



Nottingham Trent
University

Employer Toolkits

Top Tips

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Attract



1. Advertise roles in new places and platforms

Explore new avenues to promote your opportunities. University careers services will have portals to advertise roles to students and graduates. You could also consider reaching out directly to student societies reflective of the student demographics you are trying to engage, or Equality, Diversity and Inclusion (EDI) specialist agencies that connect under-represented student groups to employers. Think about what job boards you use, do they partner/invest in any damaging affiliations to modern slavery, pollution or non-renewable energy?

2. Target diverse institutions for engagement and explore new outreach activities

Gather demographic data from universities and colleges to ensure you are targeting institutions that have diverse student cohorts, aligning with your EDI objectives.

Different institutions will have various engagement opportunities allowing you to access new pools of candidates. These could be internship or work experience schemes, or more targeted EDI focused initiatives and events allowing you to connect with specific under-represented student groups.

3. Think about ways of engaging with students whilst they are still at university

Can you get involved in any student projects or challenges? You might want to consider hiring a student on a short placement or part-time basis. You could consider creating a year in industry/ sandwich placement which would create a great talent pipeline for your graduate roles. Is anyone who works in your organisation part of the alumni network at NTU? They can be great brand ambassadors for your business.

4. Get social media savvy

Exploring social media platforms is also a great way to connect with students, but ensure you bring the company to life through these and excite students about applying – don't just use it as a jobs board! Many students are using LinkedIn, TikTok and Instagram. This is a great way to raise your brand profile online and could even be a good project for a current student or graduate in the business to undertake.

5. Make your values clear

Ensure you are clearly communicating your values and objectives around important topics like equality, diversity and inclusion and sustainability. Students and graduates are increasingly looking for businesses who are taking inclusion seriously, and research shows 95% will research a company's commitment to EDI before making an application. This is equally important for areas such as sustainability, CSR and employee wellbeing. Make sure

your company website, job adverts and social media pages reflect these values and culture.

6. Accreditations

Are you accredited by any certifications? These will vary depending on your industry sector and size of business. Some examples include:

- B Corp
- SME Climate Hub
- International Society of Sustainability Professionals (ISSP)
- Carbon Trust Standard
- The Ethical Company Organisation
- SDG Compass.

All the above will evidence how committed you are to sustainable practices and values.

7. Consider your job title

Most students and graduates will start by putting 'graduate' in the search bar whenever they use job search tools and platforms. If you can ensure that the job title comes up in search results, you are much more likely to get more relevant applications. Try to ensure that job titles are clear and concise, and this will result in applications from the most suitable candidates.

8. Ensure job adverts use inclusive language

Use gender neutral language so your advert appeals to a broader range of candidates. Heavily masculine coded words such as 'lead', 'dynamic', 'strong', can deter female candidates from applying. Online gender decoders are a great tool to assess the neutrality of your language. Also avoid using lots of jargon, technical terminology, or acronyms and abbreviations that candidates may not understand.

9. Keep essential criteria to a minimum

Consider lowering or removing strict entry requirements to open the role up. Do you really need a specific degree or UCAS points?

As well as formal entry requirements, try keeping essential criteria on the job advert minimal – research shows certain groups will only apply if they meet every criteria listed so adding in unnecessary things that are purely desirable or can be taught on the job may deter capable candidates.

10. Be clear about salary

Jobs that include a salary or salary banding are much more likely to attract the most relevant applicants. The use of 'competitive' to describe a salary is very vague and makes it difficult for potential applicants to understand what they are working towards and might be put off applying for the role completely.

11. Be direct and outline your application and selection process

The more information you can provide on your specific attraction and selection techniques, the better. This will enable students and graduates to understand your timescales and processes. Explain what skills, behaviours and competencies you will be looking for, and how you are assessing these through various activities. Communicating this to potential applicants demonstrates your business' appetite for transparency, as well as allowing important preparation time so that students and graduates can perform their best at every stage of your recruitment process. In return, you then get to witness candidates at their best.

12. Outline learning and development opportunities

One of the main objectives for students and graduates upon leaving university is the opportunity to continue with professional and personal development. If you have a successful induction plan or training programme (especially those which are industry recognised), make sure you make any potential applicants aware of what you offer.

13. Introduce referral awards

Referral awards through word of mouth can be a very good way of getting current students and graduates to shout about your business to their friends and network. You may also want to consider employing a brand ambassador at NTU to work on attracting talent to your business for you.

14. Career fairs

Attend career fairs and speak to students and graduates. You might want to think about your marketing merchandise:

- Is it eco-friendly?
- Can it be replaced for another more sustainable product that can be reused again?
- Can you provide online brochures, QR codes rather than paper takeaways?
- Can you travel to Careers Fairs in a more sustainable way to reduce your carbon footprint?