

Employer  
Connect 

# Connecting Students and Employers

Information for Academic Staff



Student  
Careers & Skills 

THE UNIVERSITY OF  
WARWICK



**Welcome to our brief guide  
for the employer-facing  
services offered by the  
Centre for Student  
Careers & Skills.**

**Student  
Careers & Skills** 



Our aim is to explain not just what we do, but how we can help and support you through our work with employers and the access to their opportunities that we offer students.

Our expertise is aimed at ensuring that Warwick students are provided with well publicised access to opportunities, whether targeted to specified year groups and Departments, or applicable to all.

You may be aware of some of the events that we manage, but perhaps not of their scale and range. In Autumn term 2010 we operated 4 Careers fairs with over 8000 student attendances, 82 employer presentations with 4400 student bookings, 15 sector events exploring specific career areas (including Advertising and PR, International Development, Charity sector, Journalism, and Education) and 2 events for employers wishing to raise their profile within specific academic departments. We work closely with the team of Senior Careers Consultants, each of whom is linked specifically to named academic departments. These links are vital in ensuring that employment options of particular interest to all students are reflected in our programme of events and that your Department's students have clear access to careers information, advice and guidance. We work with some 500 active employers seeking to recruit Warwick students, and are constantly striving to increase the variety and number of these relationships.

We work to ensure employer requests are fully supported, that Warwick's service to all employers is managed (and

revenue to support the University is earned where possible), that employers are advised reliably about the effectiveness of the full range of approaches to connect with students, and that we capture and react to emerging demands for new services. We are also able to offer support to academic colleagues seeking employer involvement for guest lectures, sponsorships and other departmental initiatives.

You may already be working with employers. Many have strong, existing links with an academic department through research, alumni, or other means. Employers also contact departments directly, with requests which may include advertisement of vacancies or placements, events to be staged, or students to be recommended, requests which can carry a significant administrative burden. To support such requirements whilst sustaining Warwick's broader profile with employers and preserving access to opportunities for all students, we would strongly encourage Departmental staff to refer employer contacts to Careers staff. The most direct routes to contact Careers & Skills are via your Department's Senior Careers Consultant or via email to the Employer Connect team at [employerconnect@warwick.ac.uk](mailto:employerconnect@warwick.ac.uk)

Please contact me if you would like to discuss the above and the contents of this booklet. Thank you for your support.

**Stephen Ward ([s.w.ward@warwick.ac.uk](mailto:s.w.ward@warwick.ac.uk))**

Head of External Relations  
Centre for Student Careers & Skills

## About Employer Connect

Employer Connect is an externally facing employer liaison team providing a range of professional services which allow organisations to raise their profile and attract student attention here at Warwick.

We work with employers ranging from SMEs to multinationals across all sectors, and act in a consultative role offering tailored services and practical solutions to connect them with the exceptional talents and potential of Warwick students. Warwick enjoys an enviable reputation amongst the Times Top 100 graduate employers who place us at no.2 (second only to Cambridge) in the 2011 High Fliers survey of most targeted universities.

Our knowledge of the Warwick campus and long experience in working with students, mean we are uniquely placed to act as a point of access for employers to the entire range of opportunities on campus.

As part of the Centre for Student Careers and Skills, we work closely with Senior

Careers Consultants, Information specialists and Skills development teams to deliver an effective, constantly evolving suite of services to connect employers with students. From simply marketing vacancies to students, to major profile-raising events, online and face to face; whether the need is for a single internship recruit or volunteer, or a high volume, long term graduate campaign, we have the systems in place to support an employer's strategic engagement with the University, and to measure their effectiveness.

Recognising the complexity of the University's operations, we strive to work closely with colleagues such as yourselves in academic departments and other outward facing functions, to ensure employers can navigate easily between the facets of the University.

The student and academic department feedback about our services and careers options that are of interest but under-represented at Warwick, is especially valuable in tailoring our services effectively.

## Our Services

Employer Connect offers a portfolio of tried and tested services which enable employers to raise their organisation's profile, communicate vacancies effectively to students, and facilitate a strong and successful relationship with Warwick students.

We encourage employers to work closely with us, so that we may learn about and understand their business. We can then confidently suggest the most appropriate services, ensuring a smooth, reliable and successful experience. Some of our services are offered free of charge to employers. Where a fee is charged, this covers our costs in hiring venues, with any surplus funding Careers and Skills services' for students.

We hope that by making you aware of the range of services we offer to employers over the next few pages, we can assist you in dealing with the recruitment needs of your business contacts.

**myAdvantage is a system that provides a communication hub between students, employers and the Centre for Student Careers and Skills and Employer Connect team.**

### myAdvantage for Employers

The Employer Connect team will ask all Employers with whom we work to create an account on **myAdvantage**. Each individual organisation will then be able to work with us in the following ways;

- ▶ Maintain contact details and company information for students to research
- ▶ Add vacancies directly to the **myAdvantage** system for Warwick students and graduates to search
- ▶ Add external (off campus) events for Warwick students to seek out (employment related only)
- ▶ Find information and book many of the services offered via the Employer Connect team.

### myAdvantage for Students

*"We know one size doesn't fit all..."*

Online access for all current students and recent graduates of the University of Warwick for career and skills development opportunities, events, job vacancies and information resources

- ▶ Career and skills development opportunities and resources to suit student needs
- ▶ Easy to access information at a glance: Students may set their preferences to customise their **myAdvantage** home page and the information they receive
- ▶ CV builder: Students may use their personal details & customise a CV template
- ▶ Finding job opportunities is straightforward using the Vacancy database and search facility
- ▶ Find out about Careers and Skills events, departmental events, workshops and other opportunities advertised and book places to attend.

### myAdvantage for Staff

Any member of the University staff may access the **myAdvantage** portal through their personal university log in.

As a staff member you will be able to review information about the programme of events offered through the Centre for Student Careers and Skills, browse the employer profiles and vacancies advertised and access all resource information.

Those that work within the Centre for Student Careers and Skills, including all careers consultants and the Employer Connect team, will be able to add information to this portal for advertising to students.

This is where all departmental events will be advertised by careers consultants and is the main portal through which all of the careers and skills services are marketed to students.

Full information about how **myAdvantage** works and how it may be of benefit for you at departmental level can be gained from the Employer Connect team or via the careers consultant assigned to your department.

## ON CAMPUS ACTIVITIES

### Careers Fairs

Our Careers Fair Programme is perhaps the longest established, best known and highest profile approach to student engagement. Developed over many years, student attendance at the five careers fairs that we offer is consistently high and employer involvement competitive.

High attendance is linked to students seeking comparisons and personal advice, so that they can make more informed choices. As an employer engaged with Warwick, Fairs offer both maximum exposure, and selective targeting.



The five fairs presently delivered within the programme are;

#### 1 Impact Recruitment Fair (Term one)

This fair is our curtain raiser and launches the new season of employer events with graduate and placement opportunities from some of the highest profile graduate recruiters, many featuring early deadlines.

#### 2 City & Finance Fair (Term one)

The fair focuses on opportunities across Banking, Insurance, Accountancy, Actuarial and Finance, a highly popular sector amongst students from all disciplines.

#### 3 Insight Recruitment Fair (Term one)

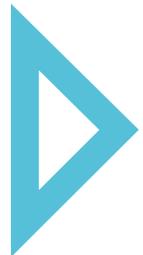
Insight features the full range of employers, with graduate and placement opportunities across roles including engineering, management, marketing, consultancy and IT. These interest a wide range of students and encourage engagement by those employers and students who may be deterred by the breadth and scale of the Impact Fair, or who are simply not ready to attend a Fair in week 2.

#### 4 Law Fair (Term one)

Whilst the occupational focus of the fair is clear and specific, those targeted are both law and non-law students, and every one of the firms attending in 2010 welcomed students from every subject.

#### 5 Summer Careers Fair (Term three)

Our newest addition to the Fair programme the Summer Fair provides students from all disciplines with the chance to meet a variety of organisations offering graduate employment opportunities, internships and work experience placements.



## Employer presentations

Employer presentations are usually held in the evening (autumn term) to capture a wider audience of students. Employer Connect offer over 100 employer presentation opportunities each year, providing high profile employers with the means to meet and address groups of up to 300 students depending upon the venue and format of the event.

If a company's name is relatively known by students, and the timing is right, this method of engaging with students and increasing an employer's profile on campus is highly successful. Innovative business games can profile the competencies an employer requires and inspire the right students to apply to an organisation. Case studies and Q&A sessions also provide insight and key information, raising awareness and defining specific recruitment requirements.

## Sector Events

Sitting between single employer presentations and Career Fairs, these events bridge a gap between students and occupations which are not always strongly represented on campus. The atmosphere is informal and the focus is on providing information with speakers talking to students about their personal experiences and careers to date. These programmes run across the autumn and spring terms and may be arranged centrally or at departmental level with the direct support of the careers consultants within the centre for student careers and skills.

### AUTUMN TERM PROGRAMME

- ▶ Investment Banking Uncovered
- ▶ Careers in Education  
*Departmental Involvement*
- ▶ Focus On Finance
- ▶ Careers in the Public Sector
- ▶ Careers in Retail
- ▶ Computing your Career  
*Departmental Involvement*
- ▶ Technology in Banking
- ▶ Options in Engineering  
*Departmental Involvement*

### SPRING TERM PROGRAMME

- ▶ Careers in Radio and Television
- ▶ Careers in Publishing
- ▶ Careers in Arts, Culture and Heritage
- ▶ Careers in International Development
- ▶ Careers in Charities, Campaigning and Volunteering
- ▶ Careers in HR
- ▶ Careers in Marketing and PR
- ▶ Careers in Chemistry and Life Sciences  
*Departmental Involvement*
- ▶ Graduate Entry Level to Medicine  
*Departmental Involvement*

## Skills Sessions

Skills sessions highlight specific aspects of application technique. This programme of events is put together with input from careers consultants as to areas that students seek further development within. We develop a list of topics, and employers provide their own insights and guidance, which are highly valued by students.

## ONLINE ACTIVITIES AND PROFILE RAISING INITIATIVES

### Online vacancy advertising

Employers are actively encouraged to advertise their vacancies free of charge by simply registering their organisation on myAdvantage – our online careers portal. Vacancies are searchable by all current Warwick students and registered graduates, who can search online for specific positions according to industry sector, company or type of employment. Vacancies are also included in a weekly newsletter which is targeted to the students own preferences. Careers consultants will regularly check vacancies posted to ensure that information is filtered down to students at departmental level as well.

### Employer may advertise:

- ▶ Full time permanent positions
- ▶ Temporary positions
- ▶ Vacation internships
- ▶ 12 month placements
- ▶ Shorter term placements
- ▶ Term time projects
- ▶ Work shadowing
- ▶ Competitions
- ▶ Sponsorship Opportunities
- ▶ External events

### Web Banner Advertising

We also offer employers monthly web banner advertising, displayed throughout the myAdvantage web pages to logged-in students, and targetable to those studying in specific departments. Interested students clicking on the banner can be directed to a variety of destinations including an employer's vacancies or external website, to discover more.

### Targeted Email Services

We are able to send emails to students studying specified courses, or to given departments, year groups or nationalities to highlight employer vacancies, events or other opportunities, thereby reaching those who are not logged in to myAdvantage.

A centralised system for sending email shots streamlines the administrative processes for employers, as they are able to effectively promote their opportunities to multiple departments, with only one request.

### Employer Profiles

Employer Connect also offer employers the opportunity to develop an Employer profile or "microsite" within myAdvantage. This unique web page is especially valuable as a central point of reference linking together all of an employer's student marketing and engagement initiatives.

### This Employer profile may feature the following:

- ▶ Information about the organisation (Employer Profile)
- ▶ Links to the organisation's website
- ▶ Vacancy advertising
- ▶ On- and off-campus activities and events
- ▶ Films and videos
- ▶ Case studies featuring Warwick alumni working for the organisation.



## WIDER SERVICES

### Recruiters Club

The Recruiters' Club is a select group of partner employers, targeting Warwick and wishing to gain the benefit from developing their employer brand and working closely with the University and its students.

In addition to the benefits of cost saving, this partnership helps achieve an increased success ratio of Warwick applicants to successful graduate hires through employer feedback and involvement in the development of our services.

Through Recruiters' Club members' commitment across a tailored group of services, students' self-awareness and career choice benefit through access to alumni, resources such as case studies and Warwick Advantage, and engagement with Careers at the earliest stage in their University life.

### Sponsorship opportunities

Employer Connect will also work with employers to offer a wide variety of sponsorship opportunities both centrally and those that may be specifically targeted to academic departments.

#### These include;

- ▶ Sponsorship of skills and sector related activities run by the Centre for Student Careers & Skills
- ▶ Sponsorship of student societies
- ▶ Sponsorship of the Warwick Advantage Awards
- ▶ Sponsorship of a wide range of projects and initiatives within Warwick Volunteers
- ▶ Postgraduate bursary funding
- ▶ Prizes for academic performance in relevant disciplines
- ▶ Sponsorship of outstanding academic performers in their final year
- ▶ Sponsoring staff e.g. Chairs in relevant subjects
- ▶ Sponsoring resources – from handbooks to equipment
- ▶ Sponsorship of departmental events

Revenue generated from employer sponsorship helps to support student development by contributing to the cost of events and other activities provided by Student Careers & Skills.



## Senior Careers Consultants

Each Senior Careers Consultant works with one or a few departments. They support the departments in developing and delivering careers education, advice and guidance to students. Their work is mainly student-facing and internal within the university, although they also work closely with Employer Connect. Careers consultants visit employers to learn about recruitment trends, liaise with professional bodies to understand regulation and policy, and advise us on which employers to invite on campus.

Your departmental SCC forms the primary route for you to forward details of employers who contact you direct, events you would like us to offer, and to tell us about your students' needs.

We would also like to hear your opinions on the introduction of initiatives such as guest lectures, sponsorship of prizes, employer involvement in induction and support from organisations for student projects. It would be much appreciated if you could take the time to complete the feedback form at the back of this booklet, so that we can gather departmental opinions on whether you would welcome the introduction of these services.



## We would be happy to receive your comments and suggestions.

Please complete the following form and tear off and return to us at the Centre for Student Careers and Skills in the internal mail;

**Name:** .....

**Department:** .....

Alternatively please email [employerconnect@warwick.ac.uk](mailto:employerconnect@warwick.ac.uk)

- ▶ I would like to request a meeting to discuss Employer Connect's services
- ▶ I would like to discuss opportunities for employer engagement within the department
- ▶ I would like details about how to help employers who wish to advertise opportunities
- ▶ I would like further information about using myAdvantage
- ▶ I would like to receive regular updates about your services and events
- ▶ I would like to refer to the following organisation details / enquiry to you;

## We welcome your feedback and suggestions!

Please advise us of how we may support you and your work with employers within the department, what other events and services you would like to see or provide us with your feedback.

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## **Centre for Student Careers & Skills**

The University of Warwick  
Coventry CV4 8UW  
United Kingdom

**T** +44 (0)24 7657 5508

**F** +44 (0)24 7652 4220

**E** [careers@warwick.ac.uk](mailto:careers@warwick.ac.uk)

**W** <http://go.warwick.ac.uk/careers>