Experience in the room:

In groups of 2/3, discuss the following statements:

- ‘most graduate-level vacancies are found on large prestigious graduate scheme programmes’
- ‘most jobs are generally filled by candidates applying for advertised vacancies’
Careers Essentials Talks, workshops and eLearning

Search ‘UCL Careers Essentials’
What we’ll look at today….

advertised jobs market - reality check

tips on how to improve your response rates to advertised vacancies

5 ways to take ‘control’ of your job search
Career Essentials

Our series of lunchtime talks, experiential workshops and eLearning courses provide insight, advice and interactive opportunities to engage with all aspects of careers management and navigating selection processes no matter where you are in your careers thinking.

From understanding the graduate job and postgraduate study market to career decision-making; mock aptitude tests to interview success; finding and funding a PhD to getting to grips with LinkedIn and social media - Career Essentials aims to equip you with the essential knowledge to begin to move forward and engage more confidently with 'Finding your Future'.

Talks and workshops titles will be repeated on a regular basis in the Autumn, Spring and post-exam season. Our suite of eLearning courses - Career Essentials online - allows you to access engaging, interactive content at your own pace.

Please note - talks, workshops and eLearning courses are accessible to all current UCL students and recent graduates.

Search: UC Careers Essentials
Experience in the room:

In groups of 2/3, discuss the following statements:

- ‘most graduate-level vacancies are found on large prestigious graduate scheme programmes’
- ‘jobs are generally filled by candidates applying for advertised vacancies’
The graduate job market….

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Graduate ‘Schemes’</th>
<th>Graduate ‘jobs’</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Structure</strong></td>
<td>3 months to 3 years&lt;br&gt;Majority offer rotations&lt;br&gt;Professional qualifications&lt;br&gt;Fast-track to future leadership</td>
<td>Ad hoc</td>
</tr>
<tr>
<td><strong>Industry coverage</strong></td>
<td>Largely commercial focus</td>
<td>All sectors</td>
</tr>
<tr>
<td><strong>Graduate intake</strong></td>
<td>Between 5 – 1,700+</td>
<td>1+</td>
</tr>
<tr>
<td><strong>Recruitment timelines</strong></td>
<td>Typically 1 to 3 intakes per year&lt;br&gt;Limited number recruit all year round</td>
<td>Flexible (as required)</td>
</tr>
<tr>
<td><strong>Internship/ work experience opportunities</strong></td>
<td>Majority offer internships. High % conversion to graduate job offer.</td>
<td>Sometimes. Often sourced through being pro-active: referrals/ speculative approach</td>
</tr>
<tr>
<td><strong>% of overall graduate vacancies available</strong></td>
<td>Minority &lt; 20% of circa 200K annual jobs for grad leavers</td>
<td>Majority</td>
</tr>
<tr>
<td><strong>Competition</strong></td>
<td>Highly competitive</td>
<td>Opportunity dependent</td>
</tr>
</tbody>
</table>
Sample UK Graduate scheme vacancy numbers 2017/18

TeachFirst 1,750
pwc 1,200
Deloitte 900
Civil Service Fast Stream 1,000
J.P. Morgan 400+
ATKINS 250
BT 250+
Linklaters 110
Shell 70+

Source: GET Directory/ Times Top 100 – 2017/18
## Competitive marketplace

### Graduate SCHEME applications per vacancy

<table>
<thead>
<tr>
<th>Sector</th>
<th>% of hires</th>
<th>Starting salary</th>
<th>Applications per vacancy</th>
<th>Average % of ex-interns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>100%</td>
<td>£28,000</td>
<td>75</td>
<td>34%</td>
</tr>
<tr>
<td>Accountancy or professional services</td>
<td>22%</td>
<td>£26,433</td>
<td>29</td>
<td>19%</td>
</tr>
<tr>
<td>Banking or financial services</td>
<td>8%</td>
<td>£35,000</td>
<td>90</td>
<td>40%</td>
</tr>
<tr>
<td>Construction/Built Environment</td>
<td>2%</td>
<td>£27,000</td>
<td>36</td>
<td>27%</td>
</tr>
<tr>
<td>Consulting or business services</td>
<td>4%</td>
<td>£28,000</td>
<td>45</td>
<td>-</td>
</tr>
<tr>
<td>Energy, water or utilities</td>
<td>2%</td>
<td>£28,000</td>
<td>97</td>
<td>20%</td>
</tr>
<tr>
<td>Engineering or industrial</td>
<td>12%</td>
<td>£27,250</td>
<td>78</td>
<td>23%</td>
</tr>
<tr>
<td>FMCG</td>
<td>2%</td>
<td>£26,750</td>
<td>167</td>
<td>45%</td>
</tr>
<tr>
<td>Investment bank or fund managers</td>
<td>1%</td>
<td>£37,000</td>
<td>133</td>
<td>55%</td>
</tr>
<tr>
<td>IT &amp; Telecommunications</td>
<td>10%</td>
<td>£30,000</td>
<td>84</td>
<td>23%</td>
</tr>
<tr>
<td>Law</td>
<td>5%</td>
<td>£39,000</td>
<td>49</td>
<td>64%</td>
</tr>
<tr>
<td>Public sector</td>
<td>20%</td>
<td>£27,000</td>
<td>31</td>
<td>-</td>
</tr>
<tr>
<td>Retail</td>
<td>9%</td>
<td>£25,250</td>
<td>93</td>
<td>31%</td>
</tr>
<tr>
<td>Transport or logistics</td>
<td>1%</td>
<td>£26,750</td>
<td>88</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Graduate JOBS applications per vacancy

**Graduate Marketing and Admin Assistant**
- **£18,000 per annum**
- **London**
- **4 days ago**
- **50 applications**

Company Profile: Our client is a boutique specialist recruitment agency who work with companies across the medical, technology and pharmaceutical industries. They offer high-end solutions to growing companies and have enjoyed great success in the past few years. The Role: This is an amazing opportunity...

**Graduate Campaign Manager - Marketing Agency**
- **£21,000 per annum, inc benefits**
- **London**
- **14 May**
- **17 applications**

Graduate Campaign Manager - Marketing Agency London £21k per annum + excellent progression + benefits. An exciting and rapidly expanding marketing analytics consultancy is looking to recruit two top calibre graduates for the career opportunity of a lifetime. This is the chance to join a business which has...

**Similar jobs**
Limited graduate scheme opportunities

Graduate-level opportunities

- Graduate Scheme opportunities
- Grad 'jobs'/Direct entry

Overall: 10K employers offering 200K jobs for leavers

ISE survey – 200 employers
20K Grad scheme opportunities
But what if I’m not interested in COMMERCIAL graduate schemes?

**Sectors**
- International Development
  - Media and broadcasting
  - Publishing and journalism
  - Creative Arts and Design
- Cultural heritage
  - Government and Policy
- Environment
- Performing Arts

**Roles**
- Policy
- Editing
- Marketing
- Campaigning
- Research
- Project management
- Sales
- Producing
- Planning
Advertised vacancies: Improve your response rates

you can’t apply for everything, so consider:

- organisational profile
- vacancy source:
  - Guardian jobs Vs UCL Careers Talentbank
- your credibility in relation to role requirements
  - essential + desirable criteria

stay away from large job aggregator sites eg indeed/ CV-library
- better: prospects.ac.uk > job profiles > employers

target CV, cover letter and personal statements
- multiple times number of applicants for vacancies requiring CV
- focus on ‘quality’ rather than ‘quantity’
  - employers seeing evidence of ‘blanket’ applications
- attend relevant ‘Careers Essentials’ talks and have a careers coach review your applications
Advertising account executives work within advertising or multi-service agencies, acting as a link between clients and the agency. They are responsible for the coordination of advertising campaigns and therefore communicating clearly to all those involved.

They must understand their clients’ needs and objectives and liaise closely with them throughout campaigns, often on a daily basis. They manage administrative and campaign work and ensure that advertising projects are completed on time and to budget.

The role can involve handling multiple accounts and the hours can be long in a competitive environment. Advertising account executives usually report to an account manager.

Responsibilities
Advertising account executives contribute to and develop advertising campaigns. Their typical responsibilities include:
- Meeting and liaising with clients to discuss and identify their advertising requirements;
- Working with agency colleagues to devise an advertising campaign that meets the client’s brief and budget;
- Preparing alongside agency colleagues (particularly the account manager), the campaign ideas and budget to the client;
- Working with the account manager to brief media creative and research staff.

Work experience
Pre-entry work experience is extremely desirable and an excellent way to gain an understanding of how an agency works. It also enables you to make valuable contacts, which will be useful if you are looking for a permanent role as an account executive.

Experience can be undertaken via vacation work, placements or job shadowing. Some larger agencies offer formal work experience/internship programmes, often in the form of summer schools. More details on work experience can be found at the Institute of Practitioners in Advertising (IPA).

As advertising is so competitive, work experience may sometimes prove difficult to get, but any other work experience in a commercial context may be helpful. Undertaking a period of voluntary work is also an alternative way of gaining valuable experience.

Employers
The majority of opportunities occur in the larger advertising agencies. Many of the larger agencies are part of an international advertising/medial group, possibly with several branches throughout the UK, although they may work as autonomous companies.

Typically, a larger employer will have between 50 and 80 employees, although some agencies have more than 100. Smaller companies can range in size from five to 15 people.

Many of the larger agencies offer a multidisciplinary service to clients, such as marketing; in addition to advertising, as many clients will be looking for a full ‘communications’ package.

Look for job vacancies at:
- Campaign
- Chartered Institute of Marketing (CIM)
- The Drum
- IPA Jobs
- Mad
- Marketing
- Marketing Week
- Media Visual Jobs

The CIA’s online marketing careers resource getin2marketing includes a database of marketing graduate schemes and placements, which includes advertising roles. The CIA also has a list of recruitment agencies specialising in advertising and marketing, which may help you source employment.

Alternatively, many advertising jobseekers find roles through speculative applications. A speculative, targeted application using a focused, attention-grabbing CV and covering letter can also be an effective approach. Try to learn as much as possible about advertising, the role of account executives and about the organisation you wish to work for, and then apply directly. The IPA has a list of agency members listed on its website, including relevant contact details.
Practice makes perfect
The job hunting process

No. No. No. No. Yes (aptitude test, No)
Yes (interview, No) No. No. No. Yes
(interview, No) No. No. No. Yes (interview,
Yes, assessment centre, No) Yes
(interview, No), Yes (interview, Yes,
assessment centre, No), Yes (interview,
Yes, assessment centre, No) Yes
(interview, Yes, assessment centre, Yes –
JOB OFFER)
HOW ARE JOBS SOURCED?
How are jobs sourced?

Source: Office of National Statistics
Finance & Insurance Sector – How did you find out about this job?

Source: What London graduates do
Media (production) – how did you hear about your job?

Source: What London graduates do
5 WAYS TO TAKE CONTROL OF YOUR JOB SEARCH
Work experience is increasingly important
‘The Stepping stones approach’

Building your CV
The value of experience

Some job sectors/roles, written (or unwritten) requirement:
- Development, media, arts, heritage, policy research…….
- Experience builds skills, knowledge and credibility

For an employer, low-risk, low-cost recruitment strategy
- ‘Extended’ long job interview - known quantity - proven capability and cultural fit

Stepping stone to future opportunities
- Access to hidden vacancy sources eg organisation intranet

Consider using a ‘portfolio’ approach to make unpaid internships viable
SPECULATIVE APPLICATIONS
Case Study 1 – Speculative approach

**Stefan:** had just finished a Masters in Environmental engineering and was interested in gaining a position in environmental consulting. After applying to some large London-based consultancies without success, he drew up a list of 25 environmental consultancies that interested him from the online ‘ENDS’ directory. He wrote to all of them asking about the possibility of gaining some experience. Many didn’t respond but latterly 2 organisations replied suggesting they were interested in meeting him to find out more about what he was looking for. Whilst neither had immediate opportunities, one of them called back 2 weeks later with the offer of work experience on a new business win. Stefan managed to combine his 2 days a week with the consultancy with his part-time work to make ends meet. The project was subsequently extended and he was offered a paid opportunity to stay for a further 3 months and eventually successfully recruited internally for a full-time role.
Case Study 1 – Speculative approach

**Stefan:** had just finished a Masters in Environmental engineering and was interested in gaining a position in environmental consulting. After applying to some large London-based consultancies without success, he drew up a list of 25 environmental consultancies that interested him from the online ‘ENDS’ directory. He wrote to all of them asking about the possibility of gaining some experience. Many didn’t respond but latterly 2 organisations replied suggesting they were interested in meeting him to find out more about what he was looking for. Whilst neither had immediate opportunities, one of them called back 2 weeks later with the offer of work experience on a new business win. Stefan managed to combine his 2 days a week with the consultancy with his part-time work to make ends meet. The project was subsequently extended and he was offered a paid opportunity to stay for a further 3 months and eventually successfully recruited internally for a full-time role.
Speculative applications

In some sectors, you’ll need to be proactive and approach organisations that interest you:

Question: Why might a direct approach be welcomed?

How to?
• Send introductory email – concise! (Attach CV)
• Try to send to named person in relevant department (carry out research/ contact switchboard)
• Personalise the approach (interest in specific organisation)

Useful for small and medium sized enterprises (SME’s) in particular
• 85% graduates begin working lives in an SME
• 99% of all British businesses are SMEs (less than 250 employees)
How can you find relevant employers to contact/approach?

- **Professional bodies / organisations**
  - List of these by job sector can be found in exploring types of jobs section of [www.prospects.ac.uk](http://www.prospects.ac.uk)

- **Other:**
  - Intelligent ‘google search’ – list of UK ‘X’ companies
  - Sector-specific employer directories
  - Trade magazines / journals
  - Current news, big projects, new sources of funding
  - Job adverts for more senior positions

- **University tutors / family / friends**
Full Member list

Our full members represent many established research based pharmaceutical companies. For more information please see the Full Membership overview.

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

A
A. Menarini Farmaceutica Internazionale S.r.l. – www.menarini.com
AbbVie Limited – www.abbvie.co.uk
Actelion Pharmaceuticals UK Limited – www.actelion.com
Alexion Pharma UK Limited – www.alexionpharm.com
Alimera Sciences Limited - www.alimerasciences.com
ALK-Abello Limited – www.alk-abello.net
Allergan Limited - www.allergan.co.uk
Alliance Pharmaceuticals Limited – www.alliancepharma.co.uk
Almirall Limited – www.almirall.com
Amgen Limited – www.amgen.com
AstraZeneca Plc – www.astrazeneca.com

B
Bausch & Lomb UK Limited – www.bausch.com
Bayer Plc – www.bayer.co.uk
BGP Products – www.abbottuk.com
Biogen Idec Limited – www.biogenidec.com
BioMarin Europe Limited – www.bmrn.com
Boehringer Ingelheim Limited – www.boehringer-ingelheim.co.uk
Bristol-Myers Squibb Pharmaceuticals Limited – www.bms.com
RECRUITMENT AGENCIES
Judith left UCL with a 2.2 in English and an interest in marketing. To get some experience and sector relevant skills, she registered with a number of temping agencies eventually securing an assignment in a market research department where she gained an understanding of consumer insight through arranging and facilitating brand awareness focus groups. Armed with this new skillset, she built up a good reputation and was soon sent on more interesting roles. A permanent marketing assistant role was being advertised on the company intranet of one of her later assignments; she applied and secured the role. As the market improved, she moved again to become a product account manager and is now Head of European Marketing for a global technology organisation.
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USING RECRUITMENT AGENCIES

A recruitment agency acts as an **intermediary** between an organisation and potential staff.

• temp and permanent jobs
• **free** service for candidates – recruiting employer pays
• find a general/ specialist agency online:
  • long list of recruitment agencies in different sectors found here: [http://www.agencycentral.co.uk/](http://www.agencycentral.co.uk/)

UCL and University of London managed vacancies:

• UCL TalentBank
• University of London Temp agency and the Graduate Gateway
  • Search ‘UCL Careers jobs’
RECRUITMENT AGENCIES: TIPS

- Try and get a face-to-face interview.
- Be specific about what you’re looking for.
- Check types of jobs advertised: will they serve your needs?
- Register with a manageable number.
- Be pro-active - keep in regular contact.
NETWORKING AND SOCIAL MEDIA
Dan left UCL with an MSc Economics and an interest in financial services but months went by applying for jobs without success. He had used Social media purely for advertised job roles discovered the Linkedin UCL institutional homepage as a way of seeking out alumni involved in different areas of risk. He approached and met a number for coffee and asked lots of questions to become more informed about role/sector. He found out about insurance roles more interesting and aligned to his skillset and was now on radar of a number of organisations. He kept in contact and appeared on Linkedin newsfeeds that kept his profile front-of-mind. Latterly 2 organisations contacted him about opportunities not publically advertised. He researched, the company, sector and interviewers on Linkedin and was offered a position at Expoint as Re-insurance strategist.
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Search for alumni living in specific locations engaging in specific types of work.

‘Connect’ to them using a personalised message allowing them to understand why you’re getting in touch.
Contact potential mentors in specific countries/sectors for assistance.
## NETWORKING: Benefits

<table>
<thead>
<tr>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Learn from other’s experience:</strong></td>
</tr>
<tr>
<td>• more conversations = more potential inspiration</td>
</tr>
<tr>
<td>• more conversations = more of a reality check</td>
</tr>
<tr>
<td>• Job ‘research’ as opposed to job ‘search’</td>
</tr>
<tr>
<td><strong>Competitive advantage:</strong></td>
</tr>
<tr>
<td>• evidencing motivation can be key determinant in success</td>
</tr>
<tr>
<td>• organisational culture is often the differentiating factor</td>
</tr>
<tr>
<td>• information not publicly available on website</td>
</tr>
<tr>
<td>• use examples drawn from connecting with people in your applications/ interviews</td>
</tr>
<tr>
<td><strong>The hidden job market:</strong></td>
</tr>
<tr>
<td>• majority of opportunities are sourced through connecting with others</td>
</tr>
<tr>
<td>• potentially short-cut recruitment process</td>
</tr>
</tbody>
</table>
Sector Themed Careers Week programme

- Government & Policy – w/c 23\textsuperscript{rd} October
- Museums and Cultural Heritage – w/c 13\textsuperscript{th} November
- Media – w/c 27\textsuperscript{th} November
- Charities & NGOs – w/c 29\textsuperscript{th} January 2018
- Environment – w/c 5\textsuperscript{th} February
- International Development – w/c 19\textsuperscript{th} February
- Life & Health Sciences – w/c 5\textsuperscript{th} March

#UCLInspireMe
Connecting with people

The best way to be interesting is to be INTERESTED.................
INFORMATION INTERVIEWS - GOOD QUESTIONS

- What is the nature of the work? What actually happens day-to-day?
- How long have you been doing the job? What did you do before? How did your previous experience help you get this job? Do employers in this field tend to look for particular qualifications? If so, which ones?
- What are the highlights of the work? What are the negative aspects?
- What are some of the principal difficulties the organisation/industry sector faces, and how are they dealing with them?
- If things have gone well, it is often productive to ask, ‘If someone with my background and interests applied, how would they be viewed by a prospective employer?’
- Could you recommend two more people I could contact for information interviews of the same kind?
Follow-on essentials workshops

- Linkedin - Sourcing opportunities and raising your profile: 16th Nov – 3 to 5pm

- Connecting with people - Building and utilising a network of contacts to source jobs and work experience: 20th Nov – 3-5pm
Activities likely to SHORTEN your job search

- ensure you’re being realistic and marketing yourself effectively for advertised vacancies
- use multiple routes to seek out opportunities
- raise your visibility with future employers/contacts
- access support through the UCL Careers
Online resources: Careers essentials online

Search: ‘UCL Careers Essentials Online’

Sourcing jobs and work experience module

How to use a network

So, there are lots of ways for you to start networking with people around you, industry professionals and other ‘distant acquaintances’. But once you have an idea of who might be able to help you, what do you say? What do you do? What are you trying to achieve?

If you are purely viewing these contacts as people who might be able to offer you an a job or other opportunity, then the likelihood is that you’re going to be disappointed. Contacts are often not in a position to be able to offer this directly - especially those who you don’t know, and you’ll probably feel pretty uncomfortable about asking in the first place. Networking relationships need to be nurtured and built over time.

Watch our video on how to widen your networking goals

So as we’ve learnt, what you can ask of a person depends on the strength of the relationship. On a practical level, it can help to think of using contacts through the ‘five levels of networking’.

Watch our video on how to utilise the five level of networking

So, early on in those first conversations – the best course of action is to stay in safe territory, asking for information and getting answers to questions you have.
1to1 coaching

Current students:
- CV/ Application coaching - 15 minutes (Mon – Fri) lunch/ early evening
- Short guidance – 20 minutes (Mon – Fri)
- Long guidance – 60 minutes on referral from short guidance
- Interview coaching – 60 minutes (on condition ‘real’ employer interview)

Recent leavers:
- Graduates appointment – 30 minutes (Mon – Thu) inc. lunchtime/ early evening/ phone/ skype (recommended use especially if 1st Graduates coaching session)
- CV/ Application coaching – 15 minutes – same service as for current students
- Interview coaching – 60 minutes (on condition of ‘real’ employer interview)

Booking
- Online: up to 7 days in advance: MyUCLCareers
  - http://www.ucl.ac.uk/careers
- By phone: (call 020 3549 5900 after 9.30am)/ in person
Questions?