



National
Graduate
Recruitment
AWARDS
2018

STUDENT PANEL AWARDS

Entry pack

Closing date
Friday 26 January 2018

targetjobsawards.co.uk

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About the student panel awards

Who is eligible to enter?

All graduate, apprenticeship and school leaver employers or their agencies may submit a nomination. Submitted work should have been live during the period 1 September 2016 to 30 September 2017 (unless otherwise stated).

How are the awards judged?

All student panel awards are shortlisted and judged exclusively by undergraduates and school students, making the TARGETjobs National Graduate Recruitment Awards a truer reflection of recruiters' standing with their audience.

When entries close on **Friday 26 January 2018**, we will host an independently adjudicated judging process in which carefully selected final-year undergraduates, apprentices and school-leavers shortlist and select winners for each category. Their decision is final and neither GTI, the adjudicators nor the student panel will enter into any correspondence on the decisions made. Please note the judges spend the same amount of time on each entry (usually between 15–20 minutes), so if, for example, you send a 10 minute video as supporting evidence it is unlikely to be reviewed in full.

In addition to the student panel awards there are sector awards, which are voted for by students in a national poll administered by our research partner trendence UK, and the Graduate Employer of the Year Award, which you can enter if you are shortlisted in January.

What are the judging criteria?

Each award has specific judging criteria, which are outlined under each category in this pack. Please follow these criteria as these will directly correspond to the points awarded by the student judges. Please do not exceed the stated word count for each criteria.

How do I submit an entry/entries?

1. Complete an online booking form stating the category or categories you wish to enter.
2. Each award category has an online written submission form for you to complete.
3. You are invited to send material or evidence to support your entry to:
FAO Jane Anderson, GTI, The Fountain Building, Howbery Park,
Benson Lane, Wallingford, Oxon OX10 8BA.
Please make sure it is clearly marked with company name and award.

Best social mobility strategy

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This award recognises organisations that have set out to widen participation in their early years programme/s through identifying, targeting, attracting, selecting and recruiting students from lower socio-economic groups.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How and why widening participation and social mobility are considered as part of your student recruitment activity (200 words)
- An outline of your social mobility strategy and objectives (200 words)
- How your organisation has defined, identified and targeted students from lower socio-economic groups (200 words)
- Channels, tools and techniques you have used to attract, assess and recruit students from lower social-economic groups (200 words)
- The impact of your social mobility activity (200 words)

Apprentice of the year

This award recognises the contribution made by a recent apprentice. The person you nominate must have started an apprenticeship in the last three years. You may enter more than one apprentice for this award (a special rate is available for five entries or more).

Please introduce your nominated apprentice. Tell us a bit about their personal and educational background and their current role. Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How your apprentice has exceeded the expectations set by the organisation or manager and performance of their peer group (250 words)
- How he/she has contributed to the success and culture of their team, department, business area or wider organisation (250 words)
- How he/she has made a positive impact on the working environment and on his/her colleagues (250 words)
- How he/she has demonstrated their ambition and potential for future success (250 words)

Best school leaver programme

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This award recognises excellence in the design of your school leaver or apprenticeship programme, the buy-in from leadership, a clear proposition suited to the target audience and a positive experience for your school leavers or apprentices.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- What are the reasons that your organisation recruit apprentices or school leavers? (100 words)
- Your specific recruitment offering to apprentice or school leaver candidates (200 words)
- How your organisation has identified and targeted students for your programme (200 words)
- Channels and tools you have used to attract, assess and recruit students for your programme (200 words)
- The development programme you have in place including training, development and progression opportunities: ensuring future success in the organisation (200 words)
- The impact of your apprentice or school leaver recruitment (100 words)

Best diversity strategy

This award celebrates organisations that take a proactive approach to increasing the diversity of their early years intake through a more inclusive approach to attraction and selection.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How and why diversity and inclusion are considered as part of your student recruitment activity (200 words)
- An outline of your diversity recruitment strategy and objectives (200 words)
- How your organisation has identified and targeted students from an under-represented group or groups of candidates (200 words)
- Channels, tools and techniques you have used to attract, assess and recruit students from these groups (200 words)
- The impact of your diversity and inclusion activity (200 words)

Best innovation in student recruitment

This award highlights an innovative solution that you are using to promote your brand, schemes or a particular initiative to your student audience. It may include, but is not limited to, the use of emerging technology.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- The objective and brief that led to the innovative solution (100 words)
- How you ensured that your innovation would help to meet the specific brief and your wider student recruitment objectives (200 words)
- What made this solution innovative in student recruitment (200 words)
- How you delivered, executed and promote dyour innovative solution (300 words)
- The reaction of your target audience and the results of your innovative solution (200 words)

Best work experience programme

This award recognises industry-leading programmes designed for potential candidates to experience your organisation during a placement, internship or other period of work experience.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How you identify, target, attract and recruit students onto your work experience programme (250 words)
- The design, structure and implementation of the programme including how you interact with the business to maintain an excellent experience (250 words)
- The quality of the work and opportunities made available to students on your programme (250 words)
- The way you manage students on the programme and beyond so that successful placement students remain part of your talent pipeline (250 words)

Best student marketing campaign <50

(For organisations recruiting less than 50 graduate a year)

This award examines how you have developed an integrated attraction campaign, which has successfully led to the engagement and attraction of your target audience(s).

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Your marketing campaign objectives and the measures you put in place to determine success (200 words)
- Innovation and creativity in the design, planning and implementation of your campaign, including the tools and channels you have used (400 words)
- How you have ensured that your campaign reaches and impacts the students with whom you are trying to engage (200 words)
- Campaign success against your objectives (200 words)

Best student marketing campaign >50

(For organisations recruiting more than 50 graduate a year)

This award examines how you have developed an integrated attraction campaign, which has successfully led to the engagement and attraction of your target audience(s).

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Your marketing campaign objectives and the measures you put in place to determine success (200 words)
- Innovation and creativity in the design, planning and implementation of your campaign, including the tools and channels you have used (400 words)
- How you have ensured that your campaign reaches and impacts the students with whom you are trying to engage (200 words)
- Campaign success against your objectives (200 words)

Best use of social media

New this year, this award recognises best practice in adopting social or professional networking channels to reach and engage with target student audience(s).

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- The part that social and professional networking platforms play in your overall student recruitment strategy and integrate with other activity (200 words)
- Which channel(s) you have used and how you used design and content to promote your graduate employer brand (200 words)
- How you successfully segment and target on social and professional networking platforms (200 words)
- Your internal processes for delivering consistent and ongoing social presence and content (200 words)
- The metrics you have in place to measure success on these platforms and how they prove success in your social presence (200 words)

Rising star

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This award recognises the contribution made by a recent graduate. The person you nominate must have joined the organisation within the last three years. You may enter more than one graduate for this award. A special rate is available for five entries or more.

Please introduce your nominated graduate. Tell us a bit about their personal and educational background and their current role. Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How your graduate has exceeded the expectations set by the organisation or manager and performance of their peer group (250 words)
- How he/she has contributed to the success and culture of their team, department, business area or wider organisation (250 words)
- How he/she has made a positive impact on the working environment and on his/her colleagues (250 words)
- How he/she has demonstrated their ambition and potential for future success (250 words)

Best graduate website

This award will look at the functionality, design and content of your graduate recruitment website and examine its engagement and effectiveness.

50% of your scores will be awarded based on the following criteria (by viewing and exploring the site):

- Functionality and navigability of the site, including ease of finding relevant information.
- How you have used the platform to express your employer brand and provide students with an engaging experience
- Quality of content, information about the schemes and organisational insight

50% of your scores will be awarded based on the following criteria (through your written submission):

- The objectives and process in the planning, design and creation of your graduate website (200 words)
- How your website is integrated with your off-line marketing campaign and activities (200 words)
- The effectiveness of the site based on use, statistics and feedback (200 words)

Best on-boarding experience

New this year, this award recognises quality in the new joiner experience: from receiving an offer for a graduate position to their first six months in role.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How you ensure that your candidates remain engaged and become more engaged with the organisation between offer and joining. This can include details of any on-boarding software/technical infrastructure that is utilised during this process (250 words)
- How you ensure that your candidates are ready to join the organisation and be productive in their role. This can include details of any on-boarding software/technical infrastructure that is utilised during this process (250 words)
- The induction process that takes place during the first six months of your graduate programme (250 words)
- How you deem your on-boarding process to be successful (250 words)