024**, you should record an **invite to an interview** (if seeking employment) **or** a self-employment declaration (if seeking to be self-employed) at [www.hyperiondev.com/outcome7](http://www.hyperiondev.com/outcome7). Additionally, you should record an **offer of a job** (if seeking employment) or evidence of obtaining **new work/contracts** (if self-employed or seeking to be) at [www.hyperiondev.com/finaloutcome7](http://www.hyperiondev.com/finaloutcome7) by **22 September 2024**. Please record these milestones as soon as you reach them.

A **limited** number of co-certifications will be awarded based on your achievement of all **four criteria** for successful completion of this Skills Bootcamp.

## Introduction

There was a time when people stayed in the same job and worked for the same company for most if not all of their professional careers, but those days are long gone! This means you need to prepare to apply for jobs several times during your working career. If you're self-employed, pitching for new business will be a regular part of your working life. You should already have applied for several roles or pitched your services or products to some companies in previous BYB Tasks. As such, you're officially out there in the market, making yourself known to employers and getting those all-important job applications or pitches sent in!

You will need to continue to spend time every week on job applications or new business opportunity pitches to hone your skills. Set aside some time every day, or a longer block of time once a week, to hunt for and apply for jobs or new work opportunities. **This includes customising your application package for each role/pitch (as you practised in the previous task) and following up on roles/pitches you have applied for using your Job Interviews/Pitch Opportunities Tracker. In this task, we are going to focus on helping you up your job/work opportunity search game!**

## THE VALUE OF GRIT AND TENACITY

It might be intimidating changing to tech and navigating a competitive job market, or starting/growing your own business. Moreover, it might feel hard to keep going after having already applied for a number of jobs, especially if you hoped for quick success getting an invitation to an interview or an offer of a work contract and have not yet achieved that. The secret to getting interviews and succeeding in pitches is to ensure your application package is as good as you can make it, and then to cheerfully persevere until you succeed!

That said, we know that getting discouraged is human, and it may be necessary to develop your personal grit and tenacity. Research (Duckworth, 2016; Hughes, 2018; Quast, 2017) indicates that grit is a more important factor than either IQ or talent in career success, so developing grit is well worth the effort!

Your first objective is to simplify this challenging process into a series of brief, doable activities. Begin with something simple. Make a commitment to yourself, that you'll honour, to keep doing your best at your bootcamp and in the job application or entrepreneurial process. How can you make a commitment to yourself and ensure that you honour it? Well, you can significantly increase your chances of successfully holding yourself accountable by creatively including sensible incentives to stick to. Enter the **Ulysses Pact**, a **commitment device** used to help make it easier for you to force yourself to stick with a course of action that you may find challenging. Setting up automated bill payments or investment contributions is a typical illustration of a Ulysses Pact in daily life.

Getting yourself in the right headspace and using techniques and methods to make it more practical to keep to your goals is a good place to start building a foundation of success – especially when it comes to something as important as your career journey! Below, we list some practical methods of making yourself grittier and more accountable. You began looking at career goals (short- and long-term) in a previous BYB Task, so you've got a head start on this list.

Ways of keeping yourself accountable:

1. Adjust your mindset
2. Establish a long-term goal
3. Set short-term goals
4. Define your values
5. Set a timeline for yourself
6. Create lists
7. Finish one task before you start another
8. Track your progress
9. Create a self-reward system

10. Ask trusted colleagues or contacts for feedback

(Source: [Indeed](#))

## HOW TO SEARCH FOR JOBS OR SELF-EMPLOYED WORK OPPORTUNITIES

***'The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle.'***

**– Steve Jobs**

When you're starting the *job* of looking for a new job or opportunities to pitch your products or services, it can become a little overwhelming. With thousands of job listings to consider, and what may feel like a million things on your search to-do list, it can be tough to force yourself to sit down at your computer and get to work. Luckily, with a little preparation beforehand, you can make the search process much easier.

So, let's look at a few simple steps to consider when starting out:

- Review CV: As explained and practised in the previous Build Your Brand Task, you have to customise and personalise this for every job application or pitch you intend on sending in, so make sure the base document is always up to date.
- Do your research: Before you begin preparing for possible applications/interviews or pitches/business meetings, do some homework to find out more about the companies, positions, and contracting opportunities that you apply for, so that you can prepare yourself for possible questions that might be asked.
- Start practising for the interviews/pitches: Do a couple of mock interviews or pitches with friends or family members, aligning your possible responses to a target company or job's specific requirements. You can also Google common interview questions for your field and the type of jobs you are after, and prepare responses to these. If you're pitching your products or services, or those of a company you intend to start, looking at media (e.g., marketing material) or other individuals and companies working in the same industry can help you to understand how the game is played, and also enable you to identify effective vs. ineffective approaches. In the next BYB in this series, we'll go into more detail about how to prepare for interviews and face-to-face meetings in which you are aiming to be chosen as an employee or contracting company for a job.
- Network: Attend industry events and career fairs where you have an opportunity to meet people working in the industry and at companies you

are hoping to work at or with – often ‘informal interviews’ or pitches can take place here. Also network with your peers from your bootcamp cohort, as connections made while studying can help you later in life.

- Set up a few **informational interviews**: These are a great way to *informally* introduce yourself to a company or contact you are interested in working for or with, and also to find out more about similar positions you might be interviewed for or hired for.

## WHAT SITES SHOULD YOU USE?

- With almost 80% of recruitment now being done on **LinkedIn** (remember to set up job alerts!), it will remain one of the main focus points for your job hunt. However, this does not mean that you should not also consider other sites and platforms when looking for opportunities. Websites such as **Glassdoor** and **Indeed** are good alternatives, and even **Google** has optimised its search engine to make finding job listings easier.
- Also remember to explore the multitude of technology apprenticeships currently available all over the UK. Websites such as **GOV.UK**, **UCAS**, **Apprenticeships** also list apprenticeships in the digital, technology, or IT sector. You can also **explore companies** that offer apprenticeships in technology directly.
- If you would like to search specific companies for jobs or apprenticeships, **Reed** facilitates this type of search well.
- If you would like to explore opportunities outside corporate organisations check out **Escape the City**, **Otta**, and **Wellfound**.
- To receive alerts specific to your skills you can upload your CV to the **CV-Library**, or you may like to get in touch with a **technology recruitment agency**. Recruitment agencies favour more senior roles, so this is more likely to be helpful later in your career but good to know about.
- If the pandemic changed the way you view the traditional office-based job and you are dead set on the work-from-home experience, then sites like **FlexJobs**, **Remote.co**, and **Remotely** may be the best place to start looking for your next professional home. You can also filter for remote jobs on many job sites.
- If you are looking for graduate-related jobs and internships, you can visit **graduate-jobs.com**, **Give a Grad a Go**, and the **Graduate Recruitment Bureau**.

Most of these job portals or sites also have mobile app extensions so you will be able to find and save jobs or contracting opportunities at companies you are interested in on the go. Make the most of your time – go ahead and download those apps and use them to look for jobs or opportunities while you wait to meet a friend for coffee or find yourself in the waiting room for your next appointment!

## HOW TO SEARCH FOR JOBS



Recall from the previous Build Your Brand Task the need for creating a list of job titles and keywords that match your skill set to help you find relevant job listings. You can use the example job titles below to guide your search.



- **Data Science**
  - Data Architect
  - Machine Learning Engineer
  - Python Software Engineer
  - Back-end Developer
  - Data Analyst Internship
- **Software Engineering**
  - Python Software Engineer
  - Junior Software Developer
  - Software Engineer
  - Back-end Developer
  - Junior Database Developer
- **Web Development**
  - Junior Web Developer
  - Front-End Web Developer
  - Graduate Web Developer
  - Web Developer Apprenticeship
  - JavaScript Software Engineer


It is also useful to include keywords such as programming languages, specific tools or libraries (Python, React, Kali Linux), general technology terms (IT, tech, programming), or a specific field (cyber security, fintech, cloud computing) on job portals and sites.


Similar to how we walked you through the LinkedIn search in the previous Build Your Brand Task, we'll now walk you through a job search on Indeed.

- Use the 'What' box to add a job title, keywords, or a specific company, and add your preferred location. Remember to try a variety of job titles and keywords to find as many relevant job listings as possible.





**What** frontend web developer 

**Where** Birmingham, West Midlands 

Find jobs

- A summary of results will appear on the left-hand side. When you click on a listing a more detailed version of the listing will appear on the right-hand side of your screen.


Sort by: **relevance** - date 162 jobs 

**new**

**Junior Software Engineer - Frontend**

Kwalee 4.1 ★

Hybrid remote in Leamington Spa

 Full-time

- A proven track record of programming high quality and innovative **web** pages using Javascript, HTML5 & CSS3 and relevant frameworks (ideally ReactJS but could...

Posted 3 days ago · [More...](#)

**Web Developer**

Chameleon Web Services

Birmingham

Please send your CV to [careers@chameleon.co.uk](mailto:careers@chameleon.co.uk) or by post to the head office at:- Chameleon Web Services Head Office, 202 Dudley Road, Halesowen, [Shropshire](#)


**Junior Software Engineer - Frontend**

Kwalee ★★★★★ 12 reviews

Leamington Spa · Hybrid remote

Full-time

You must create an Indeed account before continuing to the company website to apply

[Apply on company site](#) 

**Job details**

**Job type**

Full-time

**Benefits**

*Pulled from the full job description*

[On-site avm](#) [Profit sharina](#) [UK visa sponsorship](#)

- Use the filters to narrow your search if necessary. For example, you can choose a job type or a particular industry, a distance limitation, or jobs with certain salary estimates.

Find jobs

Date posted ▾ Posted By ▾ Remote ▾ within 25 miles ▾

Salary estimate ▾ Job type ▾ Education level ▾ Industry ▾

Full-time (3)

Permanent (2)

Apprenticeship (1)

Post your resume

Search results

- Apply for the job immediately or create an account to save jobs you are interested in.

Junior Software Engineer - Frontend

Kwalee ★★★★★ 12 reviews

Leamington Spa • Hybrid remote

Full-time

You must create an Indeed account before continuing to the company website to apply.

Apply on company site

Heart icon

Indeed makes recommendations based on your previous searches, but if you would like a more tailored experience try a platform such as [Otta](#) for remote work. Otta creates a profile for you based on your responses to questions such as:



- What is important to you?

**Which 3 are most important to you in a new role?**

The form displays 14 options in a grid, each in a white rounded rectangle on a light gray background. The options are:

- Challenging work
- Diversity and inclusion
- Meaningful work
- Development and progression
- Flexibility and wellbeing
- Recognition and reward
- Working with great people
- Transparency and respect
- Progressive leadership
- Innovative product
- Data driven decisions
- Great tech and tools

- What type of roles would you like to see?

**What types of roles would you like to see?**

The form displays 10 options in a grid, each in a white rounded rectangle on a light gray background. The options are:

- Software Engineering
- Data
- Other Engineering
- Product
- Design
- Operations & Strategy
- Sales & Account Management
- Marketing
- People, HR, Recruitment
- Finance, Legal & Compliance

- What level of roles would you like to see?

**What level of roles would you like to see?**

Select the most relevant for you (max 2)

- ☐ Internships
- ☐ Entry-level/graduate
- ☐ Junior (1-2 years)
- ☐ Mid-level (3-4 years)
- ☐ Senior (5-8 years)
- ☐ Expert & Leadership (9+ years)

- What technologies would you like to work with?

**Do you have any favourite technologies in mind?**

No

Yes

Search for your favourite technologies, or choose from the list of popular tech below.

Type technology here...

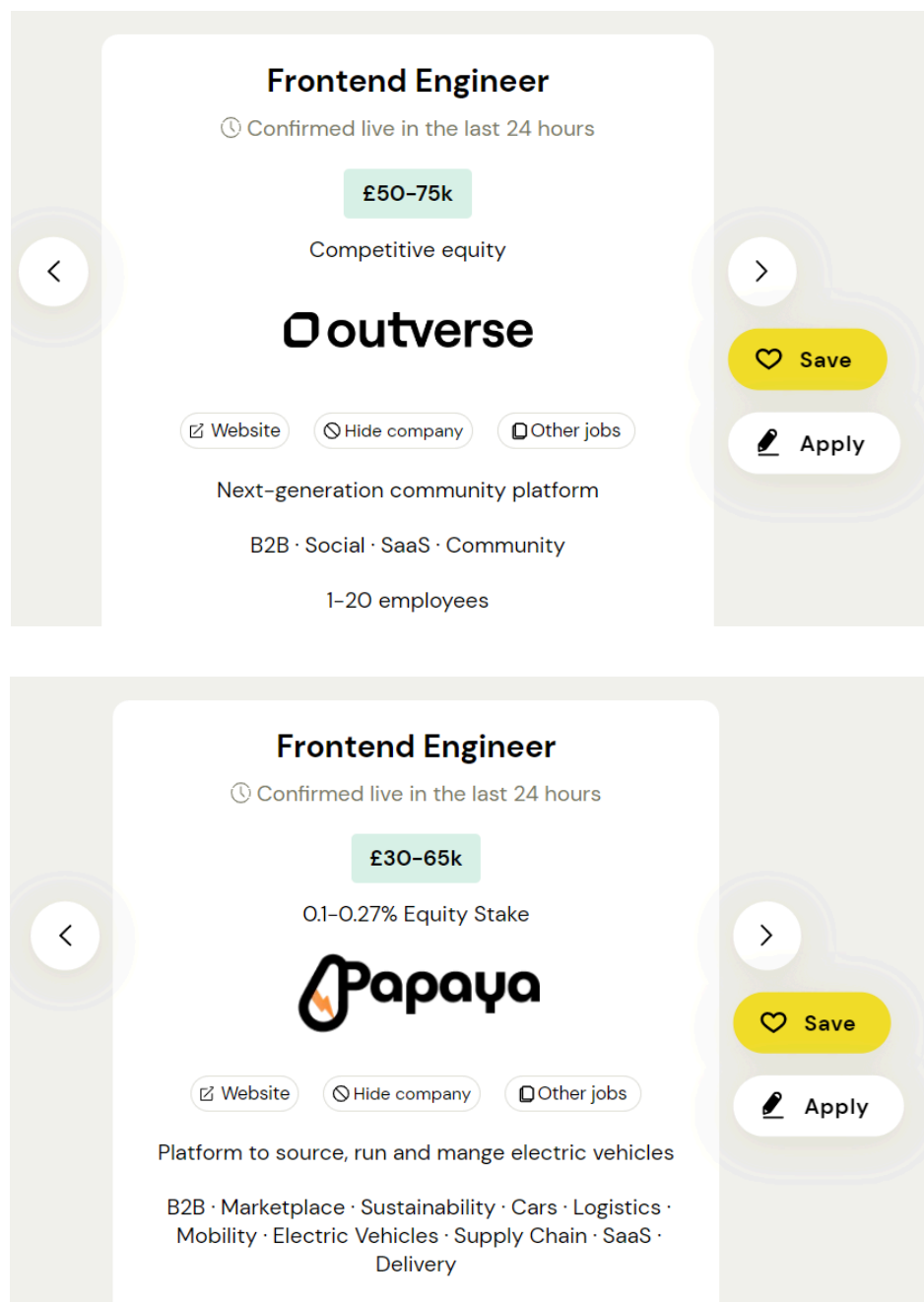
Tap once if you like them. Tap twice if they're a must-have

✓ Python ✓ React AWS ✓ JavaScript ✓ SQL

TypeScript Java Docker Kubernetes

✓ CSS C++ Git Spark Go

Based on your responses Otta will show you a list of job opportunities. For example:



Otta will tailor the job opportunities it shows you based on listings that you save or apply for. You can set it up to email you opportunities daily, or in a weekly digest.

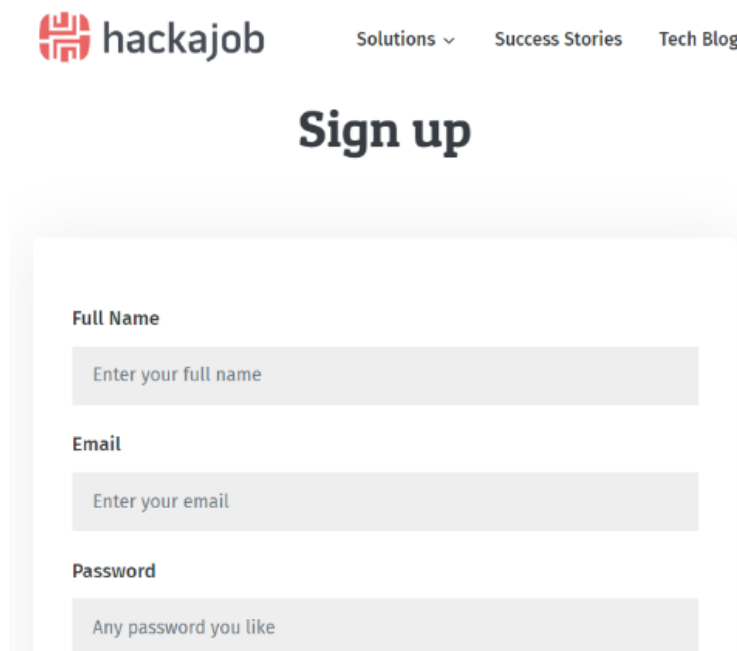
Each job site has slightly different features and characteristics. Try a few out to see which ones you find most useful!

## A PARTNERSHIP TO BOOST YOUR CHANCES OF SUCCESS

HyperionDev has partnered with an awesome company called [Hackajob](#) to significantly boost your chances of success in getting interviews and job offers (for job seekers) or other work (for those seeking to be self-employed). Hackajob is a private tech careers marketplace, and they are working hard to support HyperionDev's Skills Bootcamp students. The company uses machine learning, combined with human curation, to deliver highly accurate candidate matches, and allows companies such as the BBC, Sainsbury's, and Vodafone to directly source high-intent technical talent, at scale. You can use their platform to find permanent employment, part-time employment, or contract employment; as such, Hackajob is a useful resource for students seeking to be self-employed as well as those seeking regular employment! Hackajob can facilitate hires within as little as 17 days, and a number of our Skills Bootcamp students have already had great success in reaching their last two major DfE milestones (interview or provable progress to getting new self-employed work, and a job offer or new work contracts for the self-employed) through their Hackajob profiles.

Let's have a look at what signing up to Hackajob's platform looks like. You will do this when you come to the practical task (using the custom link provided in order to be associated with the Skills Bootcamp and benefit from HyperionDev's partnership with Hackajob).

The sign-up page looks like this:



The image shows the Hackajob sign-up page. At the top, there is a navigation bar with the Hackajob logo on the left and links for 'Solutions', 'Success Stories', and 'Tech Blog' on the right. Below the navigation bar, the text 'Sign up' is prominently displayed in a large, bold, dark font. Underneath 'Sign up', there is a light gray rectangular box containing three input fields. The first field is labeled 'Full Name' and has a placeholder text 'Enter your full name'. The second field is labeled 'Email' and has a placeholder text 'Enter your email'. The third field is labeled 'Password' and has a placeholder text 'Any password you like'.

Once signed up, users must complete a profile which only takes a few minutes. This includes 9 questions to gather details of your current skills developed through the Skills Bootcamp and previous work experience and skills.

**hackajob**

I'm ready for my **next role**  
so let's get this show on the road

## What to expect?

- 1 Finish your profile setup flow**  
This will typically take you less than 2-3 minutes, we'll use this information to build your profile & get you matched up.
- 2 Keep an eye on your emails**  
We'll drop you a welcome email with some useful info when you complete these 10 steps, you'll then be informed when our curation team have built your profile and it has been set Live, meaning it will be visible and available to be requested for relevant roles.
- 3 Sit back, relax and wait for the requests to roll in**  
The companies will then review their matches and apply directly to you, we typically expect the first requests to go out within 24 hours, so you won't be sitting back too long before you can start to schedule your interviews.

### Question 1 of 10

We need some of your basic personal information.

Full name \*  
Nim Nod

Current city \*  
Type city location... ?

Postcode  
Postcode ?

Phone \*  
07400 123456 ?

English level \*  
▼

For the 10th question, upload the optimised CV you created in the previous Build Your Brand Task and you'll be done signing up.

## Question 10 of 10

### Add your CV

File upload criteria like file format: PDF, JPG, PNG, or max file size: 25MB.

Dropbox  
Google Drive  
OneDrive  
Box  
iCloud

Upload your CV  
or Drag and Drop, Copy and Paste Files

Then, ensure that your profile is live to be able to start receiving job matches and interview requests. Each request comes with a clear job description and unique employer insights, including tech stack, salary, and location.



## Take note!

### A reminder of the important dates.

By **11 August 2024**, you should have recorded an **invite to an interview** (if seeking employment) **or** a self-employment declaration (if seeking to be self-employed) at [www.hyperiondev.com/outcome7](https://www.hyperiondev.com/outcome7). Please record this milestone as soon as you reach it. You can record any of the following:

- **Joining an apprenticeship programme** that utilises some of the knowledge obtained in your bootcamp.
- **Obtaining a paid work opportunity for a duration of at least 12 weeks** that utilises some of the knowledge obtained in your bootcamp.
- **Obtaining a full-time job** that utilises some of the knowledge obtained in your bootcamp and is with a new employer or your current employer (e.g., a promotion or extension of role).

Additionally, by **22 September 2024**, you should have recorded an offer of a **job** (if seeking employment) or evidence of obtaining **new work/contracts** (if self-employed or seeking to be) at [www.hyperiondev.com/finaloutcome7](https://www.hyperiondev.com/finaloutcome7). Please record this milestone as soon as you reach it. You can record any of the following:

- An offer of a new job or apprenticeship that utilises part or all of the skills acquired in your bootcamp. **You don't need to accept the offer to fulfil this requirement.**
- New contracts or opportunities you obtained that utilise the new skills acquired through the bootcamp, which may include self-employed contract work or starting your own company.

Remember to keep an open mind and **explore various opportunities** to help you practise your interviewing skills and broaden your engagement with the tech sector. If you receive an invitation to a job or apprenticeship interview, please remember to fill out [www.hyperiondev.com/outcome7](https://www.hyperiondev.com/outcome7) **before attending** the interview.

A **limited** number of co-certifications will be awarded based on your achievement of all **four criteria** for successful completion of this Skills Bootcamp.

## Practical Task

Let's start off by creating a Google doc with a uniquely identifiable filename that includes your name and email address and a task identifier for this task (**Job\_Search**). For example, if your name was Jane Smith and your email address was jane\_smith@gmail.com, your filename would be **Jane Smith - jane\_smith@gmail.com - Job\_Search**.

Today, we're focussing on applying for more roles or pitching for new work opportunities. The instructions below differ slightly for job seekers and self-employed students. Read them carefully and follow those that fit the category you are in.

### SELF-EMPLOYED STUDENTS

- Use the feedback provided from the previous task to improve your CV and use the improved CV for your pitches.
- Once again, consider companies and business contacts that you would pitch your services or products to. Note the contact person and other details of five such companies and contacts.
- **Create and submit pitches** to these five opportunities. For each opportunity you pitch for, this will involve:
  - Using your improved CV as the basis, create a CV tailored to the business opportunity. Ensure you have your GitHub and LinkedIn profile links included in your CV.
  - Using the cover letter template we shared previously along with the guidance provided, create a cover letter tailored to the business opportunity.
- You will need to track this data in your copy of the tracker spreadsheet as you go along.
- For each of the opportunities you pitch for, capture your contact's details if possible (company name, name, email, phone number, and their LinkedIn profile URL if possible). **Try to find LinkedIn profile links for all contacts.**

## JOB SEEKERS

- Use the feedback provided from the previous task to improve your CV and use the improved CV for your job applications.
- Once again, consider the sort of roles you might like to apply for and the sort of companies you might want to work for. Take into consideration the role, the skills required, location, ways of working (remote, hybrid, or on-site), the type and size of the organisation, and the industry.
- Find five suitable junior tech or apprenticeship roles currently being advertised – **different from any roles you have previously applied for** – ensuring you consider **a range** of employers – large (1,000+ employees) and small (100–500 employees) companies as well as tech scale-ups (up to 100 employees), paid internships and apprenticeships, or companies that source, hire, and train.
- Remember that we specifically request that you search for and apply to a broad range of organisations. We find this to be **best practice** for a number of reasons: it pushes students out of the comfort zone of just applying to work for the major brands they're already familiar with; it helps students to broaden their knowledge of which companies form part of the tech hiring landscape, particularly small to medium enterprises (SMEs); and, it ensures that we meet the DfE requirement to address the needs of the broader, especially SME, tech market. Keep in mind that our team will review your submitted data and create relationships with your identified companies wherever possible. We already have relationships with many larger tech companies, so focusing on companies of different sizes and profiles will also help to diversify your application profile and increase your chances of success.
- For each of the roles you find, identify the recruiting/hiring managers (possibly the Talent or HR people at each company), and if possible, their details (company name, name, email, phone number, and their LinkedIn profile URL). **Try to find LinkedIn profile links for all contacts.**
- **Create and submit applications** to these five opportunities. For each role you apply for, this will involve:
  - Using your improved CV as the basis, create a CV tailored to the business opportunity. Ensure you have your GitHub and LinkedIn profile links included in your CV.



- Using the cover letter template we provided previously along with the guidance provided, create a cover letter tailored to the business opportunity.
- You will need to track this data in your copy of the tracker spreadsheet as you go along.
- **Reach out** to the contacts you have identified in whatever way possible (email, LinkedIn direct message, phone call, etc.), drawing their attention to your application to their company's role.

### ALL STUDENTS

- **Get your CV in front of employers;** you can have the CoGrammar team **send your CV to employers** who are actively recruiting by uploading and submitting it through this [form](#).
  - This is more than just submitting an application; it's a direct line to our **employer partner team**. They're in touch with companies eager to find new talent.
  - By taking this step, you're not just waiting for opportunities to come to you; you're actively putting your profile in front of the **people who matter**.
  - **Don't let this opportunity pass you by.** Ensure you're taking full advantage of this chance to stand out!
- Update your copy of the Job Interviews/Pitch Opportunities Tracker and insert a publicly accessible link to it into your Google answers doc. This [short video](#) will guide you through creating a shareable link. Remember that your tracker will be reviewed fortnightly to assess updates, however, you will not receive additional grades or feedback.
- Drawing on the details captured in your tracker, fill the details of the roles/pitches and contact people you have identified into [this form](#). Take screenshots of the form showing all the data you have filled in, and paste them into the Google answers doc you created earlier so that the career coach reviewing your work can see that you have completed this part of the task. Also include a screenshot of the message that displays on-screen after your form has been successfully submitted, proving that you have properly submitted the form.

- Sign up for a **Hackajob** profile using [this custom link](#). When you're finished signing up, you'll be presented with a profile that looks something like this, only personalised to you.

Take a screenshot of your profile and add it to your Google answers document.

## Final Submission Checklist

### Ensure you hand in the following:

- In your Google answers doc:
  - Screenshots of your completed form and a screenshot showing proof that you have successfully submitted the form.
  - A publicly accessible link to your personal copy of the Job Interviews/Pitch Opportunities Tracker, updated to include the five new roles you applied for. This [short video](#) will guide you through creating a shareable link.
  - A screenshot showing you successfully created a Hackajob profile.
- A PDF of your improved/reworked tailored CV.
  - Save your Google answers doc as a PDF (using menu options File -> Download -> PDF).
  - Upload the PDF to your Dropbox folder for this task.

**Remember, if you secure an interview, it is absolutely vital that you notify us** via [hyperiondev.com/outcome7](https://hyperiondev.com/outcome7).

## RUBRIC FOR JOB APPLICATION/PITCH ASSESSMENT

Your Job Applications/Pitch will be marked using the rubric below. It is included here so that you can use it as a guide to completeness if you wish.

If you score below 4/6 for this task, you will be able to resubmit the task. If you score 4/6 or higher, you will not be able to resubmit the task.

	Unsatisfactory (1)	Acceptable (2)	Outstanding (3)
<b>Job/Pitch Data Form: Provision of evidence of completion</b>	Evidence not provided or incomplete	As for outstanding	Evidence provided as requested.
<b>CV reworked</b>	CV has not been reworked in response to career coach feedback from the last BYB, or is not uploaded	CV has been uploaded to Dropbox and has been reworked but not all career coach feedback suggestions have been actioned, or they have been actioned poorly	CV has been uploaded to Dropbox and has been reworked satisfactorily in response to all career coach feedback



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