



National
Graduate
Recruitment
AWARDS
2020

STUDENT PANEL AWARDS

Entry pack

Closing date
Friday 24 January 2020

targetjobsawards.co.uk

#TJawards2020

 @TJawards

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 2018 to 30 January 2020 (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 24 January 2020**, 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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UNIVERSITY OF
LEICESTER

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)

Apprentice of the year

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CLYDE & CO

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

Best school leaver programme

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)

Best diversity and inclusion strategy

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 about 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 or groups of candidates. (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)

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.

- Tell us about the objective and brief that led to the innovative solution. (100 words)
- How did you ensure 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 did you deliver, execute and promote your innovative solution? (300 words)
- Please outline the reaction of your target audience and the results of your innovative solution. (200 words)

Best work experience programme

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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 (less than 50)

Sponsored by



(For organisations recruiting less than 50 hires a year)

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)
- Please outline your innovation and creativity in the design, planning and implementation of your campaign, including the tools and channels you have used. (400 words)
- How have you ensured that your campaign reaches and impacts the students you are trying to engage with? (200 words)
- Please outline your campaign success against your objectives. (200 words)

Best student marketing campaign (more than 50)

Sponsored by



(For organisations recruiting more than 50 hires a year)

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)
- Please outline your innovation and creativity in the design, planning and implementation of your campaign, including the tools and channels you have used. (400 words)
- How have you ensured that your campaign reaches and impacts the students you are trying to engage with? (200 words)
- Please outline your campaign success against your objectives. (200 words)

Best social media campaign

Sponsored by



This award recognises best practice in adopting social or professional networking channels to reach and engage with your target student audience(s).

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

- Please describe your objectives for the specific campaign, and why social media/professional networking platforms were chosen to engage the audience. (250 words)
- Which channel(s) did you use, and how have you used design and content to promote your employer brand as part of the campaign? (250 words)
- How have you ensured that the campaign reaches and impacts the students you were trying to engage? (250 words)
- Please outline how your campaign met your objectives, and what metrics you had in place to measure success for this campaign (250 words)

Rising star

Sponsored by



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 has he/she contributed to the success and culture of their team, department, business area or wider organisation? (250 words)
- How has he/she made a positive impact on the working environment and on his/her colleagues? (250 words)
- How has he/she 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 score 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

The other 50% of your score will be awarded based on your answers to the following questions (though your written submission):

- Tell us about the objectives and process in the planning, design and creation of your graduate website. (200 words)
- How is your website integrated with your offline marketing campaign and activities? (200 words)
- Please outline the effectiveness of your site based on use, statistics and feedback. (200 words)

Best on-boarding experience

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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 do 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 do 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)
- 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)