

# icanbea...

# Employer

# Guide



[www.icanbea.org.uk](http://www.icanbea.org.uk)

# Content

What is icanbea...	2
icanbea... profile benefits	2
Company profile	3
Logging into your account	4
Creating a post	5
Editing your profile	6 & 7
Organisation Map	8
Contact details	9



# What is icanbea...?

## icanbea...

- ... is free
- ... is the perfect vehicle for you to highlight what working for your business and in your industry is all about
- ... shows prospective employees what potential careers and job roles exist within your organisation and also highlights the skills and capabilities you're looking for
- ... aims to inspire employees of the future (such as students) to help fill skills gaps and enable the future growth of the industries in our region

## icanbea... profile benefits

- Source your future workforce
- Alert young people when you have an upcoming event, job opportunity, apprenticeship opportunity or other news
- Inspire young people to pursue a career in your sector – debunk any common 'myths' about working in your sector and paint the real picture
- Connect with young people across Suffolk and Norfolk to provide parents, teachers and advisers with company information
- Gain an insight into the amount of young people interested in your sector
- Control your own content with posts and updates reflecting current news, events and opportunities

# Company profile

We work with you to build and draft a profile that all job seekers and students (of varying experience) can benefit from. We can start this process quickly and often with just your simple agreement to base the draft on your website or recruitment portal. We'll then work with you to get it just how you want it!

Once you have signed-off the final draft of your company's profile it will be published on the iCanBe... website and apps. Your company info as well as any posts you make will be visible to users of the site!

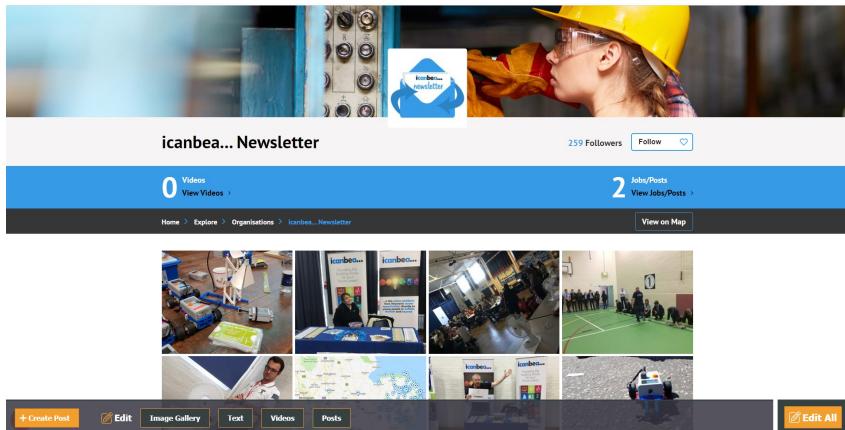
The profile will be listed on our [Organisation Index](#), under the [relevant industry pages, job areas](#) and on our [map](#).

We'll arrange with you a single email address that can be used to log in to the site and run your profile - allowing you to edit company information, images and to post opportunities and news. This can be a staff member's email, or a team / group email, though it does need to be **one** email that we designate as your administrator account.

# Logging into your account

We'll usually provide you with an initial password for the first time you log in. We advise you to change this soon afterwards if you can. You can do this via the '**Password Forgotten**' form whenever you need to. (*This will email you a link to create a new password*).

Upon successful log in, you should arrive at your organisation's profile page and see the grey and orange editing bar at the bottom of the screen (see image below).\*



If you don't see the editing bar, then please ensure that you are on your company profile page - editing is only available here.

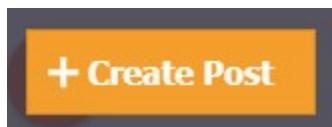
If you're on that page and still can't see it, then please,

1. use the **Log Out** button
2. close your Internet browser
3. open it again and log back in.

This normally resolves any first time issues with the editing bar.

# Creating a post

To create a post, log in with your administrator account. Then use the orange editing bar: '+create post' button.



A box will appear for you to fill out the required information for the type of post you choose: job, event or article.

The images are optional. If you leave these alone the 'Logo' and 'Image' for your post will default to those used for your profile.

If you miss a mandatory field, the form will prompt you to supply the missing information. Try to include as much detail as you can for job listings, and tag the relevant industries and sectors to help people interested in those areas to see your post!

Items that you post appear on your own profile as well as on various 'job feeds' for interested parties across the site.

The screenshot shows the 'Create Post' modal window. It includes fields for 'Title' (with a 'Slug' input and 'Generate' button), 'Details' (Post Type dropdown), 'More Info' (Website URL input and 'Copy + Paste' button), 'Pinned to Top' (checkbox), and a section for 'Industries and Sectors' with a grid of checkboxes. At the bottom are 'OK' and 'Close' buttons, and tabs for 'Edit', 'Image Gallery', 'Post', 'Videos', and 'Posts'.

Industries and Sectors			
<input type="checkbox"/> Accountancy	<input type="checkbox"/> Administration	<input type="checkbox"/> Advanced Manufacturing	<input type="checkbox"/> Advertising
<input type="checkbox"/> Agriculture Food & Drink	<input type="checkbox"/> Airports & Ground Operations	<input type="checkbox"/> Animal & Crop Science	<input type="checkbox"/> Animal Welfare
<input type="checkbox"/> Architecture	<input type="checkbox"/> Arts Crafts & Antiques	<input type="checkbox"/> Attractions	<input type="checkbox"/> Aviation
<input type="checkbox"/> Aviation Manufacturing & Maintenance	<input type="checkbox"/> Banking	<input type="checkbox"/> Bars Cafes & Restaurants	<input type="checkbox"/> Beauty Treatments & Services
<input type="checkbox"/> Building	<input type="checkbox"/> British Army	<input type="checkbox"/> Building & Technical (Construction)	<input type="checkbox"/> Chemical Engineering
<input type="checkbox"/> Civil Engineering	<input type="checkbox"/> Construction & Maintenance	<input type="checkbox"/> Coastguard and RNLI	<input type="checkbox"/> Commercial Marine
<input type="checkbox"/> Community Church & Volunteering		<input type="checkbox"/> Creative Industries	<input type="checkbox"/> Customer Service

# Editing your profile

To edit your company's profile, log in with you administrator account.

Use the editing bar '**Edit All**' button. The areas that you can edit will be highlighted with grey/white chequered boxes. Pick the section you want and click on it to begin editing.

When editing the main section of the profile you'll see a content window with standard editing features such bold, italic, links, bullet points, aligning left, right and centre—the usual stuff!

Both text and images within the main section can be basically aligned and made into links if required. Links default to the primary colour for your profile—if this is an issue then get in touch with us here as we have a few more options available.

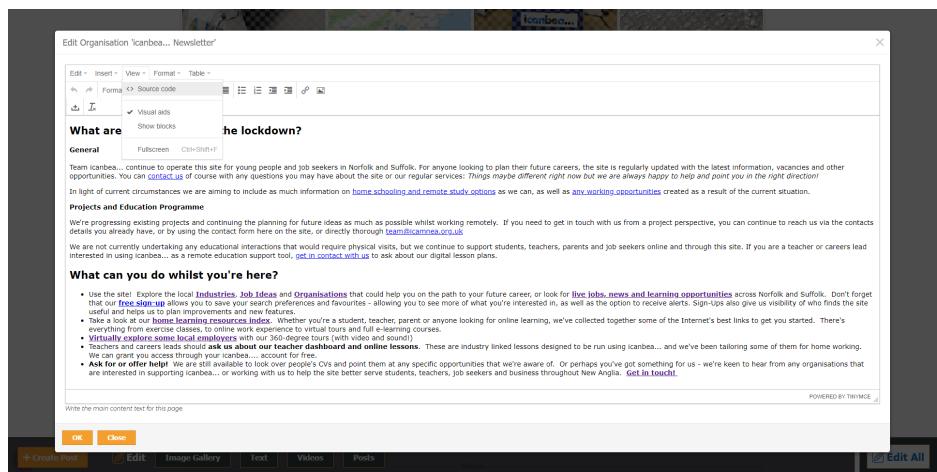
The screenshot shows a company profile for 'icanbea... Newsletter'. At the top, there's a large banner image featuring a person wearing a yellow hard hat and safety glasses. Below the banner, the profile name 'icanbea... Newsletter' is displayed, along with a 'Follow' button and a '259 Followers' count. A blue navigation bar contains '0 Videos' with a 'View Videos' link and '2 Jobs/Posts' with a 'View Jobs/Posts' link. The main content area includes a 'Home' link, a breadcrumb trail ('Home > Explore > Organisations > icanbea... Newsletter'), and a 'View on Map' button. Below this, there's a grid of eight smaller images showing various scenes: a workshop or exhibition booth, a map, people at a table, and a robot. At the bottom, there's a dark footer bar with buttons for '+ Create Post', 'Edit' (highlighted in orange), 'Image Gallery', 'Text', 'Videos', 'Posts', and 'Edit All'.

If you want to update or refresh the main logo or header for your profile, the sizes are:

- Logo = 440X440 (square)
- Header = 1900X258 (long, thin rectangle)

Images within the main content area can be tricky to place, due to how they align with text.

If you're good at html, there's a View Sourcecode option in the menu for precise tweaking. The simplest solution for a collection of images is to just place them in the top **Image Gallery** however.



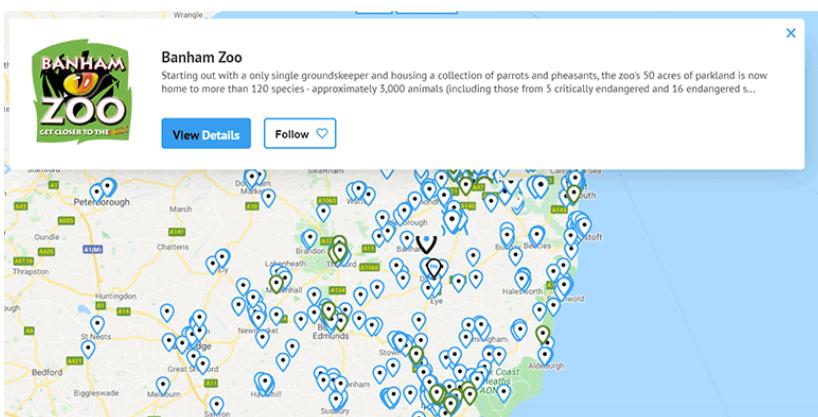
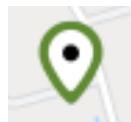
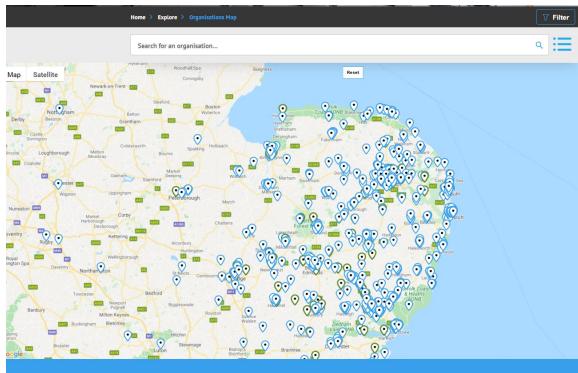
**As with everything else, we are on hand to assist, so don't hesitate to get in touch if there's something you want to do but can't quite figure out!**

# Organisation Map

The map is designed to show young people where organisation offices are and to help them think about transport considerations for potential opportunities.

Your company's head office will be pinned as the main location and if you have other branches in Norfolk / Suffolk these will also be listed - make sure you let us know your locations when we build your profile.

When posting a vacancy, this will be listed on the map too and shown as a green icon.



**Banham Zoo**  
Starting out with a only single groundskeeper and housing a collection of parrots and pheasants, the zoo's 50 acres of parkland is now home to more than 120 species - approximately 3,000 animals (including those from 5 critically endangered and 16 endangered s...

[View Details](#) [Follow](#)

# icanbea...



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

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