EMPLOYER OPPORTUNITIES

2021/22

Build Your Brand
Share Your Skills
Recruit York Students
Welcome

Whilst 2020 presented graduate recruiters and higher education institutions with some of the most extraordinary challenges we’ve ever experienced, it also provided us with the opportunity to reflect on the ways in which we work together, our mutual goals and the methods we use to achieve our objectives.

Supporting you to make effective and valuable connections with our students remains our key priority. The recent introduction of the online careers platform, Handshake, has been a tremendous asset to us, enabling direct connections between employers and students in the virtual world; the first few pages of this brochure provide more detail about how you can use Handshake to your advantage over the coming year, from messaging students with personalised campaigns, hosting virtual events for targeted cohorts, to using the platform’s analytics function to assess your ROI with us.

We know that engaging with students from diverse backgrounds continues to be at the heart of your recruitment campaigns. A new opportunity that we will be driving forward this year is the chance for employers to support our York Futures Scholarships, and we will also be launching a bespoke framework for employers to work with our students on focused business challenges. We want to ensure that all York students can make connections with employers who inspire ambition, and that our students have access to a range of opportunities that allow them to explore their strengths and employability prospects fully.

This brochure is based around the personal career journey that we encourage our students to take in order to be confident and successful in the job market. We have mapped out the key points when we believe it will be most valuable for students to connect with you. As always, we hope, in turn, that this allows us to meet your ambitions and aims at York for the coming year.

Tom Banham
Director of Careers and Employability

Your journey at York

EMPLOYER OPPORTUNITIES FOR 2021/22 BY TERM

Termly themes

To support the concept of a student’s employability journey, we focus the delivery of our activities around the termly themes of Apply (Autumn), Explore (Spring) and Experience (Summer). This guide will give you a sense of the key points to get involved within the academic year to best support this. Some of our activities take place at fixed times of the year; others take place on a much more flexible basis.
Start your recruitment journey at York with Handshake

We are delighted to introduce you to Handshake, an innovative platform which enables you to post opportunities and events in one place. Handshake connects employers to talent from the University of York and enables you to source candidates, track applications and promote your brand to our students and alumni.

Register on Handshake free of charge.

- Build up your interactive profile. Add a logo, branding image and company description.
- Post your webinars, skills sessions and presentations through the Handshake ‘Events’ function.
- Register for our virtual fairs, which provide you with the opportunity to engage with York students and promote your opportunities.

Add your organisation’s website, social media links and email address to enhance your profile.

Add York as a ‘favourite’ institution.

Create a public staff list to enable students to engage with employees.

Handshake PREMIUM

Handshake Premium enables employers to proactively develop a sophisticated approach to early talent recruitment. Premium account holders have access to advanced analytics, personalised message campaigns and enhanced brand promotion and benchmarking.

To find out more information and discuss the premium account option, contact Handshake’s Employer Partnership Team.

Handshake HELP CENTRE

On our vacancies webpage, you will find some useful Handshake references and some top tips to help you make the most of the platform. Handshake also has a Help Centre with articles and resources to support you with your early talent recruitment, and a dedicated team to answer any questions.

The world’s largest early talent recruitment platform

165 countries
900 universities worldwide
17 MILLION students worldwide
4,000+ employers in the UK

- Post your jobs, placements, internships and opportunities to our students and alumni.
- Actively search for students who fit the criteria for your opportunities.
- Pro-actively message potential candidates.
- Post and manage your interview schedules.
- Request that students who have worked for your company write a review on your profile to further build your brand.
Autumn term 2021
Theme: Apply

KEY EVENTS AND ACTIVITIES

Autumn fairs 2021
Law; Grad Jobs & Placements virtual and delivered via Handshake

Assessment Centre Experience (ACE) events
Simulation activities hosted by a number of employers in a series of flagship events.

Mock interviews
Or submit branded sample interview questions and responses to us.

CV reviews
Recruitment preparation
Help students understand what you are looking for in applications and interviews; topics we encourage employers to offer include personal brand, video interviews, gaining a competitive edge and gamification.

Virtual site visits
Open up your working environment, in person or virtually, to help students understand what it would be like to work with you.

WHY NOT TRY?
York Profiles and Mentors
Are you a University of York alum? Add your career experiences to our York Profiles and Mentors platform. Inspire current students, answer their questions and help build their networks.
york.ac.uk/careers/profiles

Spring term 2022
Theme: Explore

KEY EVENTS AND ACTIVITIES

Skills development sessions
Support our students to develop their strengths and attributes such as commercial awareness, critical thinking and problem solving.

One-to-one sessions
Meet small groups or individual students to review applications and CVs, or conduct interviews for your graduate roles.

Assessment Centre Experience (ACE) event

Job market Q&A events
A series of activities to share knowledge about career paths, opportunities and labour market insights.

Employer-led challenges
Set real-life business problems for groups of students to tackle and present solutions over a defined timescale.

WHY NOT TRY?
Internships and placements
Thinking about recruiting a summer intern or placement student for next academic year? Registrations for our Student Internship Bureau (SIB) and placement year opportunities open in Spring.
york.ac.uk/careers/employers
Summer term 2022
Theme: Experience

KEY EVENTS AND ACTIVITIES

Graduate Job Fair

Student Internship Bureau (SIB) summer programme
Offer one-off project-based internships for up to 12 weeks; recruitment and admin arranged by our team.

Site visits
Open up your working environment to help students gain insight into the world of work.

York Leaders
For second year undergraduates who have demonstrated leadership potential; help students understand their strengths by being a critical friend, panel judge or interviewer in this exclusive programme.

One-to-one sessions
Meet small groups or individual students to review applications and CVs, or conduct interviews for your graduate roles.

Bespoke recruitment
Explore accelerator recruitment events, assessment invigilation and shortlisting services with us.

Our strategic partnerships

We develop and maintain mutually beneficial partnerships with companies from a wide range of sectors, but also work with a smaller, and select, group of employers who we know have a particular strategic alliance to the career interests of York students.

Our strategic partners benefit from a number of exclusive opportunities including:

- priority access to Careers and Placements programmes, including our award-winning York Strengths Programme, our Placement Year and our Student Internship Bureau
- bespoke targeting services for example, exclusive posting to the University of York student app
- an invitation to our annual partnership celebration event
- a named Partnership Manager who helps to plan recruitment activities for the year and guide partners through opportunities that will best fit their individual circumstances and needs.

Some of our strategic partners for 2021 are highlighted on the right.
Year-round activity

STUDENT DEVELOPMENT AND STUDENT LEADERSHIP

We offer several flagship programmes that all students can take part in at different stages of their time at York.

York Strengths is unique, developed with leading graduate employers and informed by strengths based recruitment practice and research; it helps students find out more about themselves, and how to make the most of what they have to offer. The programme is composed of an online interactive course and an immersive Development Day, which students are encouraged to engage with in their first year.

In their final year, students are invited to apply for the York Award, the University’s employability award that captures and recognises personal and professional development within and outside a student’s programme of study.

We offer many opportunities for employers to support with the delivery of these programmes, including:

- Contributions to our video or promotional content
- Involvement in the delivery of our York Leaders programme
- The provision of exercises for content delivery

Blogs and online content – Gain exposure on our Careers Blog, Podcast, or YouTube Channel. Write about workplace culture, film a ‘day in the life’ video or guest star in our ‘What do you actually do?’ series.

Shortlister interview questions – Share your knowledge and help students prepare for the recruitment process with employer branded interviews on Shortlist me.

Departmental engagement – Establish and develop relationships with academic departments and explore opportunities to engage with our students directly through the curriculum.

Virtual internships – Offering flexibility and support to your business throughout the academic year.

Employer challenges, case exercises and competitions – An increasingly popular option for employers to explore real-life problems, while supporting students to find out more about certain sectors in a fun and motivating way.

Volunteering – We support over 1,000 students each year to access mutually beneficial volunteering opportunities in the local area.

Student enterprise – Support the businesses of tomorrow by delivering workshops or mentoring student entrepreneurs.

Sponsorship – Options include sponsorship of flagship programmes such as York Strengths, of our York Futures Scholarship fund, and events such as our fairs. We can also provide links to student societies, clubs and our Students’ Unions.

Other University of York business services and stakeholders

- **Higher and Degree Apprenticeships** boost the skills of your workforce.
- **CPD opportunities** including leadership and management training, and courses designed for specific sectors.
- **Collaborative research and funding** including Knowledge Transfer Partnerships (KTPs) and Product Transfer Development Funding (PAP).
- **Office of Philanthropic Partnerships and Alumni** working with a community of global donors and our alumni.
- **University of York Students’ Union (YUSU)** including links to over 200 student societies.
- **University of York Graduate Students’ Association (GSA)** including connections to our postgraduate networks.
- **Centre for Global Programmes** including study and work abroad, summer schools and short courses.
- **York Cares** employee-volunteering for organisations based in the city.
- **Maths Skills Centre** co-deliver a workshop and support students to develop their numerical skills.
- **Student recruitment and widening participation** including opportunities to mentor participants on our pre- and post-16 initiatives.