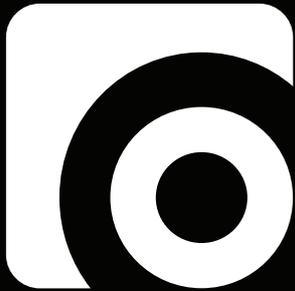


An event by 



targetjobs

**National Graduate
Recruitment
Awards 2022**

In partnership with

ocado[®]
GROUP

PANEL AWARDS Entry pack

Closing date

Friday 28 January 2022

targetjobsawards.co.uk

#TJawards2022  @Group_GTI

About the panel awards

Who is eligible to enter?

All graduate, apprenticeship and school leaver employers or their agencies may submit a nomination. You can submit work from 2020/21 or 2021/22 campaigns (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 the most accurate reflection of recruiters' standing with their audience.

When entries close on **Friday 28 January 2022**, 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 Cibyl (formerly Trendence UK), and the Graduate Employer of the Year Award, which you can enter if you are shortlisted for any of the award categories.

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. Go to the hosting platform <https://targetjobs.awardsplatform.com>, where you can book and enter.
2. Each award category has an online written submission form for you to complete. Any supporting evidence can be uploaded to this site.

The best social mobility strategy award

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This award is judged by a panel of expert professionals.

This award recognises organisations that have set out to widen participation in their early years programme(s) by 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.

- Tell us how and why widening participation and social mobility are considered as part of your student recruitment activity. (200 words)
- Please outline your social mobility strategy and objectives. (200 words)
- How has your organisation defined, identified and targeted students from lower socio-economic groups? (200 words)
- What channels, tools and techniques have you used to attract, assess and recruit students from lower socio-economic groups? (200 words)
- Tell us about the impact of your social mobility activity. (200 words)

The apprentice of the year award

This award is judged by a panel of career-focused students.

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

The best school leaver programme award

Sponsored by



This award is judged by a panel of career-focused students.

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 why your organisation recruits apprentices or school leavers? (100 words)
- What is your specific programme offering to apprentice or school leaver candidates? (200 words)
- How has your organisation identified and targeted students for your programme? (200 words)
- What channels and tools have you used to attract, assess and recruit students for your programme? (200 words)
- What development programme do you have in place, including training, development and progression opportunities, to ensure future success in the organisation? (200 words)
- Tell us about the impact of your apprentice or school leaver recruitment. (100 words)

The best diversity and inclusion strategy award

This award celebrates organisations that are proactively 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.

- Tell us how and why diversity and inclusion are considered as part of your student recruitment activity. (200 words)
- Please outline your diversity recruitment strategy and objectives. (200 words)
- How has your organisation identified and targeted students from an under-represented group(s)? (200 words)
- What channels, tools and techniques have you used to attract, assess and recruit students from these groups? (200 words)
- Tell us about the impact of your diversity and inclusion activity. (200 words)

This award is judged by a panel of career-focused students.

The rising star award

Sponsored by



This award is judged by a panel of career-focused students.

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

The best on-boarding experience award

Sponsored by



This award is judged by a panel of career-focused students.

This award recognises quality in the new joiner experience, from receiving an offer for a graduate position to completing 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 do you ensure that your graduates remain engaged and become even 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 do you ensure that your graduates 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)
- Please outline the induction process that takes place during the first six months of your graduate programme. (250 words)
- How do you deem your on-boarding process to be successful? (250 words)

The best internship or placement programme award

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This award is judged by a panel of career-focused students.

This award recognises industry-leading programmes designed for students 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 do you identify, target, attract and recruit students onto your programme? (250 words)
- Tell us about the design, structure and implementation of the programme, including how you interact with the business to maintain an excellent experience. (250 words)
- Please outline the quality of the work and opportunities made available to students on your programme. (250 words)
- How do you manage students on the programme and beyond so that successful students remain part of your talent pipeline? (250 words)

The best student marketing campaign award

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L'ORÉAL

This award is judged by a panel of career-focused students.

This award examines how you have developed an integrated attraction campaign that 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.

- Tell us about your marketing campaign objectives and the measures you put in place to determine success. (200 words)
- Explain your delivery, execution and promotion through social and professional networking channels, what part these channels played in the campaign and how you used them to target and reach the right students. (200 words)
- How did you integrate your website into your overall campaign? Tell us what functionality you relied on here and how the user experience and design of your website fed into and complemented your overall marketing campaign. (200 words)
- Tell us about any other innovative/creative features, tools, channels or media you used as part of the campaign and how you measured their success. (200 words)
- Please outline your campaign success against your objectives. (200 words)

The best virtual recruitment experience award

NEW

Sponsored by



This award is judged by a panel of career-focused students.

This award recognises how virtual experiences can capture the engagement of students in early careers recruitment and may even create a more level playing field.

You can enter any virtual experience (from an assessment centre to an insight day) into this category.

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

- Please outline the objectives of your virtual experience. They should have some key performance indicators to demonstrate the level of success. (200 words)
- How did you get students engaged in your virtual experience? This can include details of any marketing/software/technical infrastructure that was deployed. (200 words)
- Explain how you targeted and identified students. (200 words)
- Tell us about the impact of your virtual experience (including some feedback from students) and how it will influence future attraction plans. (200 words)

The early careers professional of the year award

This award is judged by a panel of expert professionals.

This award recognises the contribution made by a member or head of a recruitment or talent development team.

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

- How has your nominee exceeded the expectations set by the organisation or manager and the performance of their peer group? (250 words)
- How have they contributed to the success of their team, department, business area or wider organisation? (250 words)
- How have they made a positive impact on the recruitment or talent development process for students/graduates/apprentices and on their colleagues? (250 words)
- How have they demonstrated their commitment and contribution within the early careers profession more broadly? (250 words)

The sustainability in early talent recruitment award

NEW

Sponsored by



This award is judged by a panel of professional led by the co-founders of SRA

This award recognises the commitment made by an organisation to take a more eco-friendly approach to early talent recruitment.

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

- Tell us how you have **reviewed** your early talent processes and operations, identifying opportunities to be more sustainable. (200 words)
- How have you **reduced** and/or switched to sustainable alternatives? How have you found greener ways of engaging with your target audience? We are particularly interested in how you've innovated and reimagined what's possible. (300 words)
- Tell us about the impact you have made. How have you reimagined what's possible? **Report** what you've changed, demonstrating with facts and figures. (250 words)
- Make a pledge and tell us how you intend to build on this ambition and embed sustainability over the next 12 months. (200 words)

FOR UNIVERSITIES

The best university employability strategy award

This award is judged by a panel of expert professionals.

This award celebrates the achievements of higher education institutions in ensuring that their undergraduates are best equipped to achieve their potential when searching and applying for graduate roles and transitioning to employment.

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

- Describe your broad approach to student employability. (100 words)
- How do you work with academics and other departments to ensure that students develop a broader range of skills throughout their time at university? (200 words)
- Describe the engagement/relationship you have with the senior management of the university in the design and implementation of your employability strategy. (200 words)
- Tell us about the activities and opportunities you provide for your students to ensure that they are equipped for future success, including the involvement of alumni, parents and employers and innovations in this area. (400 words)
- How do you encourage students to make the best use of the careers service and participate in your activities? (100 words)
- How do you measure and demonstrate success in employability? Your answer should include your key achievements and progress in this area. (200 words)

The HE careers guidance professional of the year award

NEW

This award is judged by a panel of expert professionals.

This award recognises the contribution made by a member of any higher education institution careers or employability team.

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

- How has your nominee exceeded the expectations set by the institution or line manager and the performance of their peer group? (250 words)
- How have they contributed to the success of their team, department or wider institution? (250 words)
- How have they made a positive impact on students to improve or transform their employability skills? (250 words)
- How have they demonstrated thought leadership or innovation within early careers guidance more broadly? (250 words)