

# Market in 2017

## Marketing salaries at Britain's leading employers

### Graduate Recruitment in 2016-2017

- The country's top employers have been **actively marketing** their 2017 graduate vacancies at an average of **20 UK universities**, using a variety of campus **recruitment presentations**, local **careers fairs**, **skills training events**, promotions through **university careers services**, **online advertising** and **social media**.
- Graduate recruiters have been making more use of **social media**, university **recruitment presentations**, **skills training events** and **campus brand managers** during this year's recruitment campaigns – but have done less **advertising** in career sector guides.
- The ten universities **most often targeted** by Britain's top graduate employers in 2016-2017 are Warwick, Manchester, Bristol, Cambridge, Leeds, Birmingham, Nottingham, Oxford, Durham and Bath.
- Half the UK's leading employers said they had received **more completed graduate job applications** during the early part of the recruitment season than they had last year, but only two-fifths also believed the **quality of applications** had improved.
- Together, the country's top employers have received **9% more graduate job applications** so far this year, compared with the equivalent period in the 2015-2016 recruitment round.
- In 2016, the country's top employers received an average of **35 applications per graduate vacancy**, a small increase on the level of applications made by graduates the previous year.

### Internships & Work Experience

- The number of work experience places available at the UK's leading graduate employers is expected to **fall by 4.3%** in 2017, the first annual drop in places since 2010.
- **Over 90%** of the country's top graduate employers are offering paid work experience programmes for students and recent graduates during the 2016-2017 academic year, providing a total of **13,917 places**.
- Three-quarters of employers provide **paid vacation internships** for **penultimate year students** and at least half offer **course placements** for undergraduates (typically lasting 6-12 months as part of a university degree course).
- Substantial numbers of employers now also have work experience places for **first year undergraduates** – over a quarter of organisations offer **paid internships** and two-fifths of employers run **introductory courses**, open days and other taster experiences for first year students.
- **More than a third of recruiters** who took part in the research repeated their warnings from previous years – graduates who have had no previous work experience at all are **unlikely to be successful** during the selection process and have **little or no chance** of receiving a job offer for their organisations' graduate programmes.