




# GRADUATE RECRUITMENT

PROSPECTS

e sales@prospects.ac.uk t 0161 277 5200  @prospects [www.prospects.ac.uk](http://www.prospects.ac.uk)

# WORK WITH THE EXPERTS

When we say we're the experts in graduate careers, we really mean it. At the forefront of graduate labour market research for more than 40 years, we have unrivalled insight into what graduates do, where they go and what their motivations are.

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



## 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.

### Understand key trends

Did you know that more than a fifth of engineering graduates become IT professionals?

Or that 20 % of physicists go on to work in business and finance roles?

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.

## PROSPECTS

# 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.

Prospects is aligned with key student brands through an exclusive partnership with the NUS, with 160,000+ cardholders registered every year



An unrivalled on-campus presence puts our publications in 100 % of UK university careers services

We engage with students throughout their studies and beyond, providing advice, tips and the latest opportunities relevant to their interests and stage of study

## 1ST YEAR

As career options begin to be explored, our apprenticeship and work experience platforms introduce school-leavers and students to potential employers

## 2ND YEAR

Every year, students are guided to make the best use of their skills with our unique career planning tools and sector guides

## FINAL YEAR

A multi-channel approach, including email communications, social media and interactive digital products means students can access opportunities wherever they are

## GRADUATION

New graduates enter the job market informed and ready for work. We remain engaged with them from their first job and beyond

## PROSPECTS



# ATTRACT THE BEST

More than 2.3 million students and graduates visit Prospects.ac.uk every single month, making us by far the most widely used graduate careers website. Quantity doesn't come at the expense of quality however, as our high-impact online and on-campus activities have resulted in engagement with a more diverse and high-calibre audience than ever before.

**2.3 million**

ABC audited unique browsers visit Prospects.ac.uk every month (Oct 2016)

**1.5 million**

students and graduates are registered to receive Prospects emails

**85,000**

followers connect with us via social media

**157,000**

UK final-year students are registered with Prospects

**92,000**

of our registrants graduating in 2016/17 have studied at a Top 40 university

**82%**

of our web visitors expect to receive a 2:1 or higher (NORAS)

**80%**

of our web audience have already gained some form of work experience (NORAS)

**PROSPECTS**

# THE ONLINE JOURNEY

Relaunched in 2016, Prospects.ac.uk is now 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 on every step of their career decision-making 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 advice content predominantly ranks on page one of search results.

## Step 1 Researching/ information gathering

Exploration of options is a very significant element of the student journey.

What job will suit me? What can I do with my degree? What vacancies can I apply for? These are just some of the questions a large proportion of students arriving at the Prospects site are asking. Our detailed and trusted advice is often the first step to identifying careers and the qualifications needed to get there. More than 1.6 million entrances to the site each month are to a job profile page, or to an advice page linking to job profiles relevant to the user's degree.

Our career tool is accessed by more than 300,000 users a year, allowing them to explore their career choices and identify roles that appeal to them based on their skills and motivations.

## Step 2 Job search

Once the user has made their career choices, they start searching for their opportunities online and on social media.

Our research shows that students and graduates consider various factors when choosing jobs to apply for. What kind of work does it involve? Do I have the skills to do it? Are there opportunities for personal development? Is the advert trustworthy/credible? These are just some of the questions raised during their search.

With an average of 180,000 visits to the job search pages each month, our users look at job listings in addition to student case studies and employer profiles, which help them understand more about the role on offer.

## Step 3 Application

At the application stage, students are looking for CV advice and tips – one of our most popular sections on Prospects with more than 108,000 page views a month.

With application advice as well as relevant opportunities on the site, we provide our audience with guidance throughout their journey in addition to keeping them up-to-date with the latest opportunities via email alerts.

As their experience evolves, we help them consider further study to develop their careers or alternative job roles. For us, it's important to 'Love What You Do' and our services and support during the career decision journey make that happen.

## PROSPECTS



# THE PROSPECTS AUDIENCE

We have a broad registrant profile, spanning school leavers to those with professional and postgraduate qualifications.

We connect with students at key points along their career journey and develop products that enable you to put your opportunities in front of a large and relevant audience.

Chart key: Highest level of qualification achieved or expected by Prospects' registrants.



## 20% Postgraduate

Prospects is the market leader in postgraduate study information, providing recruiters with access to high-calibre students and graduates to fill more specialist roles.

## 25% A level and HND

Our prominence with a pre-university audience means we are ideally positioned to promote your apprenticeship schemes to students seeking to start their career straight after college.

## 55% Bachelors degree

We register more than a third of all final-year students from UK universities every year, as well as remaining relevant for more experienced graduates who are looking to progress their career.

**85,000** are first degree final-year students (graduating 2017) and ready to make decisions about their future.

**122,000** are pre-final year students, and are looking to Prospects for guidance on how to shape their future career plans.

## PROSPECTS

# RIGHT PLACE RIGHT TIME

Online, on campus or through our digital products, we engage with our huge audience wherever they are.


Prospects.ac.uk was relaunched in 2016 to provide one unified experience across desktop, tablet and mobile.

As a result engagement with site content has increased 6%, through improved traffic and time spent on the site.

Our multi-channel approach, along with an unrivalled understanding of graduate careers, means we direct students and graduates to the information and opportunities right for them. At the application stage candidates come to recruiters fully informed of the role expectations and knowledge of their sector on a wider scale.

View our student and graduate recruitment packages to find the right options for you.

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# PACKAGE

## Student journey

Across online, on-campus and mobile channels, Prospects puts your brand in front of motivated students from day one.

We know that most 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 showcase your internship and graduate scheme opportunities all year round.

The package includes online exposure on Prospects.ac.uk via a profile and internship/graduate scheme listings as well as a presence in the *Student Career Guide* distributed in both print and digital format.

Enhance your campaign further with additional branding and profile boosting web advertising options.

Package booking deadline: 21 July 2017

Live date: 22 September 2017

**2.3 million** monthly unique visitors to Prospects.ac.uk

**800,000** Prospects registrants emailed with the *Student Career Guide* in digital format at peak times of year

**80,000** print copies of *Student Career Guide* distributed via university careers services and careers fairs

**85,000+** following through social media

# PROSPECTS

	Gold	Silver	Bronze
<b>Graduate employer profile for 12 months</b> An ideal platform to tell students and graduates what you have to offer	✓	✓	✓
<b>Graduate scheme listing</b> Vacancy listings of your latest graduate scheme opportunities	Four	Four	One
<b>Internship listing</b> Vacancy listings of your latest internship opportunities	One	One	One
<b>Display or profile advertising Student Career Guide</b> Produced in digital and print format with a combined circulation of 880,000	DPS	Full-page	Half-page
<b>Social media support</b> Via Twitter, Facebook and LinkedIn to 85,000+ followers	✓	✓	✓

Additional vacancy listings are also available to add to your package



PACKAGE

# Sector guides

Different sectors have different recruitment needs and we recognise the importance of targeting your communications to the right audience. That's why we've developed our sector guides.

Containing industry insights, job search advice and postgraduate study options, these digital-only publications provide recruiters with an ideal channel to promote vacancies and company profiles to students and graduates who are actively seeking employment in specific areas.

Effective independently or as a campaign enhancement for the Student Journey Package, additional promotion via social media and Prospects.ac.uk will ensure all-round recruitment success.

Booking deadline: October 2017  
Live date: November 2017

**2.3 million** monthly unique visitors to Prospects.ac.uk  
**253,000** registrants emailed with *Accountancy, banking and finance* guide in digital format at peak times of year  
**186,000** registrants emailed with *Engineering and manufacturing* guide in digital format at peak times of year  
**190,000** registrants emailed with *Information technology* guide in digital format at peak times of year  
**85,000+** following through social media

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Engineering and manufacturing [www.prospects.ac.uk](http://www.prospects.ac.uk)

## Do I need to do postgraduate study?

While postgraduate study isn't essential for entry into many engineering or manufacturing careers, Masters degrees, PhDs and professional qualifications are highly sought after in fields such as product design and research and development.

Indeed, some larger companies run bursary schemes to encourage students – and potential future employees – to study a Masters degree. BAE Systems' Aerospace MSc Bursary Scheme, for example, pays tuition fees of up to £15,000.

However, those looking to become a Chartered Engineer (CEng) should have a Master of Engineering (MEng) degree or Engineering Doctorate (EngD), accredited by a professional body.

For more information, search for **postgraduate courses in engineering and manufacturing**.

## Should I join a professional body?

Joining a professional body isn't usually necessary to get your first graduate job. However, it provides easier access to networking opportunities, training events, discussion forums and the latest industry news.

all of these things help graduates to enter the sector and develop professional specialisation. What's more, becoming a member of a chartered body is obligatory if you want to be accredited for registration as a CEng or an Incorporated Engineer (IEng).

## Which professional qualifications are recognised?

Professional qualifications can usually be completed while in employment. Professional bodies that provide recognised training include the

**Institute of Food Science and Technology (IFST)** The only professional body that covers all aspects of food technology in the UK, the IFST offers an accreditation scheme to become a chartered scientist.

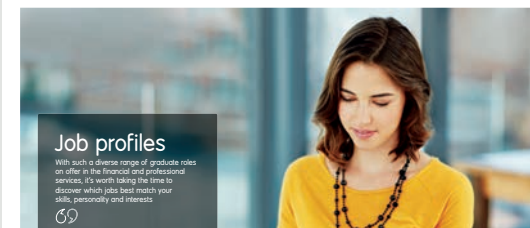
**Institution of Chemical Engineers (IChemE)** This body provides numerous training opportunities focused on a range of specialist topics.

**Institution of Civil Engineers (ICE)** A registered professional body with the Engineering Council UK, membership provides access to several professional development courses.

**Institution of Engineering and Technology (IET)** This organisation offers ET Advantage, a membership option that helps recent graduates to become CEng- or EEng-registered.

**Institution of Mechanical Engineers (IMechE)** Membership gives access to a range of training courses in management and technical subjects.

For more information, see **How to become an engineer**.



**Job profiles**  
With such a diverse range of graduate roles on offer in the financial and professional services, it's worth taking the time to discover which jobs best match your skills, personality and interests.

**Chartered certified accountant £25,000**  
This varied role usually involves delivering financial forecasts, auditing and investigating services, or developing and maintaining accounting systems for clients in a range of sectors. However, you'll first need to obtain the Association of Chartered Certified Accountants (ACCA) Qualification. You may be expected to maintain the efficiency and profitability of a business, and provide guidance on corporate finance, insolvency or tax matters. While your daily duties will be determined by the industry that you work in, there's plenty of scope for overseas work and you may eventually even be able to start your own business. Explore the role of **chartered certified accountant**.

**Insurance underwriter £25,000**  
The thought of making decisions on applications for motor, travel or life insurance appeals to you, then this job might be worth your consideration. Using your analytical, numerical and statistical skills, you'll assess the likelihood of claims being made using the information provided by prospective clients, while setting the terms of any acceptance. Working closely with actuaries, and risk and claims managers, you'll seek to strike a balance between keeping policyholders happy, attracting new business and retaining the ability to meet pay-outs. Find out more about being an **insurance underwriter**.

**Retail banker £18,000-£25,000**  
To begin a career in retail banking – or consumer banking as it's also known – you'll need strong skills in sales, leadership and customer service, as well as a sound understanding of financial products. Many graduates first work with high street banks and building societies, although an increasing number of roles are available at companies offering online services. Branch managers might involve budgeting, overseeing a team of people, introducing new products, representing the organisation at local events, meeting customers face to face or working to sales goals. Discover what it's like to be a **retail banker**.

**Stockbroker £25,000-£40,000**  
The job you could handle a hectic and challenging financial environment where your negotiation, analytical, time management and risk-taking skills are put to the ultimate test! If it, stockbroking could be for you. Your daily role may involve helping individuals or companies to invest in the most lucrative stocks and markets, managing their wealth portfolios by buying and selling when the timing is just right. To do this successfully, you'll need to carry out specific market research and analysis, stay on top of the latest legislation, and be aware of the latest stock news and reports. Gain an insight into the role of **stockbroker**.

Accountancy, banking and finance [www.prospects.ac.uk](http://www.prospects.ac.uk)

## What the package includes:

Advertising in digital magazine

Sent directly to students and graduates and hosted on the sector hub on Prospects.ac.uk

Social media support

Via Twitter, Facebook and LinkedIn to 85,000+ followers

# PACKAGE

## Law

As the comprehensive guide to all stages of the recruitment process, Prospects' law recruitment package is your one-stop shop for effective promotion of your firm's opportunities.

With your training scheme, vacation scheme and employer profile listed on Prospects.ac.uk as well as advertising in our digital *Guide to a Career in Law*, this sector-focused package gives you unrivalled exposure through our online and digital channels.

Package booking deadline: 29 September 2017  
Live date: 12 October 2017

**2.3 million** monthly unique visitors to Prospects.ac.uk

**210,000** Prospects registrants emailed with Prospects *Guide to a Career in Law* in digital format at peak times of year

**85,000+** following through social media

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	Gold	Silver	Bronze
<b>12 month graduate employer profile</b> An ideal platform to tell students and graduates what your law firm has to offer	✓	✓	✓
<b>12 month training contract listing</b> Promotion of your latest vacancies on Prospects.ac.uk	✓	✓	✓
<b>12 month vacation scheme listing</b> Promotion of your vacation scheme opportunities on Prospects.ac.uk	✓	✓	✓
<b>Advertising in Guide to a Career in Law</b> Display or profile advert with a circulation of 210,000	DPS	Full page	Half-page
<b>Social media support</b> Via Twitter, Facebook and LinkedIn to 85,000+ followers	✓	✓	✓

## PACKAGE

# Web

With 2.3 million unique visitors every month, Prospects.ac.uk is the UK's biggest and busiest graduate careers website.

Reaching your target audience couldn't be easier with our range of web and online advertising options, which are constantly evolving in response to user behaviour and the latest best practice guidelines.

Employers can now choose from a suite of new web advertising options to ensure maximum exposure for their opportunities.

**2.3 million** monthly unique visitors to Prospects.ac.uk

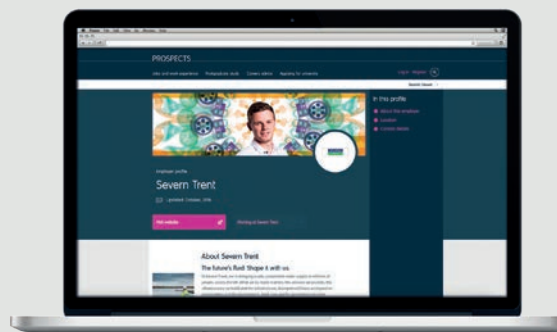
**1.5 million** Prospects registrants receive Prospects' regular email communications

**343,000** Prospects registrants signed up to receive jobs by email

**180,000** monthly visits to the job search pages

**85,000+** following through social media

# PROSPECTS



### Employer profile

An employer profile will raise awareness of your organisation all year round, enabling you to provide background information as well as essential supporting details such as locations, work sectors and application and interview tips.

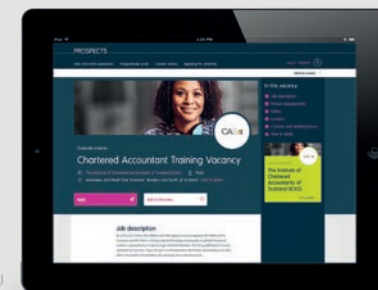
**Profile booster features** Introduce your profile with a bold masthead image and embed up to four images and a video to further increase awareness of your brand and make your profile stand out.

**Case study add-on** Our research shows that jobseekers are strongly influenced by in-depth case studies that give them a real insight to what a job entails.

**Advertorial add-on** Showcase your organisation and opportunities to students and graduates in an editorial-style piece with your branding featured prominently.

### Event posting

Increase attendance at your recruitment events, opens day or online events via our market leading website audience of more than 2.3 million unique monthly browsers. Discounts available for multiple bookings.



### Vacancy posting

With more than 180,000 monthly job searchers this is the perfect advertising platform to fill your graduate scheme, graduate job, work experience roles or apprenticeship vacancies.

To drive a great response your job posting includes an alert email to relevant job seekers and is included in our card system. It may also be promoted on partner sites, as well social media and within our sector emails.

**Job booster features** Introduce your posting with a bold masthead image and a video to further increase awareness of your brand and make your vacancy stand out.

### Campaign boosters

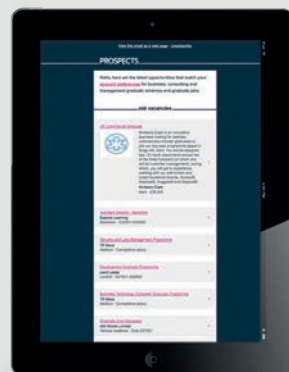
Boost your job vacancy listings, profile and advertorial content to the most relevant users with our card system.



## PACKAGE

# Web

With 2.3 million unique visitors every month, Prospects.ac.uk is the UK's biggest and busiest graduate careers website.



### Sector emails

Enhance your campaign by featuring in the 'top job' position in one of our sector emails that are distributed to engaged jobseekers. Jobs in this position receive an average of 200% more clicks than in the general listing.

#### Weekly audience sizes (approx):

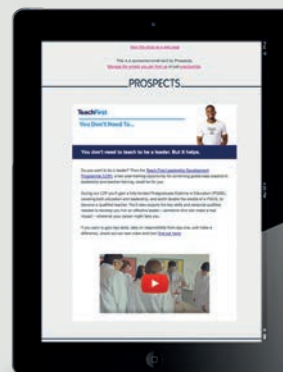
Accounting, banking and finance (105,000)  
IT (50,000)  
Engineering (55,000)  
Business, consulting and management (145,000)  
General (197,000)

#### Bi-weekly audience sizes (approx):

Marketing (159,000)  
Sales (55,000)  
Information, research and analysis (48,000)  
Work experience (135,000)

#### Monthly audience sizes (approx):

Teaching and education (100,000)  
Law (56,000)  
Charity and voluntary (164,000)  
Property and construction (35,000)  
Apprentice and school leaver (32,000)  
Newsletter (350,000)



### Branded solus emails

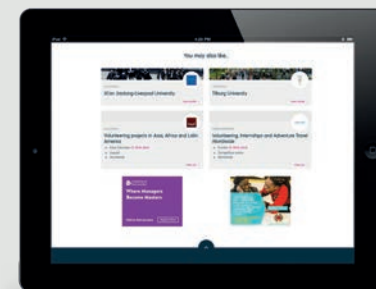
One of our most popular products, we offer our clients the opportunity to craft their own audience from a wide range of criteria and target specific groups of jobseekers with tailored messages and opportunities. This offers a great way to boost a campaign and drive more applications.

### Social media

**Takeover** Exclusive postings across our Facebook, Twitter and Instagram accounts for a day.

**Social media advertising** Target a specific audience from our registrant data and similar users via Facebook and Instagram.

**Social media week** A week of branding and messages across Facebook and Instagram aimed at a targeted Prospects audience.



### MPU

Our newly positioned banners will push your content to the most relevant users. They are a great way to generate both brand awareness and response for your campaign.

# PROSPECTS

# LOVE WHAT WE DO

With forty successful years of graduate recruitment under our belt, we know our solutions work.

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.

To find out for yourself, get in touch.

[sales@prospects.ac.uk](mailto:sales@prospects.ac.uk)

0161 277 5200



'We hired a candidate who had initially heard about us through your site – excellent demonstration of the links and layering of messages working, thank you!'

*Catherine Stoneman, Head of Recruitment, Explore Learning*



'Not only did you assist with the advert itself but there was regular communication throughout both campaigns. My final set of requirements have been very specific and you went out of your way to investigate our options and have provided me with some vital information for my future campaigns.'

*Joanna Carslake, HR – Recruitment & Employee Lifecycle Manager, DS Smith*

Providing central services:



Working in partnership with:



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