

A guide to icanbea...



www.icanbea.org.uk

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What is icanbea...?

icanbea...

- ... is a careers website tailored to Suffolk & Norfolk, similar to an online local careers fair
- ... is a directory of industry information, local organisations, career videos and job suggestions.
- ...is a jobs-board with live local opportunities.

How can icanbea... benefit young people?

- It is a **FREE** to use website based around ideas and opportunities in Suffolk and Norfolk
- It highlights career options which young people may not have previously thought of
- It allows young people to see the wide range of organisations that they could potentially work for
- It provides information about industries and what they have to offer
- It allows young people to like and follow the industries and organisations that interest them
- It has live opportunities - apprenticeships, full/part time jobs, volunteering, work experience, work placements and graduate positions, that young people can apply for

What is the careers wizard?

The careers wizard helps to give users ideas about industries, job roles and organisations that they may be interested in.

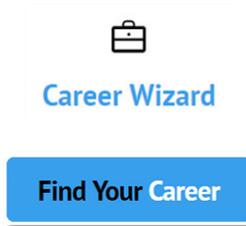
It quickly helps them to 'like' and 'follow' things to get their 'My Page' started.

To begin, just hit ...

'Career Wizard'

or...

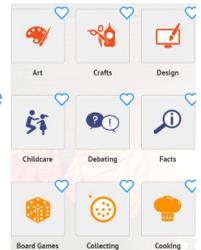
'Find Your Career'



Step 1 : Interests

- Pick at least four interests, but you can pick more!
- Then hit 'continue' at the top or bottom of the page

The sign up will pop up but just pick 'Let me continue' for now.



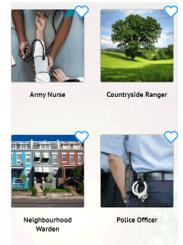
Step 2 : Skills

- Now pick at least four skills, but you can pick more!
- Hit 'continue' at the top or bottom of the page



Step 3 : Job Roles

- Pick at least two job ideas, but you can pick more, as there are loads!
- When ready, hit 'Finish' at the top or bottom to head to the 'My Page'!



What is 'My Page'?

'My page' is the user's profile on icanbea.... This is also where they will end up after completing the careers wizard.

The page stores all the likes and follows the user has chosen during the careers wizard and when exploring icanbea...

The areas on 'My Page' are:

- Job ideas liked
- Industry/Sectors liked
- Organisations followed
- Posts saved
- My Opportunities

My Opportunities are live opportunities/events and articles that are on icanbea... which are related to what is on the 'My Page'

If you're not quite sure about what the sections on the 'My Page' do, then just use the ? icons for more information.

The screenshot displays the 'My Page' interface. At the top, there's a navigation bar with 'Home' and 'My Page'. Below it, a progress bar indicates 'Your Progress 55% complete'. A message says 'Want to reach the next level? Write your email address (we cannot post) via a link if you're a not logged in user'. The main content is divided into sections: 'My Likes' (2 items), 'Industries & Sectors Liked' (2 items), 'Organisations Followed' (2 items), 'No Posts Saved', and 'My Opportunities'. The 'My Opportunities' section has filters for 'Relevant Posts', 'Any Post Type', 'Any Job Type', and 'Any Distance'. It lists job opportunities such as 'Creative Software Engineer' and 'Food production opportunities'.



My Page

Vacancies

These are a collection of real opportunities, events and news. The opportunities can be full/part time, apprenticeships, volunteering, work experience, graduate schemes and work placements.

Users will need to be signed up to have full access to all of the real opportunities on icanbea... as without you will only see the most recent 20.

The screenshot shows the 'Vacancies' page on the Icanbea website. At the top, there is a search bar with the placeholder text 'Search for a job, event or post...'. Below the search bar, there are two job listings. The first listing is titled 'Home Educators Resources' and is dated '23rd March 2020'. It features a blue graphic with mathematical formulas like $E=mc^2$ and $a^2+b^2=c^2$. The description states it is a non-exhaustive list of resources for home educators affected by school closures. The second listing is titled 'Food Production = Many positions available (2 Sister's Food Group)' and is dated '21st March 2020'. It includes a logo for '2 sisters Food Group' and mentions a closing date of 30th April 2020 and a location in Norfolk. Both listings have a 'Read More' button and a 'Save Post' link.

What does the filter do?

A filter will appear on the page once you've signed up. The filter enables you to choose:

- Posts
- Post type - Job, Event, Article
- Job Type - Apprenticeships, full time, part time, work experience, etc..
- Distance - you can choose how many miles you want to search from your post-code

The screenshot shows the filter options on the Icanbea website. The filters are: 'Posts' (set to 'All Posts'), 'Post Type' (set to 'Any Post Type'), 'Job Type' (set to 'Any Job Type'), 'Distance' (set to 'Any Distance'), and 'Postcode' (set to 'Postcode'). There is a 'Reset Filter' link and an 'Apply filter' button.

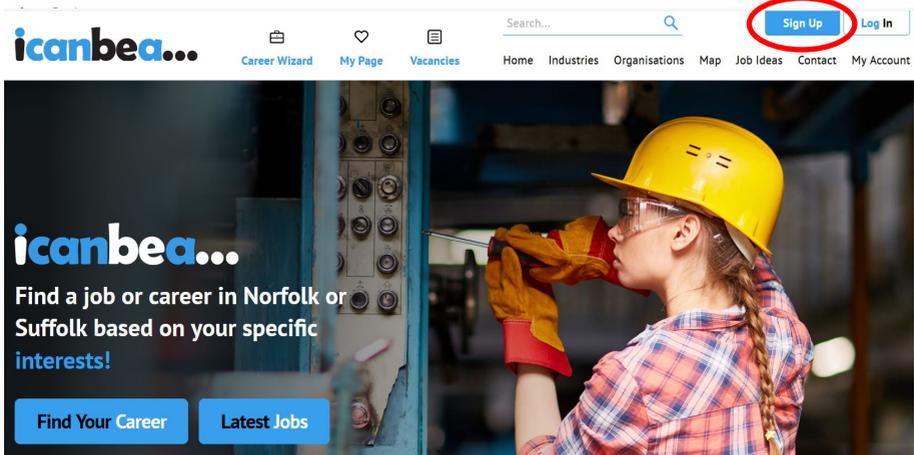
Signing up to icanbea...

'Sign Up' saves your choices, allows you to view all the opportunities, have access to the filter on the vacancies page and allows you to customise your icanbea... experience.

The process to signing up is very simple, all we need is :

1. Email Address
2. Postcode - optional but it will show opportunities near to where you live
3. Are you in Education? Yes (choose school) or No (pick reason why)
4. Date of Birth (month and year)
5. Password
6. Agreeing to the terms and conditions

If you verify your email address you will get notifications from the organisations you are following. You can turn the notifications off by going to 'My Account' then 'Account Settings'



Sign Up

Industries

The industry pages focus on those (key industries) in Suffolk and Norfolk. It is a page to help young people understand what an industry is

For example, Agriculture, Food and Drink.

Each industry page has the following information :

- Overview
- Career Pathway – links off to other educational websites
- Learn More – Extra websites
- Did you know? Fact
- Videos
- Sectors in this industry
- Organisations in this industry
- Posts

Agriculture, Food & Drink 8747 Likes 1384

84 Videos New Videos **41** Organisations View Organisations **25** Jobs/Posts View Jobs/Posts

Home Explore Industries Agriculture, Food & Drink



Overview

Agriculture & hush more than just and tradition, it is the industry that makes sure milk is full – born and in the future. The latest in science and technology are used to make crops and plants grow bigger, faster and more resistant to disease and even grow in completely different climates. In addition to crops and plants, agriculture uses that farmers can rear animals in safe, happy conditions to make food for the whole country that everyone can afford. Norfolk and Suffolk has a world class agriculture, food and drink sector which employs 112,000 people.

The fact is also home to a world leading research base centred at Norwich Research Park (NRP). NRP is Europe's largest single site hub of research, training, education and employment in health, food and environmental sciences and is the heart of global agri-food research.

In the agriculture industry there are many opportunities – from scientific research into creating the latest pesticides, feeds and fertilisers through to the growing of crops, rearing of livestock, animal welfare and welfare schemes. There is also the massive business of buying and selling crops and animals and all the technology surrounding it, such as their machinery, information technology and more. So there are lots to look out for in this sector!

Finally, there is a highly competitive, fast, growing, exciting and growing sector that allows anyone to become involved in the industry as a big business. This is a look at the various links and job roles to see what could be in store for you.

Career Pathway

- Visit Suffolk College Apprenticeships
- Course Search
- Learn and Oley Career Guide
- Find an Apprenticeship
- Bright Crop
- CV Tips and Templates

Learn More

- Lanta
- Help You Choose
- Norfolk/Young Farmers
- Suffolk Young Farmers
- The Suffolk Suffolk

Did You Know?
2014 saw the highest level of milk production in the UK since Kickstart's 'New Game Give You Up' was number one (2017)

[Watch Video About](#)
A Day in the Life... Gavin Ashton

[Watch Video](#)
Admirals Brewing Process

[Watch Video](#)
Admirals Distilling Process

[Watch Video About Job](#)
Alexa Gant

[Watch Video](#)
Admirals Africa

[Watch Video](#)
Barham Zoo

[Watch Video](#)
Africa Africa

[Watch Video](#)
Africa Africa

[Watch Video](#)
Africa Africa

[Watch Video](#)
Africa Africa

Organisations in this industry

ADNAMs **ADNAMs** plc
Established in 1972, ADNAMs is recognised as a pioneer of the UK's food and drink sector in the heart of our business life.

[Learn More >](#)

AFRICA
Africa Africa
Get in 1000's of jobs, Africa Africa is home to more than 82 species of animals from around Africa.

[Learn More >](#)

AMFRA **AMFRA** (Animal Meds, Training & Regulatory Authority)
AMFRA (Animal Meds, Training & Regulatory Authority) is a not-for-profit organisation supported by the Veterinary Services.

[Learn More >](#)

BARHAM ZOO
Barham Zoo
Starting to work on only single zoo-master and housing a collection of animals and plants, the zoo is a mix of animals...

[Learn More >](#)

[View all Organisations in this industry >](#)



Sectors in this industry

All industry pages have a breakdown of the areas within the industry.

For example, Agriculture, Food and Drink, has four different areas of more specific information, two which are shown below:

Sectors in this industry



Agritech

Agri-tech or Agricultural Technology is a rapidly growing sector in the UK and across the world and with the world class drink,...

[Learn More >](#)



Animal Welfare

Animal care can be hugely rewarding covering a large expanse of careers from zoo keeping, pet grooming and cattery management...

[Learn More >](#)

Sector pages are similar to industry pages but instead they are more specific about certain areas of industry.

The page information consists of :

- An overview
- Career Pathway – links off to other educational websites
- Learn More – Extra websites
- Did you know? Fact
- Videos
- * **Jobs roles in this sector** *(These are not on the industry pages)*
- Organisations in this sector
- Posts

Job roles in this sector

Animal Care Worker



Pet Shop Assistant



Animal Nutritionist



Pet Sitter



Animal Technician



Racehorse Trainer



Animal Welfare Inspector



Stable Staff



Assistance dog trainer



Toxicologist



Organisations

All of the organisations that have a profile page are local and offer something to young people.

Each profile contains information such as:

- What they do
- The type of opportunities they offer
- Videos of operations or staff members
- Contact details
- Live vacancies



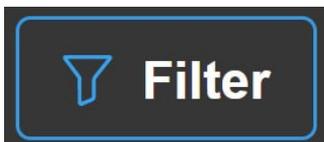
Each organisation is tagged against the industry they are related to.

Some profiles contain 360-degree virtual tours. Lookout for the 360 icon.

Filter Tab :

The filter tab at the top of the organisations index page, filters for:

- All organisations / Organisations you are following
- Organisation in specific Industry/ sector areas
- The type of organisation
- Tags to help identify what the organisation offers on a regular basis i.e. work experience, apprenticeship programme, graduate scheme etc.



Organisation Type

Any

Tags

Apprenticeship Programme
 Voluntary
 Graduate Programme
 Work Experience
 Work Placements

Show Job Opportunities

Yes

Reset Filter

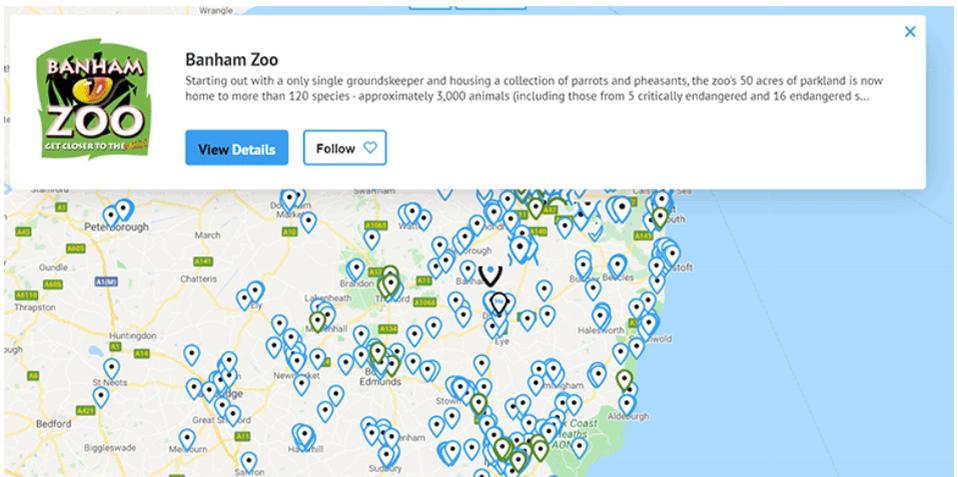
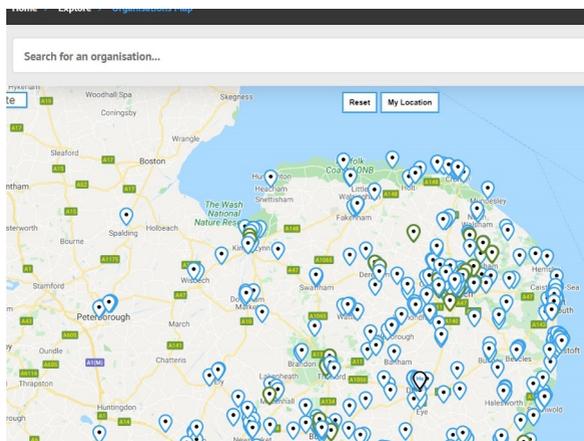
Apply Filter

Organisations Map

The map is designed to show young people where the organisations are.

You will see that some are not in Norfolk and Suffolk and this is because they show the organisation's head office. However their branches are located in Norfolk and Suffolk,

- Blue icons - Organisations
- Green icons - Job vacancies



Job Ideas

The job ideas are to help give young people ideas about the wide range of careers available.

They are shown in step 3 of the careers wizard. Each one is tagged against skills and interests, to help show young people what they could do with their skills and interests and give them job ideas that they may of not heard or thought about before.

Each job idea has :

- Job description
- Entry requirements
- Career Path & progression
- Required skills
- Starting salary
- Next steps
- Organisations that may offer similar jobs



Animator

An animator will work in a range of industries to design, create and edit animations, they produce images that appear to come...

[Learn More >](#)



Antique Dealer

Antique dealers source, view, negotiate and buy antiques on behalf of a client, auction house or their own shop. Rates of pay...

[Learn More >](#)



Architect

Architects create designs for new projects, extensions, redevelopments and alterations. They use their specialist construction...

[Learn More >](#)



Army Nurse

Army nurses can find themselves working in a variety of settings. These can vary from NHS hospitals within Defence Medical...

[Learn More >](#)

Explore

All of the different areas on icanbea... are separately listed here – from the **Explore** menu in the website footer or mobile menu

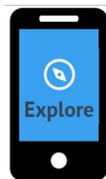
When a user has signed up they will be able to:

- change their account settings
- verify their email
- change their password
- add an avatar to their profile



In addition, the menu offers access to various additional resource pages such as:

- **Thinking about careers:** A useful page with CV tips and templates, covering letter and interview advice
- **Careerometer (LMI for ALL):** A tool that lets you compare salaries and other information for all sorts of jobs nationally
- **Home Education Resources:** Links to free learning resources and ideas across the web—perfect for students at home
- Other useful information—be sure to check it out.



Frequently Asked Questions

1- Do I need to sign up for an account?

Sign Up allows you to save your careers wizards results and bookmark ideas, employers and opportunities that you are interested in. It also helps us to show you relevant careers information whenever you Log In! Creating an account lets us know that you find the site and tools useful, which helps us develop and grow the site!

2 - How do I find organisations who offer Work Experience?

The easiest way is to use the **Filter** on the **Organisations** index. Check the **Work Experience** box (or whatever you're interested in) to see organisations that have a regular W.E. offering. You can also use the filters in **Vacancies** or at the bottom of **My Page** to search for specifically advertised opportunities

3 - How do I use 'My Page'?

My Page lets you bookmark all the careers information you are interested in from the site. Click on any My Page items to explore them further. The **Roles Liked**, **Industries & Sectors** and **Organisations** bookmarked on the My Page influence the live Opportunities that show up at the bottom.

4 - How do I book icanbea... to come to my event?

The icanbea... team can attend careers events and even run workshops at your school. Teachers or Careers Leads should use our **Event Booking** page, accessible from the **Homepage** or in the **Explore** menu

5 - How do I find live opportunities?

All live opportunities such as **jobs**, **apprenticeships**, **Work Experience**, **Volunteering and Events** can quickly be found under **Vacancies**. A list tailored to your icanbea... interests can also be found at the bottom of **My Page**. Furthermore, specific opportunities can also be found at the bottom of the Industry, Sector and Organisation profile pages.

6 - How do I find out about industries and sectors?

Have a look at our **Industries** index to find out more about the Industries and Sectors in Norfolk and Suffolk, and the jobs and employers related to them. Using the career wizard is a good place to start as it will suggest some for you!

7 - Can I see where employers and jobs are?

Take a look at our **Map** to see pins for each employer we work with and their **branches and offices throughout the region**. You can also see jobs here, too!

8 - How do I bookmark an opportunity that I am interested in?

If you see an opportunity that you're interested in or want to apply for later, use the **Like** or **Heart button** to add it to your **My Page**. If you want to remove items, just use the buttons again

9 - What does the careers wizard do?

The careers wizard is a great way to start exploring our **Job Ideas** and the Industries, Sectors and Employers that could help you with them. **Completing the careers wizard will quickly add items to your My Page** and by extension, **customise the Opportunities feed** at the bottom

10 - Should I enter my postcode during the sign-up process

Only if you want to! The postcode can be used within the filters to show you **how close various opportunities are**. You can enter it later, or change it any time via the My Account page. You can just **type a temporary postcode when using the Vacancies** page.



icanbea...



If you have any questions or queries please do not hesitate to contact the team by email or telephone at:

team@icanbea.org.uk

01379650041

www.icanbea.org.uk

