GRADUATE RECRUITMENT
WORKING AT THE HEART OF THE EDUCATION SECTOR

As experts in graduate careers for almost 50 years, we have unrivalled insight into the graduate labour market. Now part of Jisc, whose vision is for the UK to be the most digitally advanced education and research nation in the world, our position in the sector ensures we connect with students and graduates at key decision making points.

**PROSPECTS**

We know what graduates do, where they go and what their motivations are. We use this knowledge 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. Our intelligence informs all your recruitment with us, allowing you to put together more targeted and productive campaigns.

**PROSPECTS Luminate**

Providing a fresh voice for the sector, Luminate is the home of student and graduate labour market information from Prospects. As an invaluable hub for data, trends, advice, and thought-leadership the information it provides will keep you up to date and informed. With events running throughout the year and articles and insights shared regularly, register to receive monthly updates at www.luminate.prospects.ac.uk

**PROSPECTS hedd**

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.
THE STUDENT JOURNEY

Our insight and research means we understand the journey to career success better than anyone. Users can connect with us at any stage and we provide them with valuable careers advice via a wealth of online content and job match tools. We continuously engage with students, allowing recruiters to position their brand well before the application process begins.

Strong relationships with Careers Services at all UK universities give us an unrivalled position in the market. Prospects attends careers fairs throughout the year, either virtually or on-campus. Through using targeted email communications, social media and interactive digital products, we are ideally positioned to reach motivated students and graduates wherever they are.

Prospects is fantastic – it is my favourite resource to share with students. I love the labour market updates. CAREERS AND EMPLOYABILITY SURVEY 2021

Keep doing what you’re doing! Prospects is truly a valuable resource to share with students and remains up-to-date with the graduate labour market. CAREERS AND EMPLOYABILITY SURVEY 2021

61% of respondents have directed students and graduates towards Prospects.ac.uk pages, more than any other resource including their own materials.
ATTRACTION 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.

Key statistics:
- 700k clicks to apply in 12 months (20% increase year in year)
- 2.3 million users access Prospects.ac.uk every month
- 320k searches for jobs carried out each month
- 92k social media followers

Health condition or disability:
- 12% Yes, limited a little
- 4% Yes, limited a lot
- 81% No

Level of qualifications:
- 26% A-level and HND
- 56% Bachelors degree
- 18% Postgraduate

Parents/guardian attended university:
- 23% Yes, one parent/guardian
- 20% Yes, two parents/guardian
- 57% No

Top ten job searches by sector:
- Accountancy, banking and finance: 565,556
- Business, consulting and management: 646,058
- Engineering and manufacturing: 218,403
- Healthcare: 244,919
- Information, research and analysis: 376,427
- Law enforcement and security: 220,294
- Marketing, advertising and PR: 463,029
- Media and internet: 252,256
- Public services and administration: 399,542
- Recruitment and HR: 354,138
WHAT WE KNOW

Users of Prospects.ac.uk were surveyed in early 2021 on issues including the challenges and impact of the COVID-19 pandemic on career plans. Respondents were also asked about their thoughts, expectations and experiences of apprenticeships, internships, work placements and postgraduate study. In addition we asked UK Careers Services staff about the changes they have made in response to the pandemic.

WHAT CAREERS SERVICES SAY...

The majority of Careers Services reported an increase in students and graduates:

- engaging with them to speak about changing their plans and dealing with uncertainty
- seeking advice about the virtual recruitment process
- asking for advice on finding and securing internships and work placements.

There has also been a significant surge in the amount of students asking about postgraduate study, the job hunting process, career planning as well as online networking.

49%

Nearly half of respondents who said they plan to do postgraduate study found it difficult to find information about how to fund their course. Meanwhile, passion for the subject was the top influence mentioned by both university students and those in employment for why they were considering postgraduate study.

79%

The internet was comfortably the most common source for careers advice for survey respondents, followed by family, teachers, social media and friends. Slightly under a third said they had turned to careers professionals for guidance – although both school pupils and college/sixth form students said they were the most helpful resource.

61%

When asked about their priorities when looking for jobs, nearly two thirds of students said training and development was very important – followed by career progression, work/life balance and location. Salary was described as very important by 40%.

64%

The biggest struggle for university students when searching for jobs was having the required work experience for the vacancies they were interested in, with nearly two thirds citing it as an issue, just ahead of having difficulty finding opportunities to apply for.

Breakdown of respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Total respondents</th>
<th>In employment</th>
<th>Apprentices/trainees</th>
<th>Not in education, employment or training (NEET)</th>
<th>Other responses</th>
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</thead>
<tbody>
<tr>
<td>Total respondents</td>
<td>7,189</td>
<td>2,077</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>School pupils (aged 13 and above)</td>
<td>502</td>
<td>105</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>College/sixth form students</td>
<td>1,059</td>
<td>814</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University students</td>
<td>2,277</td>
<td>415</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
HOW WE REACH YOUR FUTURE TALENT

WEBSITE
- Inspiring and illuminating design
- User-centred approach
- High ranking, optimised content for search engines
- Average of 320,000 job searches per month

EMAIL COMMUNICATIONS
Users are able to receive job alerts and our experienced marketing team send targeted email content to match user preferences, profile and stage of study

WEBINARS
Prospects runs regular online events on a range of engaging topics of interest to students and graduates

CAREER PLANNING TOOLS
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

SOCIAL MEDIA
92,000 followers on Twitter, Facebook and Instagram

DIGITAL PUBLICATIONS
Student career guide – sent to 600,000 users each year and used by careers services across the UK
Guide to a Career in Law – sent to 120,000 registrants at peak times throughout the year, our law content provides unrivalled exposure to a targeted audience

PODCASTS
A series of careers advice podcasts are available to stream for free with new episodes recorded for 2021/22

Screen-sharing is beneficial with careers advisers able to share resources more easily than in an on-campus meeting. Career Guide digital magazine views support this with visits 59% up YOY

Our products for recruiters:
- Employer profiles
- Job vacancy listings
- Event listings
- Display/profile advertising
- Branded solus emails
- Social media advertising
- Multichannel retargeting
- Sponsorship and speaker opportunities

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 we 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 MORTEN, 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

Verifying a candidate’s degree qualifications with the awarding body 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: Credence and Prospects Hedd CVs Uncovered 2019 report

50% of companies surveyed had previously been a victim of degree fraud.
Source: Credence and Prospects Hedd CVs Uncovered 2019 report

Out of 55K CVs analysed, 15% returned academic discrepancies.
Source: Credence and Prospects Hedd CVs Uncovered 2019 report

Only 35% of recruiters check candidates’ qualifications with the awarding body.
Source: Institute of Student Employers Pulse 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

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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.

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