



# Check, Change, Go



The former Alton Towers employee told Nottinghamshire Live: 'What else can 2020 throw at you? You have to get a truck sized CV to get a job'

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By **Matt Jarram** Senior Digital Reporter and Crime Correspondent  
04:00, 4 NOV 2020

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James Pembrington went on a roller coaster journey to get himself a new job



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A father-of-two went to unimaginable lengths to secure a job during the pandemic after losing his job at Alton Towers - by slapping his face and CV details over an 18 tonne lorry.

Privacy

sudden end.

He was furloughed and in June the inevitable happened; he was informed his job was at risk and he struggled to find one within the that fitted his skillset.

But the determined father-of-two young boys, seven and three, was not going to let the devastating news defeat him and he set out to find a new role.

He told Nottinghamshire Live: "I had applied in total to about 100 jobs. It was just rejection emails or nothing at all.

"I had two interviews where I got down to 13 of 100-odd and the companies said 'my CV was great but the person employed had been in the industry longer.'

"I needed to do something different and creative to show my personality and get the attention of the recruiting manager.

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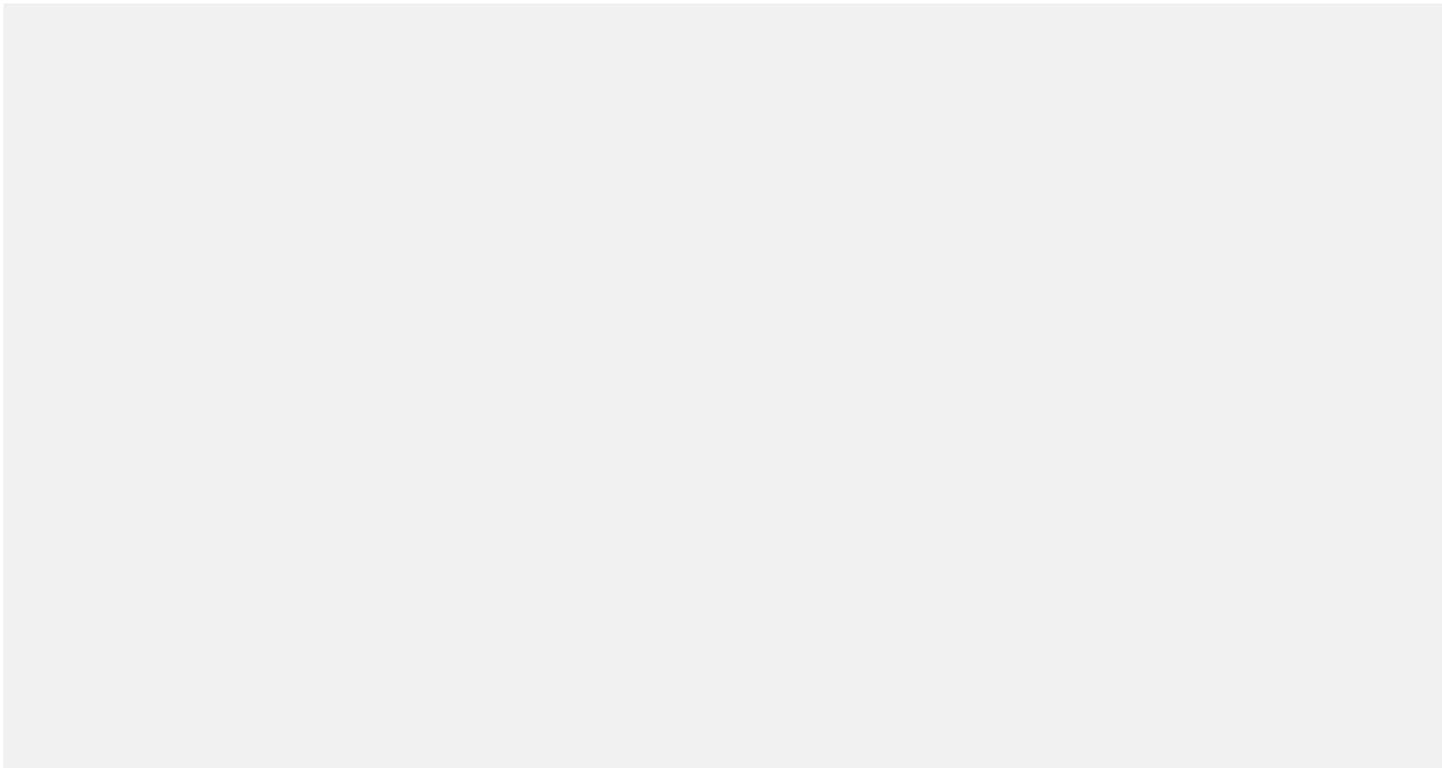
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"I was gutted to be leaving Alton Towers - that was my dream job - but I am a positive person and look on the bright side of things."

He set up a website called HireJP and started sending out "an edible CV" in the form of a chocolate brownie with a QR code that sent him to his site.

But 15 brownies later, and still no one was getting a taste for James talent.

Then, James saw a competition run by Dragons' Den entrepreneur, Ed Hollands of DrivenMedia and UK job board Zoek to have his face and CV displayed on the back of a huge lorry, which would travel up and down the UK.





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Ed Hollands of DrivenMedia and UK job board Zoek and James Pembrington outside the lorry with his face and CV on it

"I thought 'that is wicked.' I loved the idea. Then I got the message that I had won and I thought 'this is amazing.' It is my mug shot of the lorry. I am James and looking for work'.

"It was fantastic but surreal and odd. What else can 2020 throw at you? You have to get a truck sized CV to get a job."

The mobile CV started its journey in Nottingham, making a delivery in Birmingham and returning via Burton-on-Trent before it was seen by the right person, in the right place at the right time.

In 48 hours, he was offered a three-month contract as a deputy site manager with Serco at the Burton-on-Trent Covid-19 Track and Trace Test Centre.

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He said: "At Alton Towers everything is about the guests having a great experience.

"At the testing centre we are not putting them on a roller coaster, but it is about making sure we are putting the customer at ease and offering that great customer service.

"They are on an emotional roller coaster I imagine."

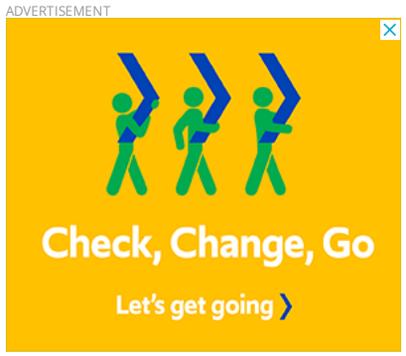
Diana Campbell, Zoek managing director, said: "Seeing James get a job after only two days of the giant CV going on the road shows how he only needed to be put in front of the right audience!

"Everyone at Zoek wishes James the best in his new role and we are delighted to have been part of the team that made this a reality."

Privacy his new role on Sunday, November 8.

When asked what kept him going through the reams of rejection letters, he added: "A lot if it comes down to my attitude on life and positive.

"I have two boys and a wife and during lockdown we got Bella the Dachshund - they keep me going.



"My son was upset I lost my job at Alton Towers because he loved it there.

"You could easily get held up with another rejection email. If you turn it around and say 'it is not they do not want me, it is I am not right for them, so there is another job out there for me'."

"Put kettle on, have a cup of tea, and find something else."



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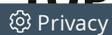


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