



UNIVERSITY OF
LIVERPOOL

Employer
Connections
Team



ATTRACTING TALENT IN 2023–24

An Employer's Guide

Spring 2024

We are the original redbrick
liverpool.ac.uk

THE COMPLETE EMPLOYER GUIDE

Spring 2024

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Empowering
employers to make
meaningful
connections with
the next generation
of talent...

WELCOME

"Autumn 2023 has been one of the most successful starts to the academic year that we have seen, with the Employer Connections Team enabling over 225 employers to connect with our students through a range of events and initiatives. Some highlights include bringing a record number of employers into faculty to meet targeted groups of students, and hosting the largest LivUni Careers Fair, ever!"

We're continually working to ensure that our students are well-informed and well-connected with industry professionals in order to succeed in their career journey.

Gill O'Brien
Employer Connections
Manager

With that in mind we have more exciting activities for employers to get involved with coming up next semester. This guide showcases how employers can collaborate with us to build upon the success of autumn 2023 whilst attracting and recruiting the best talent for their opportunities."



We are
GOLD

We're proud to have been awarded the highest rating in the Teaching Excellence Framework.



EQUALITY+

Breaking down barriers, together

We know that all students face challenges as they plan for their future. We also know that for certain cohorts of students there are additional challenges that can make this even more difficult which is why we offer enhanced support through the Equality+ initiative.

Equality+ is designed to empower students and graduates who face barriers, biases, and unequal access to progression and future success. It is progressive and inclusive, and we welcome any student that has a passion for, or identifies with the following groups:

Recipients of University of Liverpool bursaries, local and commuter students, those with disrupted education (including care experience, young carers, estranged, and asylum seekers/refugees), students who are BAME, LGBTQ+, disabled, mature, and those from areas where participation in higher education is low.

As an employer we can support you in attracting and recruiting a diverse workforce through Equality+ by:

- Promoting your inclusive initiatives to tailored groups;
- Connecting you with our students through our events and activities on campus;
- Showcasing your events to tailored groups.

[Click here for some more information on our student population](#)



INTERNATIONAL+

Bespoke support for our international community

We have a growing global community at the University of Liverpool, and hosted around 4670 undergraduate and 3622 postgraduate international students in 2022-2023.

This number has increased in 2023-2024, and the largest proportion of our international students are in the School of Electronics and Electrical Engineering, School of Management and the School of Engineering.

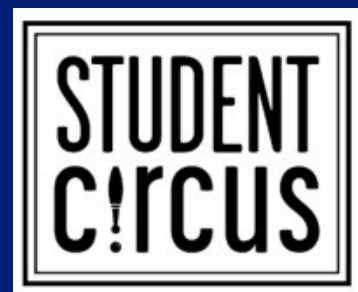
International students and graduates can bring a unique skillset to your organisation by **increasing innovation and creativity, enhancing brand appeal and filling skills gaps.**

If you are **actively recruiting** international students, we can support you through International+ by:

- Promoting your opportunities for international students in the UK and abroad;
- Sharing your events that are open to international students;
- Showcasing your organisation through tailored events and initiatives.



If you're interested in finding out more about hiring international students, take a look at [this guide from Student Circus.](#)



TIMELINE FOR ENGAGEMENT

Spring 2024

30th January – 24th March: Teaching
27th March – 18th April: Spring Break
17th April – 12th May: Teaching

In Spring 2024 we are hosting two university-wide initiatives to help you connect with our students at scale. You are also able to take a more targeted approach and engage in curriculum activity. See page 07 for more information.

February 2024

LoveLiverpool Week

In February 2024 we'll be putting the spotlight on the Liverpool City Region for one week with events and activities designed to showcase the range of opportunities available locally!

March 2024

Your Future Festival

Connect with final year students ahead of graduation as well as 2023 grads who may still be looking for opportunities to start in 2024.

LOVE LIVERPOOL

We'll be putting the spotlight on the Liverpool City Region with a week dedicated to showcasing the range of organisations and opportunities available locally to our students and graduates.

If you **#LoveLiverpool** and are passionate about keeping talent in the region, you can get involved by:

- *Showcasing part-time opportunities at our Part-Time Jobs Fair on 14th February (LCR-based organisations only) - [book your space here](#).*
- *Showcase your internships, placements and graduate opportunities on University Square on 14th February (LCR-based organisations only);*
- *Host a CareerTrek to your organisation during this week;*



If your operations are not based locally, but you love to recruit from Liverpool, speak to us about how else we can collaborate.





YOUR FUTURE FESTIVAL

Following the success of last year, we're bringing back Your Future Festival! This high-visibility and impactful event is designed to support our students that are still looking for internships, placements and graduate opportunities for 2024 starts.

If you still have opportunities to fill for 2024, you can get involved in the following ways:

13th March 2024: Spring Careers Fair

- Join us as an exhibitor and connect with our students at scale. We will promote your attendance in advance via a high-profile campaign.

[Book your space at the fair here.](#)

14th March 2024: International+ Showcase

- Take part in a panel talk as part of our International+ initiative by showcasing your opportunities available in the UK and overseas.

14th March 2024: Speed Mock Interviews

- Take an opportunity to 'give back' and help our students brush up on their interview skills.



Interested? Get in touch!

EMPLOYERS

IN THE

CURRICULUM

The Careers & Employability Team are closer than we've ever been to our academic colleagues, and embedding employers within the curriculum is where magic happens.

Collaborating with colleagues across all 3 of our Faculties [Faculty of Science and Engineering – University of Liverpool](#), [Faculty of Health and Life Sciences – University of Liverpool](#) and [Faculty of Humanities & Social Sciences – University of Liverpool](#) enables us to bring employers into the curriculum in new and exciting ways.

Why engage in curriculum activity?

1. It's a targeted, light-touch and high-impact approach to outreach and attraction.
2. It enables you to engage with specific cohorts of students during scheduled lectures and timetabled events.
3. It provides you with exposure to a pool of highly motivated students dedicated to developing innovative solutions to real business issues.
4. This is a unique way to talent spot and identify potential hires.

Take a look below at a recent collaboration between Everton in the Community and the Faculty of Humanities & Social Sciences:



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Key ways to connect via the curriculum:

Skills Development

We engage employers in modules which have been specifically designed to help students prepare for competitive recruitment processes. We do this via live in-person lectures, pre-recorded video content and the [Shortlist.Me](#) video interview tool. Find out more [here](#).

Career Treks

Could we bring students to your offices or workspace to learn about real-work environments and explore the opportunities available? We have previously visited Airbus with Electrical Engineering masters students, Merseyside Police Forensics Unit with final year Chemistry students, Waters Corporation with 2nd year Physics students, Fletchers Solicitors with 2nd and final year Law students and CSL Seqirus with 2nd year Accounting and Finance students.

We can work with you to plan the visit and maximize this valuable opportunity for students to envision their future workplaces.

Employer Challenges

An employer challenge can address a real business problem you are facing or might cover themes such as sustainability, EDI, ethics, global issues or enterprise.

These challenges provide students with an opportunity for collaborative work and a chance to explore digital workplace tools and help them to join the dots between their academic studies and the skills they need for their future.

[Take a look at our checklist and examples of past real-world projects.](#)

Focused Panel Talks & Networking

We host a range of focused events for Faculties and Schools to enable employers to meet specific groups of students. For example, we run an [annual 3-day Bootcamp for second year students from the Faculty of Science & Engineering](#) to support them in sourcing year in industry placements. We also host mini career fair-style networking events for the School of Environmental Sciences and the School of Psychology. In spring 2024, there will be opportunities for Chemistry, Computer Science, Electrical Engineering, and Life Sciences students to connect with employers.



DIGITAL SOLUTIONS

We recognise that many employers like to take a digital approach. We have a range of solutions for you to reach out to our students remotely.

01. HANDSHAKE

Handshake is your first stop to reach our students virtually and it's quick and easy to create your employer profile to get started.

The network enables you to:

- Manage multiple university relationships from one login;
- Advertise your opportunities and events;
- Follow-up with students you've met at an event by scheduling online chats;
- Provides you with the opportunity to manage interviews for roles you've posted.

We can also feature and highlight employer attributes and strengths that students find valuable through Employer Collections. Speak to us to find out more.

[Find out more](#) or [register](#).

02.

INSTAGRAM & TIKTOK

Do you need a creative and relevant option to boost to your employer brand? Look no further than our social media accounts! With a healthy student following, this is the perfect opportunity to showcase your organisation to our students. We offer takeovers of our Instagram stories, or pre-recorded content for our TikTok page. Get in touch to collaborate.

Follow us: [@livunicareers](https://www.instagram.com/livunicareers)



03.

EMPLOYER INSIGHTS & PROMO VIDEOS

We're always looking for inspiring video content from employers on topics such as resilience, confidence, recruitment processes, commercial awareness and more. We also encourage employers to share short clips to promote their attendance at our on-campus events. We can share these bitesize clips in various ways such as on our social media channels, web pages, to support our employability delivery in the curriculum and now on our **brand new big screen**, in a prime location on campus.



Interested?
Get in touch!

04.

'I GOT HIRED' INSPIRATIONAL STORIES

Our students love to hear from those that have recently 'been there, done that', so one of the best ways for you to raise your profile and showcase what your organisation has to offer is to let your student and graduate hires do the talking for you. We'll provide your student or grad hires with a few questions about how they secured their role and what it's really like to work for your organisation. This can be done either as a written blog, or a vlog. We'll then put it together for our dedicated 'I Got Hired' [webpage](#).

05.

VIDEO INTERVIEWS

To help our students prepare, we provide them with an opportunity to practice their video interview technique through the [Shortlist.Me](https://www.shortlist.me) video interviewing platform. As an employer, you are able to produce a short practice video interview for our students to complete through this platform. Each video interview will include your own branding and you'll also have the opportunity to include an intro to yourself, your organisation and opportunities available.

06.

VIRTUAL INTERNSHIPS

Do you offer students virtual internship experiences? We encourage our students to complete virtual internships via our partner Forage and we are also able to embed these opportunities into the curriculum. If you're already on Forage and would like to discuss promoting your virtual internships in this way please get in touch.

Not familiar with Forage? Click [here](#) to contact them and find out more about joining the platform.

If you offer virtual internships via another platform, you are able to promote these via Handshake. Please upload them to the system in the category of 'Experiential Opportunity' and we'll do the rest.

08.

VIRTUAL CAREER TREKS

Brand new for 2023-2024, the university has partnered with a platform which will enable us to showcase employers offices & work spaces, virtually! If you're interested in showing students what it's really like to work at your organisation, get in touch.

07.

ADVERTISE WITH THE GUILD

Want to connect your brand to over 28,000 students? We can put you in touch with The Guild of Students to help you create and deliver a highly successful ad campaign across a range of digital platforms. Take a look at their [media pack](#) to find out more.



Interested?
Get in touch!



SUPPORT FOR SMES

Don't just take our word for it! Hear what our students think about the Liverpool Interns programme [here](#).



LIVERPOOL INTERNS

Our Liverpool Interns Programme enables employers to benefit from a 100 hours internship/projects delivered by a current student (or recent graduate), fully funded through a Santander Universities Bursary – ideal for short-term growth-boosting projects!

Through the scheme, we support Small/Medium-sized businesses (less than 250 employees, and must be based here in the UK) with the full recruitment process from advertisement to hiring.

[Click here to look at the Liverpool Interns Programme Structure.](#)

To register your interest in the Liverpool Interns programme, please contact the Programme Co-ordinator, [Paul Cullinan](#).

FURTHER SUPPORT

We can also support SMEs with:

- Showcasing and marketing of your opportunities to target cohorts;
- Shortlisting and recruitment support;
- Training & development of hired UoL Grads.

Liverpool has recently been rated the [best place to live and work in the UK, according to the latest City #Liveability Index from financial services provider OneFamily](#) and the [best place to live in the North West by the Sunday Times 'Best Places to Live Guide'](#).

HOSTING PLACEMENTS & INTERNSHIPS

There are currently around 2500 University of Liverpool students on programmes which include a year in industry, from a wide range of courses including Business, Chemistry, Computer Science, Engineering, Finance, Marketing, and more. All other students also have the option to suspend their studies in order to complete a year in industry.

Many students also choose to complete short-term internships, which usually last up to 3 weeks during the Easter break or up to three months during summer.

Internships & placements are attractive to students as they offer them an opportunity to gain work experience, develop skills, enhance their employability and develop their commercial awareness.

Benefits to Recruiters

- By offering valuable work experience you can help upskill the future graduate workforce
- These roles can fill skills gaps that exist within your organisation and provides an opportunity to bring in fresh perspectives
- This approach can help develop a pipeline of early talent into your graduate roles
- This is a cost-effective way to gain support for projects without committing to a permanent hire



How we can help

If you've not previously recruited undergraduate students into internship or placement roles, we can help you to identify projects and possible roles that might be suitable. For more information, take a look at our [Guide to Recruiting Placements & Internships](#).

WORK

WITH

US



Gillian O'Brien
EMPLOYER CONNECTIONS MANAGER



Jane Marsh
EMPLOYER CONNECTIONS CONSULTANT



"Talk to me about our employer-connected curriculum and how this can enable you to take a targeted approach to engaging with our students via specific academic schools and faculties."



Paul Cullinan
EMPLOYER CONNECTIONS CONSULTANT



"Talk to me if you work for an SME or a local organisation and need some advice about how we can support you in bringing a pipeline of talent into your business."

WORK

WITH

US



Jade McGee
EMPLOYER CONNECTIONS OFFICER



"Talk to me about how we can collaborate to raise your profile on campus by connecting with our students through our high-visibility, large-scale events."



Nicola Quinn
EMPLOYER CONNECTIONS ASSISTANT



"I'm the face behind our team email account 'employerconnections@liverpool.ac.uk' and our Handshake platform. Behind the scenes, but always ready to help."



Grace Berry
EMPLOYER CONNECTIONS CONSULTANT

Grace is currently on maternity leave and will be returning to the team in autumn 2024.



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Advice & Guidance

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ARE

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