Guidance for writing Targeted emails

These guidelines have been written with the benefit of student feedback to help you maximise your readership and encourage more students to respond to your message:

- Messages should be succinct – short paragraphs and few long sentences, so that the student is able to read the information quickly and with ease

- Students should understand why you have contacted them – for example, you have graduate vacancies and accept any degree discipline, or you are exclusively seeking penultimate year students with a technical and mathematical discipline for an 8-week internship

- Email content should include:
  - The name of your company
  - A very brief description outlining what your organisation does
  - Type of jobs and positions available – graduate opportunity, internships, etc
  - What the job entails (or where to find this information)
  - Skills and qualifications required
  - Degree subjects that are welcomed
  - Location
  - Salary (a specific figure ideally)
  - Other company benefits – training and development, mentoring, etc
  - Future prospects
  - Duration of the job
  - Closing dates
  - Application procedure
  - Details on how to gain more information
  - Contact reference point

- Avoid using language overused by recruiters and is meaningless to students – for example, “excellent opportunities for high-flying graduates” – students have informed us that it is off-putting

- Notify students of any relevant awards your organisation has won recently

- Present information truthfully, and factually, avoiding wacky, and ‘youth speak’ language

- If you have successfully recruited Warwick graduates in the past say so – state specific departments if this is helpful

Notes – Warwick students have expressed a preference for receiving job information via emails through their Student Careers & Skills (after Careers Fairs #1, and Employer Presentations #2). This popular service can only remain successful if your message is meaningful and of interest.