



# EAIE | Cøpenhagen

Career guidance across cultures: Emploi – Fedora

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**What constitutes a successful application  
for the UK graduate job market?**



# What we will cover

- UK graduate labour market
- How different levels of qualifications are viewed
- What are employers looking for?
- Online applications
- The winning CV, key skills & competencies
- Graduate Assessment Process
- Assessment centres & psychometric tests

# UK Graduate Labour Market



# What sectors are they working in?

- 40% of graduates work in the public sector
- Decline in the recruitment of scientists, built environment jobs, social care & advisory type workers
- Financial services, media & publishing are maintaining their recruitment levels

# Working for major employers

- Less than 10% of graduates work with major employers on graduate schemes
- There is confusion between what is a graduate job & working for a major employer on a graduate scheme
- A good source on 'big' company recruiters is [www.agr.com](http://www.agr.com) & [www.highfliers.co.uk](http://www.highfliers.co.uk) for a broader report see 'What Can Graduates Do' [www.hecsu.ac.uk](http://www.hecsu.ac.uk)

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**Unemployed graduates:  
We've made the grade so  
where are our jobs?**

Graduate with no job  
unfurls CV on plinth ....  
and gets work

02.09.09



**neweurope**



### **Spain's lost generation of graduates join wave of migrants in search of jobs**

Rising unemployment has led to an exodus of young Spaniards looking for better opportunities abroad on a scale not seen since the 1960s

Journalism graduate Nacho Luna has decided to emigrate to London. 'I don't want to form part of the lost generation,' he says. Photograph: Ignacio Luna

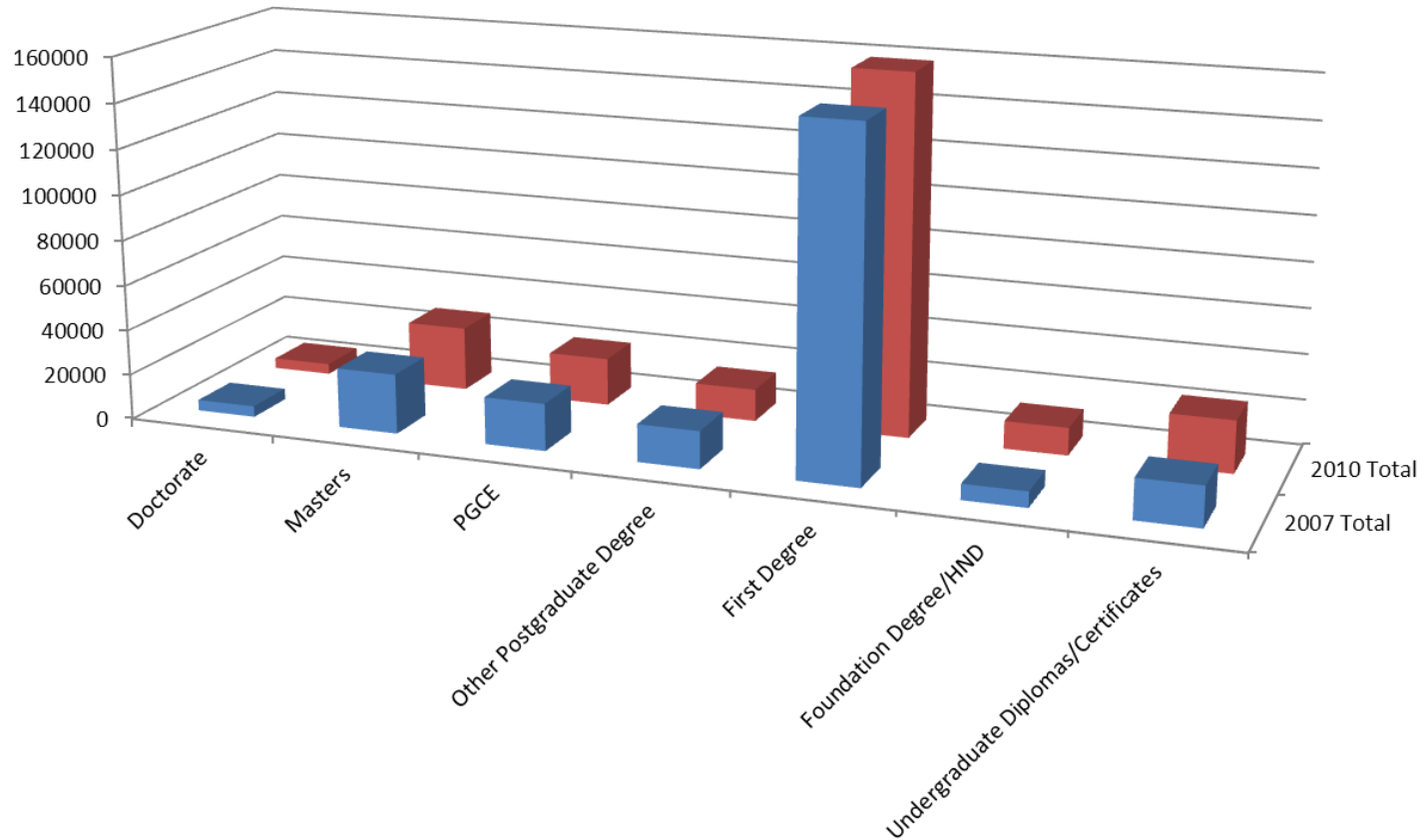


# How different levels of qualifications are viewed

- Unlike most European countries it is possible to enter professions without studying a relevant undergraduate degree
- A Masters qualification often has more value after a graduate has worked for a number of years
- Most UK graduates enter the labour market with only a first degree

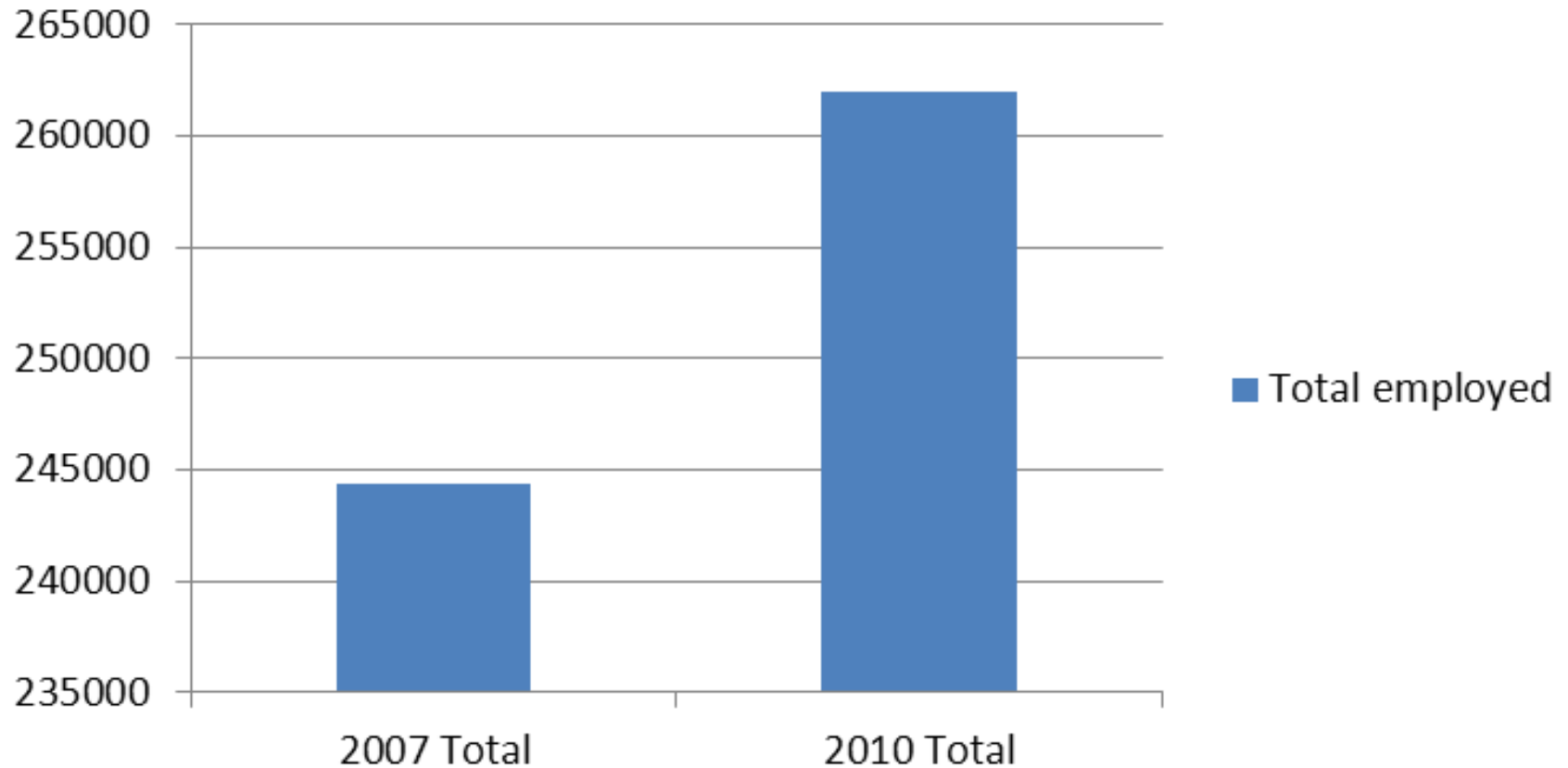


## UK Graduates Entering the Job Market



All figures relate to responders to the Destination of Leavers From Higher Education (DLHE) Survey in conjunction with the Higher Education Statistics Agency (HESA). For 2010 graduates the response rate was 80.6%

# Total employed



# What are employers looking for?

- Qualifications prior to university still important for some professions such as accountancy & law
- Level of degree still important for graduate recruitment schemes with major employers less important with other employers
- Willingness to be mobile & live where the graduate jobs are

# Experience matters



# Top 10 tips

- Internships will make you stand out
- Volunteering
- On campus activities
- The academics isn't everything!
- Confidence shows



# Top 10 tips

- Have you done your research?
- Professionalism
- Using your initiative
- Networking skills
- Motivation

# Online applications

- Virtually all applications to major companies will be online
- The scenario ? is very important & is measuring if you have the appropriate skills/competencies
- Most important ? is why you have applied to the company

# The Winning CV


- Personal details
- Education & qualifications
- Work experience
- Skills & achievements
- Interests
- References



# Covering letter

- Sometimes you can include a covering letter with an online application
- The most important point, in first paragraph, is why you want to work for company
- Mention the name of the company at least 3 times in covering letter. It's the one company in the world you want to work for! [www.prospects.ac.uk](http://www.prospects.ac.uk)

# Key skills & competencies

- All employers will have a competency framework which they recruit against
- Competency frameworks will be used in interviews both face to face & telephone
-  are a good example of how major employers measure competencies

# Graduate Assessment Process

Competency	Takes Personal Responsibility	Demonstrates commercial judgement	Turn strategy into results	Demonstrates commercial judgement	Learn and Grow Innovate	Build effective teams	Engage people
Critical Behaviour	Accountability	Focus	Driving Performance	External Perspective	Challenge	Collaboration	Respect
App Form		X			X	X	
Telephone Interview	X	X	X		X		
A/C Interview	X	X	X		X		
Presentation				X			X
Group Exercise						X	X
In-tray exercise	X			X			

# Critical Behaviours - Overview



# Summary of schemes

<b>Engineering /Professional Sciences (2 years)</b>	<b>Bachelors degree (or higher, e.g. MEng) in Engineering or Science</b>	<b>We do not apply a minimum classification, however, applications' predicted/achieved degree classification will be taken into consideration when assessing their application as a whole</b>
<b>Sales (2 years)</b>	<b>Bachelors degree in any subject</b>	
<b>Marketing (2 years)</b>	<b>Bachelors degree in any subject</b>	
<b>Customer Operations (2 years)</b>	<b>Bachelors degree in any subject</b>	
<b>Business Analysis (2 years)</b>	<b>Bachelors degree in a numerate subject</b>	
<b>Finance (3 years)</b>	<b>Bachelors degree in any subject</b>	
<b>Quantitative Risk Programme (18 months)</b>	<b>Masters degree or higher related to maths finance (e.g. financial modelling)</b>	
<b>Information Systems (2 years)</b>	<b>Bachelors degree in an IT related subject</b>	

# What makes a graduate employable (to npower?)

## Unaware of potential

Intellectual Rigour – can demonstrate high level understanding and focus on detail. We rely on Universities to verify this through award of degree

## Aware of potential & ability/skills

Reasonable level of self awareness – able to communicate what skills /abilities they have (gained through work experience, extra-curricular activities, Uni award programmes)

**Aware of potential, ability & skills & what a particular employer wants**

# Assessment centres

- Assessment centres are used by major graduate recruiters with graduate schemes
- The elements included are similar to those on the Npower assessment process
- An additional element is psychometric tests

# Psychometric tests

- The main tests used by graduate recruiters are numeracy, verbal reasoning & for certain skill areas spatial
- Occasionally personality tests are also used
- The main provider is Saville Holdsworth  
[http://www.shldirect.com/practice\\_tests.html](http://www.shldirect.com/practice_tests.html)



# You are hired!

