

What do employers want from graduates?

Gary Argent

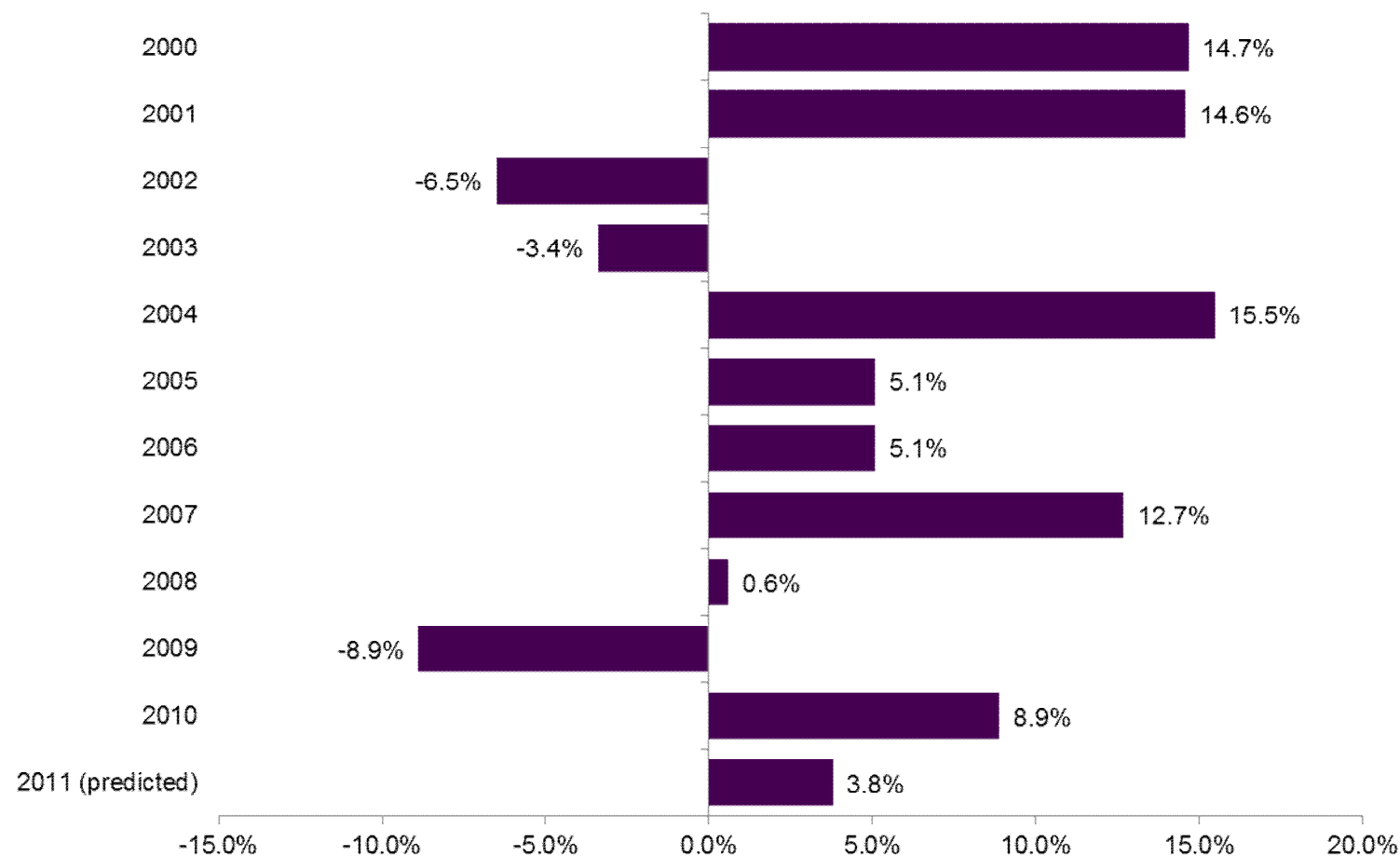
Business Operations Manager, Association of Graduate Recruiters

I'll cover...



- The graduate market
 - What do employers value, and where do they see the skills gaps?
 - What are their challenges?
 - How are they trying to engage – with students and with institutions?
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Graduate vacancies



Vacancies by career area



Accountancy	16.8%
Consulting	12.6%
Investment banking	9.0%
IT	8.0%
General management	7.6%
Legal work	7.2%
Retail management	5.6%
Sales / customer management / business development	3.8%
Education	3.7%
Financial management	3.2%
Electrical / electronic engineering	2.7%
Marketing	2.5%
Mechanical engineering	2.2%
Human resources	1.5%
Civil engineering	1.5%
Manufacturing engineering	1.4%
Research and development	1.2%
Science	1.2%
Actuarial work	1.2%
Purchasing	1.1%
Logistics	1.0%
Other	5.0%

Salaries by career area



Investment banking	£38,250
Legal work	£37,000
Actuarial work	£27,500
Consulting	£26,500
Financial management	£26,000
IT	£25,500
Sales / customer management / business development	£25,500
Accountancy	£25,000
Electrical / electronic engineering	£25,000
Marketing	£25,000
Human resources	£25,000
Manufacturing engineering	£25,000
Research and development	£25,000
Science	£25,000
Purchasing	£25,000
Logistics	£25,000
General management	£24,500
Mechanical engineering	£24,500
Retail management	£24,000
Civil engineering	£23,500
Education	£20,000
Other	£24,250

What do employers value?

- Key skills – but are these changing?
 - Attitude & motivation
 - Self awareness
 - Potential for development
 - Research.... research.... research....
 - Early engagement
 - Focused or flexible?
 - Work experience
 - Post graduate study
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- Candidates drop out after applying to a large number of organisations
 - Graduates' perceptions of the industry sector
 - Late changes in the businesses' requirements
 - Not enough applicants with the right skills
 - Limited resources to market graduate vacancies properly
 - Shortage of applicants in specific geographical areas
 - Offering a competitive starting salary
 - Not enough applicants with the right qualifications
 - Candidates dropout because selection and assessment process is slow
 - Not offering a competitive graduate training and development programme
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- Placements and internships
 - Work experience pre-university
 - Mentoring
 - Campus brand ambassadors
 - Involvement in courses (light tough)
 - Sponsored courses
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- Targeting universities
 - Where are the budgets increasing?
 - The personal touch
 - “Sell the sector, not the brand”
 - AGR / AGCAS liaison
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