Guidance for Student Brand Managers

As a student brand manager you will want to promote your employer organisation to the best of your ability and the University is supportive of this aim. However, please bear the following guidelines in mind:

**Working through Departments, Societies, Colleges and other groups, including making announcements in lectures**

It is unlikely that academic departments will be able to accommodate requests for student brand managers to speak during timetabled teaching, although this decision is entirely dependent on the department in question. *Careers* recommends that employer presentations should not form part of teaching time, unless there is a clear link or benefit to the curriculum that is being taught in that lecture or class. You are at liberty to negotiate training, sponsorship or promotional events with student societies, colleges or other groups. You should ensure that a senior person from the society or college is involved in any discussion.

**Email communications**

University Regulation 11 on the use of computing facilities constrains the use of these facilities for commercial purposes. Some academic departments may be supportive of letting their students know about extra-curricular events if the employer you represent has a particular relevance to them. You will need to gain the agreement of the Departmental Administrator in order to do this. You should again consider if there are any wider benefits to both students and department, apart from just awareness of an employer, which would make the communication more relevant and interesting.

**Posters and flyers**

Please be aware that you will need to comply with University and YUSU policy relating to poster and flyer. All notice boards on campus have an owner. You may only post with the owner’s consent and you should never post on surfaces which are not specified for that purpose.

**Promotional stands**

Make sure you follow procedures for booking and running any promotional stands on campus – contact the Marketing Coordinator in YUSU, Tom Heap, t.heap@yusu.org
Careers offers a number of services to employers, which student brand managers should be aware of:

**Vacancy posting**

Employers may register and post vacancies and internships on Careers Gateway, the Careers database for access by University of York students and graduates. This service is free of charge. For more information, visit: [www.york.ac.uk/careers/employers](http://www.york.ac.uk/careers/employers)

**Careers Fairs**

Careers Fairs run each Autumn Term, attracting around 50 employers each (Law, STEM and All Sectors fairs). Requests for stands are taken from around the Easter Vacation each year. Stands are allocated in early August so it is advisable that employers make contact with Careers before August if they would like to attend a Fair. It is not usually possible to request a stand from October onwards or to promote a company at our Fairs who have not been allocated a stand with us.

Employers should request a stand at a Careers Fair through their Careers Gateway account.

**Presentations**

Employers can book space on campus to promote their organisation and opportunities to students directly, via lunchtime or evening presentations, [careers-employers@york.ac.uk](mailto:careers-employers@york.ac.uk)

**Running skills sessions and recruitment workshops**

Careers plans an annual programme of events, working with employers to brief students on current recruitment practices and professional skills.

**Student Societies**

Student societies are often excellent partners in organising recruitment events. Careers provides access to a fund to support student led events which promote potential careers to York students. Details of this fund can be found at: [https://www.york.ac.uk/students/work-volunteering-careers/explore-options/ideas/events/soc-fund/](https://www.york.ac.uk/students/work-volunteering-careers/explore-options/ideas/events/soc-fund/)

**Student Brand Managers for Careers**

Careers also employs Student Brand Managers to promote our brand on campus. Our team of six students regularly promote our events, opportunities and services to the
student body. These Student Brand Managers may promote employer events as part of their regular service, but there is a charge involved for employing them to do so. For more details please see: http://www.york.ac.uk/about/departments/support-and-admin/careers/employers/emp-events/

**Marketing services from Careers for employers**

*Careers* provides a marketing package for all employer events organised through us. Our standard marketing package allows employers to:

- Upload vacancies on Careers Gateway free of charge
- Subject to the time of booking, feature events in our preview e-mail sent to registered student users before the start of term
- Have their event details promoted via our Facebook main page and Twitter feed

The charges applicable to various additional marketing strategies (ie. targeted e-mailing, distribution of fliers through our Student Brand Managers) are detailed here: http://www.york.ac.uk/about/departments/support-and-admin/careers/employers/emp-events/

If you have any further questions regarding any aspect of your work for an employer on campus, please contact careers-employers@york.ac.uk for further clarification.

This document was updated in September 2016.