Finders keepers series

Session 1: Attract
Session 2: Select
Session 3: Keep
Who am I
What we’ll cover

- Introduction to the graduate market
- Stealing a march on the corporates
- Writing effective adverts
- Building your brand and pipeline
An introduction to the graduate market
What were 2015 graduates doing six months on?

- Working full-time in the UK, 56.5%
- Working part-time in the UK, 12.9%
- Working overseas, 1.8%
- Working and studying, 5.1%
- Further study, 13.1%
- Other, 4.9%
- Unemployed, 5.7%

Source: 2015 DHLE return, HESA, Dr Charlie Ball
What *types* of work were they doing?

Source: 2015 DHLE return, HESA, Dr Charlie Ball
How did 2015 graduates find these jobs?

- Your university/college Careers Service, 7.0%
- Recruitment agency/website, 19.7%
- Employer's website, 18.5%
- Media (e.g. newspaper/magazine advertisement), 3.4%
- Other university/college source (e.g. lecturer, website), 3.2%
- Social media/professional networking sites, 2.8%
- Personal contacts, including family and friends, 17.3%
- Speculative application, 2.5%
- Already worked there (including on an internship/placement), 15.9%
- Other, 9.7%

Source: 2015 DHLE return, HESA, Dr Charlie Ball
How much were they earning? 2001 - 2016

- Corporate grad schemes: £27,500 median
- All employed graduates: £6,000 gap

Graduates at AGR members (AGR) vs. All employed graduates (HESA)

European Union
European Regional Development Fund

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Regional competition is high

Source: 2016 AGR survey

Figure 18: Share of employers and graduates in each region – 166 employers with 17,884 graduate hires
Location really matters

Graduates are not as mobile as we might think. Reluctant to move to places that they have no ties to. They tend to have ties in one of two ways:
* from the area
* studied at a local institution

Source: 2015 DHLE return, HESA, Dr Charlie Ball
% of new graduate employees without existing ties to city

- London: 35.3%
- Birmingham: 34.7%
- Manchester: 51.8%
- Leeds: 44.0%
- Glasgow: 9.0%
- Edinburgh: 31.3%
- Oxford: 41.8%
- Liverpool: 32.7%
- Belfast: 41.0%
- Bristol: 46.4%
- Cardiff: 40.5%

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Acute national skills shortages

Teaching, nursing, midwifery....

Electronic Engineering
Computer Science
Software Engineering
QS

Marketing

80% with 8 in 10 people with a marketing remit failed to achieve entry level competency in digital marketing
Prepare for a less work ready workforce

Source: UKCES 2015 “The Death of the Saturday Job”.

European Union
European Regional Development Fund

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Stealing a march on the corporates
‘There’s too many graduates these days and not enough jobs for them’

Huge increase in number of graduates 'bad for UK economy'
The Guardian-10 Oct 2016

Over half of over-qualified UK graduates are working in a job 'that does not require a degree', new report finds
Independent - 19 Aug 2016
312,280 graduates got degrees in the UK in 2015

Source: 2015 DHLE return, HESA, Dr Charlie Ball
Remove grads not in the jobs market
256,165 remaining

Source: 2015 DHLE return, HESA, Dr Charlie Ball
Remove vocational grads e.g. vets, doctors, nurses, midwives, social work
202,085 remaining

Source: 2015 DHLE return, HESA, Dr Charlie Ball
Remove grads going to go back to their employer after degree
178,555 remaining

Source: 2015 DHLE return, HESA, Dr Charlie Ball
Remove grads without a 2:1
122,960 remaining

Source: 2015 DHLE return, HESA, Dr Charlie Ball
Only Russell Group grads with a 2:1 and actually in the jobs market 51,510 remaining

Source: 2015 DHLE return, HESA, Dr Charlie Ball

AGR corporate graduate schemes recruited 22,960 of them!

Ask for a driving licence and drop it by half
Add in a specific subject?

Engineers – about 10,000 to 11,000
12% women, 25% BME

IT and computing – about 8,000 to 9,000
16% women, 30% BME

Business and management – about 12,500
46% women, 25% BME

Accountancy and finance – about 5,000
40% women, 45% BME

Building and architecture – about 4,500
28% women, 21% BME
Corporates time to hire (weeks)

Source: 2016 AGR survey
Graduates biggest gripes with corporate grad schemes
Given these issues how can you beat the corporates at their own game?
Our top tips to beat the corporates.....

• Be open - subjects, 2:2, Unis, UCAS points
• Be realistic about work experience/specific technical knowledge
• Don’t ask for a driving licence unless you really need one
• Make it easy and quick, 3-4 weeks, by CV
• Sell SME as a destination of choice for right grads, not a second choice option
• Target Spring-Summer grads
• Have a named contact and number

• Go fishing where the corporates don’t!
Writing effective adverts
To job spec or not to job spec? That is the question
Let’s look at a specific example

2 adverts for exactly the same job
What differences do you notice?
Legal stuff

MUST pay national minimum wage
9 protected characteristics. What are they?

• Age
• Disability
• Gender reassignment
• Marriage and civil partnership
• Pregnancy and maternity
• Race
• Religion or belief
• Sex
• Sexual orientation
Legal stuff: What’s OK and not OK?

‘A digital native with experience of Word-press’
‘Face-to-face verbal communication and eye contact are a must’

‘You need to be physically fit and mobile to work with the furniture and materials, which are heavy and cumbersome’
‘We are a dynamic, entrepreneurial, young team!’
What to pay?
What’s in a job title?

- Application killers
  - Junior
  - Apprentice
  - Assistant
  - Administrator
- Business development
- Sales
- Projects
  - Manager
  - Co-ordinator
- Operations
  - Research
  - Analyst
- Graduate

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Our top tips for writing an advert.....

• Use your customers brands to sell your business
• Use plain English – avoid jargon
• Sell the ‘local’ hook
• Show some personality, talk about the culture and people
• Talk about the opportunity to make a difference, get noticed, take responsibility and progress quickly
• Be up front about salaries and don’t have a huge range e.g. £14,500-£26,000, otherwise they will be suspicious
• Put the word ‘Graduate’ in the job title!
• Ask the Uni careers service what they think
• Perm roles more appealing than temporary contracts
• Bring it to life with photos, awards, articles, links and social
• Get a 21 year old who doesn’t know your business to read your advert!
Building your brand and pipeline
Marketing tools used by the corporates

- Social media: 54% used
- Print: 90% used
- Other online promotions: 94% used
- Student competitions: 48% used

Source: 2016 AGR survey
Social media
On campus: What can you do?
On campus: Lots! Be targeted

- Advertising, careers fairs, employer presentations
- Sponsorship of teams, events or places e.g. careers service mouse mats or the hockey team
- Skills sessions
- Networking events, regional events and professional body events
- Promotional events e.g. product giveaway or event like a cinema night
- Sector specific panels/Q&A events
- Selection e.g. interviews on campus
- Digital-led activity e.g. twitter chats
- Work-based learning projects
- Mentoring
- Work shadowing
- Supporting curriculum design
- Guest lectures
- Employer advisory boards
- Employability awards
- Competition or hackathon
Building a pipeline

EARLY ENGAGEMENT
Corporate conversion of interns

Source: 2016 AGR survey

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Overall</td>
<td>44.6%</td>
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<tr>
<td>90th percentile</td>
<td>82.5%</td>
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<td>Banking or financial services</td>
<td>54.4%</td>
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<td>Law firm</td>
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<tr>
<td>Retail</td>
<td>47.0%</td>
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<td>Accountancy or professional services</td>
<td>45.9%</td>
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<td>Public sector</td>
<td>40.7%</td>
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<td>Investment bank or fund managers</td>
<td>38.9%</td>
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<td>Energy, water or utility company</td>
<td>38.4%</td>
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<tr>
<td>Construction company or consultancy</td>
<td>38.2%</td>
</tr>
<tr>
<td>Engineering or industrial company</td>
<td>36.4%</td>
</tr>
</tbody>
</table>
Placement retention across the UK

Accountancy & Finance - 73%
Advertising & Marketing - 17%
Banking - 78%
Business - 78%
Charity - 65%
Consultancy - 71%
Engineering - 40%
Fashion - 65%
Consumer Goods - 54%
Hospitality, Leisure, Travel & Tourism - 60%

Investment Banking - 74%
Investment Management - 56%
IT - 36%
Law - 65%
Property - 50%
Retail - 66%
Science & Research - 31%

Source: Rate my placement
Placement salaries across the UK

Source: Rate my placement
Other ways to get in early
Other options: Agencies and jobs boards

Local recruitment agencies, c15-20% salary fee

Grad recruitment agencies, c15-20% salary fee

Local jobs boards, fixed fees £200

National jobs boards, fixed fees £1000
Our top questions to ask university careers staff......

- What is the most efficient way for us to build our brand on campus?
- What can you do to help us promote our roles?
- What are other employers doing on campus that has been working well?
- What percentage of your students complete a placement?
- How many students do you have studying..........?
- How can you help us to work with specific courses?
- Are there any strong courses we should consider targeting?
- How can we support your students to prepare for work?
- What new schemes or initiatives are you launching?
- What opportunities are there to present within the curriculum?
Q&A

Thanks

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