GRADUATE RECRUITMENT
ENGAGE, RECRUIT, VERIFY

Working at the heart of the higher education sector for more than 45 years, we are the experts in graduate careers with unrivalled insight into the graduate labour market. We know what graduates do, where they go and what their motivations are.

We use this intelligence to guide and inspire career choices that enable students and graduates to make the best use of their skills – ultimately delivering you more relevant and high-quality applications.

Once you have selected a candidate we offer the opportunity to verify their qualifications using Prospects Hedd.

Hedd provides enquirers with the ability to check academic credentials or authenticate a university or college in the UK. The remit of the service is to protect UK universities, employers and graduates from degree fraud.

Prospects is now part of Jisc whose vision is for the UK to be the most digitally advanced education and research nation in the world. Our established position in the sector ensures we connect with students at key decision making points, from pre-university through to an experienced graduate.

WHAT OUR LABOUR MARKET INTELLIGENCE CAN DO FOR YOU

ACCESS REAL DATA

Want to know what graduates do? Our dedicated research team analyse the career paths, behaviours and destinations of more than 250,000 of the graduating cohort every year and produce the findings in What do graduates do? We also undertake bespoke research projects for those looking to evaluate, develop or improve their student graduate engagement.

UNDERSTAND KEY TRENDS

Did you know that for history graduates the most common forms of employment are roles as business, HR and finance professionals? Or what about the fact that the top two locations for graduates outside of London are Birmingham and Manchester, with both employing upwards of 4,000 new graduates? We have the expertise to interpret and predict trends in graduate employment and share these insights with employers.

CREATE EFFECTIVE CAMPAIGNS

Our intelligence informs all your recruitment with us, allowing you to put together more targeted and productive campaigns.
LABOUR MARKET INSIGHTS

Launched in 2018, Luminate is the home of student and graduate labour market information from Prospects.

Providing a fresh voice for the sector, it is aimed at careers advisers, recruiters, employers and anyone interested in labour market information.

As an invaluable hub for data, trends, advice, and thought-leadership on the school leaver and graduate labour market, the information it provides will keep you up to date and informed. It publishes key research findings and industry news to help guide your recruitment decisions.

With events running throughout the year and articles and insights shared regularly, register to receive monthly updates at www.luminate.prospects.ac.uk.
THE STUDENT JOURNEY

Our insight and research means we understand the journey to career success better than anyone. We continuously engage with students throughout this journey, allowing recruiters to position their brand in front of students well before the application process begins.

Users can connect with us at any point along their career journey and we provide them with valuable careers advice via a wealth of online content and job match tools.

They may be just starting out and deciding whether to go to university or to do an apprenticeship – or they could be looking for work experience when studying. Many have already graduated and are looking for a job, postgraduate course or considering a gap year. Our multi-channel communications mean that students and graduates can access and receive opportunities suited to their preferences and stage of study from wherever they are.

With an unrivalled on-campus presence, our publications are available in 100% of UK university career services. Prospects attends careers fairs across the UK throughout the year. Alongside targeted email communications, social media and interactive digital products, we are ideally positioned to reach motivated students and graduates when they are looking for their next step.
More than two million students and graduates visit Prospects.ac.uk every month, making us the most widely used graduate careers website. Our high-impact online and on-campus activities have resulted in engagement with a more diverse and high-calibre audience than ever before.

**ATTRACT THE BEST**

- **2.1 million** users access Prospects.ac.uk every month
- **694,000** clicks to apply in 12 months (33% increase year on year)
- **300,000** searches for jobs carried out each month
- **90,000** social media followers
- **84%** of our web audience have gained some form of work experience

**GENDER**
- **62%** female
- **34%** male

**AGE**
- **16-18**: 14%
- **19-21**: 20%
- **22-34**: 42%
- **35+**: 16%

**LEVELS OF QUALIFICATION**
- **A-level and HND**: 24%
- **Bachelor's degree**: 57%
- **Postgraduate**: 19%

**TOP 10 JOB-SEEKING SEARCHES BY SECTOR**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Searches a year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy, banking and finance</td>
<td>565,556</td>
</tr>
<tr>
<td>Business, consulting and management</td>
<td>646,658</td>
</tr>
<tr>
<td>Engineering and manufacturing</td>
<td>398,853</td>
</tr>
<tr>
<td>Healthcare</td>
<td>284,919</td>
</tr>
<tr>
<td>Information, research and analysis</td>
<td>376,437</td>
</tr>
<tr>
<td>Law enforcement and security</td>
<td>220,294</td>
</tr>
<tr>
<td>Marketing, advertising and PR</td>
<td>463,029</td>
</tr>
<tr>
<td>Media and internet</td>
<td>252,536</td>
</tr>
<tr>
<td>Public services and administration</td>
<td>390,546</td>
</tr>
<tr>
<td>Recruitment and HR</td>
<td>354,338</td>
</tr>
</tbody>
</table>

**ETHNICITY**
- **Asian or Asian British**: 15%
- **Chinese or other ethnic group**: 11%
- **Black or Black British**: 6%
- **Mixed heritage**: 4%
- **White British**: 58%

**DISABILITY**
- Yes: 8%
- Prefer not to say: 4%
- No: 88%

**WHERE THEY'RE LOOKING FOR JOBS**

- **Scotland**: 8%
- **Northern Ireland**: 4%
- **Yorkshire & the Humber**: 5%
- **East Midlands**: 9%
- **East of England**: 4%
- **South East**: 13%
- **South West**: 4%
- **West Midlands**: 3%
- **Wales**: 3%
- **North West**: 4%
- **London**: 31%

2% of users are searching for jobs worldwide.

---

**MORE THAN TWO MILLION USERS ACCESS PROSPECTS.ACADEMY EVERY MONTH**

- **694,000 clicks to apply in 12 months (33% increase year on year)**
- **300,000 searches for jobs carried out each month**
- **90,000 social media followers**
- **84% of our web audience have gained some form of work experience**

**ATTRACT THE BEST**

More than two million students and graduates visit Prospects.ac.uk every month, making us the most widely used graduate careers website. Our high-impact online and on-campus activities have resulted in engagement with a more diverse and high-calibre audience than ever before.

**TOP 10 JOB-SEEKING SEARCHES BY SECTOR**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Searches a year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accountancy, banking and finance</td>
<td>565,556</td>
</tr>
<tr>
<td>Business, consulting and management</td>
<td>646,658</td>
</tr>
<tr>
<td>Engineering and manufacturing</td>
<td>398,853</td>
</tr>
<tr>
<td>Healthcare</td>
<td>284,919</td>
</tr>
<tr>
<td>Information, research and analysis</td>
<td>376,437</td>
</tr>
<tr>
<td>Law enforcement and security</td>
<td>220,294</td>
</tr>
<tr>
<td>Marketing, advertising and PR</td>
<td>463,029</td>
</tr>
<tr>
<td>Media and internet</td>
<td>252,536</td>
</tr>
<tr>
<td>Public services and administration</td>
<td>390,546</td>
</tr>
<tr>
<td>Recruitment and HR</td>
<td>354,338</td>
</tr>
</tbody>
</table>

**ETHNICITY**
- **Asian or Asian British**: 15%
- **Chinese or other ethnic group**: 11%
- **Black or Black British**: 6%
- **Mixed heritage**: 4%
- **White British**: 58%

**DISABILITY**
- Yes: 8%
- Prefer not to say: 4%
- No: 88%
THE ONLINE JOURNEY

Prospects.ac.uk is fully responsive and designed with an entirely user-centred approach, simple navigation and optimised content – reinforcing Prospects’ brand values through inspiring and illuminating design.

The site guides its users along every step of their career journey and is one of their first points of contact whether directly, through our strong relationships with careers services, via our print and digital portfolio, or by organic search. Our informative content typically ranks on page one of search results.

Our Career Planner and Job Match tools are accessed by more than 47,000 users each month, enabling them to explore their career choices and identify roles that appeal to them based on their skills and motivations.

RESEARCHING/INFORMATION GATHERING

Exploration of options is a very significant element of the student journey. Our detailed and trusted advice is often the first step to identifying careers and the qualifications needed to get there – more than 700,000 entrances to the site each month are to a job profile page.

- WHAT VACANCIES CAN I APPLY FOR?
- WHAT CAN I DO WITH MY DEGREE?
- WHAT JOB WILL SUIT ME?

JOB SEARCH

Once the user has made their career choices, they start searching for opportunities online and via social media. With an average of 300,000 searches for jobs each month, our users look at job listings alongside student case studies and employer profiles to understand more about the role on offer.

- ARE THERE OPPORTUNITIES FOR PERSONAL DEVELOPMENT?
- WHAT KIND OF WORK DOES IT INVOLVE?
- DO I HAVE THE SKILLS TO DO IT?

APPLICATION

At the application stage, students and graduates are looking for CV advice and tips – one of our most popular sections on Prospects with 150,000 page views a month. We provide our audience with guidance throughout their journey, in addition to keeping them up-to-date with the latest opportunities via email alerts.

- WHAT'S THE BEST WAY TO PREPARE FOR AN INTERVIEW?
- HOW DO I WRITE A COVERING LETTER?
- WHAT DOES A GOOD CV LOOK LIKE?
OUR PACKAGES

Whether you’re looking to recruit one hundred graduates for your annual intake or need one candidate to start next week, your personal account manager will work with you every step of the way to get the results you want.

WEB
Prospects.ac.uk provides one unified experience across desktop, tablet and mobile. Our multi-channel approach, along with an unrivalled understanding of graduate careers, means we direct students and graduates to the information and opportunities that are right for them. With 2.1 million visitors every month, Prospects.ac.uk is the UK’s biggest and busiest graduate careers website. Recruitment options include:
- Employer profiles
- Job vacancy listings
- Event listings
- Display advertising
- Branded solus emails
- Social media advertising
- Multichannel retargeting

STUDENT JOURNEY
Across online, on-campus and mobile channels, we put your brand in front of motivated students from day one. Students are considering their career options from their first year at university. This recruitment package enables you to influence their decisions at this early point, as well as showcasing your internship and graduate scheme opportunities all year round.
- Graduate employer profile for 12 months
- 5x job adverts
- Display/profile advert in Student Career Guide
- Social media support

LAW
With monthly page views of 1.9 million, our law content provides unrivalled exposure to a targeted audience. The law package includes:
- Job, training contract, vacation scheme and events listings
- Display or profile advertising in Guide to a Career in Law – emailed to more than 130,000 students and graduates
- Employer profiles

Prospects is now part of Jisc
Love What We Do

More than 600 employers use Prospects every year to attract candidates and promote their brand to a student and graduate audience.

Prospects enable us to tap into a diverse audience, both from an ethnic and gender point of view and also target the universities that students want to reach are at. Adam Moore, Head of Marketing, Police Now

All the individual elements of our campaign with Prospects come together to form an efficient and effective partnership. Rob Morte, Account Director, Thirty Three (Campaign for the British Army)

Prospects provided us with an excellent service – it has felt like a real partnership. Our assignment was not straightforward and Prospects was extremely flexible and responsive to our needs; finding solutions to the problems encountered. The end result has been a very successful campaign. Leigh Cleghorn, Deputy Director, Case
CANDIDATE VERIFICATION

Ensuring candidates have been truthful about their qualifications in applications is an important part of the recruitment process.

But it’s not just another background check – the rapidly growing market in fake degree certificates means that degree fraud is a real risk for any business. It’s not enough to just ask to see a candidate’s degree certificate – you should always check its authenticity with the awarding university.

Prospects Hedd is the UK’s official degree verification hub. As the trusted verification partner for SMEs, blue-chip recruiters, government ministries, embassies and background screening agencies around the world, it can verify a current or past student’s place of study, the award and grade received and dates of attendance.

11% of all organisations surveyed reported that they are not confident that they are protected from degree fraud
Source: Hedd Survey 2019

100k jobseekers lied about their qualifications over a three-year period

50% of companies surveyed had previously been a victim of degree fraud
Source: Hedd Survey 2019

25% of small and medium-sized enterprises (SMEs) reported that they do not check the degree credentials of the graduates they hire
Source: Hedd Survey 2019

Our firm has been using Hedd for many years now and it’s really an invaluable resource for us. Ensuring our candidates have the right qualifications is key to mitigating our reputational risk, as well as providing a top-quality service to our clients. Hedd ensures we can do this by verifying qualifications with their user-friendly interface and quick turnaround times, which is really important. Their approach to customer service is great for any queries that arise, with fast response times from their helpful support team.
GERALDINE MORAN, SENIOR ASSOCIATE, PWC

The Hedd service is brilliant – we love the instant verification on the website. Our account manager is fabulous, always responds to any queries as quickly as possible, and has gone above and beyond to fulfil our needs.
FELICIA FARRIMOND, SENIOR RECRUITMENT & VETTING CO-ORDINATOR – SECURITY, MANCHESTER AIRPORT

e.sales@prospects.ac.uk t 0161 277 5200 @prospects www.prospects.ac.uk
CONTACT US TO DISCUSS A TAILORED RECRUITMENT CAMPAIGN

We engage with our huge audience across multiple channels. Reaching your target audience couldn’t be easier with our suite of options that includes online profiles, emails, social media, retargeting, print and digital publications. Whatever your recruitment need, we can create a bespoke package to fulfil your requirements.

e sales@prospects.ac.uk
t 0161 277 5200
† †@prospects
www.prospects.ac.uk

Prospects is now part of Jisc