

# JapaJobs Business Operations White Paper

## 1. WHO WE ARE

JapaJobs exists to support people from every walk of life be it immigrants, international students, new graduates, career changers, the unemployed, and anyone who feels stuck, overlooked, or undervalued in their current job.

We recognise that many talented people struggle in the UK not because they lack skills, but because they lack:

- Guidance
- Clarity
- Access to the right opportunities
- Understanding of how the UK job system (especially Civil Service & corporate recruitment) really works

Our mission is to bridge that gap.

*We specialise in helping people:*

- Transition into UK Civil Service roles
- Move into corporate and tech roles
- Design meaningful, long-term career pathways across multiple sectors

We do *not* promise or center our brand around visa sponsorship anymore, given that UK immigration rules have tightened and sponsorship is far less accessible than before. Instead, we focus on realistic, sustainable career transitions into roles that bring dignity, stability and growth.

*Our services include:*

- CV & personal statement transformation
- Civil Service assessment preparation
- Interview coaching (behaviour & strengths based)
- Job-matching guidance (what to apply for, and why)
- Clear, step-by-step career roadmaps

## 2. MARKET CONTEXT: WHY JAPAJOBS IS NEEDED

### 2.1 UK Labour Market Snapshot

- The UK unemployment rate was 5.0% (1.79 million people) in July - September 2025, up from 4.3% a year before. ([House of Commons Library](#))
- Youth unemployment is much higher: 15.3% of 16 - 24-year-olds were unemployed in the same period. ([House of Commons Library](#))
- Job vacancies have fallen to a four-year low, with under 800,000 listings and a 40% drop in graduate opportunities compared to the previous year. ([The Times](#))

*This means:*

- There are more people chasing fewer jobs
- Entry-level and graduate opportunities which are the very roles our audience needs have shrunk significantly

### 2.2 Overqualification & Skills Mismatch

The UK has a serious overqualification problem:

- Around 37% of adults are overqualified for their jobs – the highest proportion among OECD countries. ([UK Data Service](#))
- Many graduates work in roles that don't require their level of education or skills, leading to frustration, low pay and low progression. ([escoe.ac.uk](#))

*This is exactly our target audience:*

- People with more potential than their job shows
- People in care, warehouse, hospitality, retail, basic admin, etc., who are capable of more but don't know how to transition

### 2.3 Migrants, International Students & Newcomers

- In 2023/24, about 730,000 international students were enrolled in UK universities, making up ~25% of the total student population. ([migrationobservatory.ox.ac.uk](#))
- Many of them want to stay and build careers in the UK, but face:
  - Lack of knowledge about UK hiring systems
  - No network
  - Confusion about Civil Service & corporate recruitment
  - Uncertainty due to changing visa policies

*For migrants and refugees, common barriers include:*

- Difficulties having previous qualifications recognised
- Gaps in employment history
- Lack of UK experience
- Unfamiliarity with UK recruitment processes and expectations ([migrationyorkshire.org.uk](http://migrationyorkshire.org.uk))

## **2.4 The Structural Problem**

*In simple terms:*

People are more educated, more skilled, but stuck in roles that underuse their abilities, underpay them, and limit their future.

*At the same time:*

- The labour market is shifting away from low-skilled roles towards professional, digital and service-based roles([Financial Times](#))
- Yet many don't know how to reposition themselves to access those growing areas.

### 3. THE GAP JAPAJOBS FILLS

#### 3.1 What Most People Currently Get

*A typical immigrant/student/unemployed person in the UK gets:*

- Generic job board links
- Vague “update your CV” advice
- Confusing Civil Service or corporate application portals
- No personalised understanding of:
  - Which roles they should apply for
  - How to frame their experience
  - How to prepare for Civil Service assessments and interviews

*They end up:*

- Over-applying blindly
- Feeling rejected and discouraged
- Settling for any job that pays, even if it’s miles below their capability

#### 3.2 What JapaJobs Offers Instead

*JapaJobs intervenes at the exact point where:*

- Confusion meets potential
- Desire meets a lack of direction

*We provide:*

1. **Clarity** - What roles are realistically suitable for you?
2. **Positioning** - How should your experience be presented?
3. **Preparation** - How do you pass assessments & interviews?
4. **Roadmap** - What steps should you take over the next 3-6-12 months?

We are a career transition brand with soul: combining solid strategy with emotional understanding.

## 4. JAPAJOBS SERVICE PILLARS (WHAT WE ACTUALLY DO)

### 4.1 Pillar 1 – CV & Personal Statement Transformation

**Problem:**

*Most CVs and statements are:*

- Task-based, not achievement-based
- Written in generic language
- Not aligned with the behaviours and competencies Civil Service and corporate recruiters look for

**What we do:**

- *Rewrite CVs and personal statements to:*
  - Highlight achievements, not just duties
  - Use language aligned with Civil Service Success Profiles and corporate expectations
  - Show transferable skills from care, warehouse, retail, etc. into admin, corporate, Civil Service, and tech-adjacent roles

### 4.2 Pillar 2 – Civil Service Assessment Preparation

**Problem:**

*Civil Service assessments feel like a “black box” to many:*

- Situational judgment tests
- Behavioural questions
- Timed assessments

**What we do:**

- Provide practice questions, explanations and strategies
- Teach people:
  - How to think like the test designer
  - What behaviours Civil Service is looking for
  - How to avoid common mistakes

### 4.3 Pillar 3 – Interview Coaching & Scenarios

**Problem:**

People freeze in interviews, especially scenario and strength-based questions.

**What we do:**

- Turn their real-life experiences into STAR stories
- Provide behavior and strength based practice questions tailored to:
  - The role (e.g., DWP Fraud Officer, HMRC Compliance Caseworker)
  - Their CV
  - The job description

### 4.4 Pillar 4 – Job-Matching Guidance & Roadmaps

**Problem:**

*Many people are applying to roles that are either:*

- Too misaligned with their background, or
- Far below their potential

**What we do:**

- *Help them identify:*
  - Realistic target roles (Civil Service, corporate, tech-adjacent)
  - Short- and long-term career steps
- Provide 3-, 6- or 12-month career roadmaps

### 4.5 Pillar 5 – Mindset, Confidence & Emotional Support

**Problem:**

*Job searching is emotionally draining, especially when:*

- You've been rejected often
- You feel like an outsider (immigrant, international student, career changer)
- You've been underpaid for years

**What we do:**

- Provide realistic motivation, not empty quotes
- Validate people's experiences
- Reinforce the message: "You're not behind. You're just under-guided."

## 5. BRAND VOICE

### 5.1 Who We're Talking To

*People:*

- In the UK (or coming soon)
- Working below their potential (care, support, warehouse, retail, hospitality, basic admin)  
OR unemployed OR a student about to graduate
- Intelligent, but discouraged
- Confused about where to start
- Possibly an immigrant or international student trying to navigate a new system

### 5.2 Voice

*Our voice is:*

- **Empathetic** – “We see you, we’ve heard stories like yours.”
- **Straight-talking** – No fluff, no overpromises, clear and honest.
- **Educational** – Always teaching something practical.
- **Empowering** – We don’t talk down; we pull them up.
- **Realistic but hopeful** – No “manifest and it will drop”; we combine hope with hard strategy.

### 5.3 Things We Do Not Do

- We **do not** guarantee jobs, visas, or sponsorship.
- We **do not** shame people for working in “low-skilled” roles – we honour their hustle while showing them higher options.
- We **do not** use fear marketing like “If you don’t buy this now, you’ll be broke forever.”
- We **do not** lie about immigration rules or pretend sponsorship is easy.