

A total of **19,147 finalists**
from the **Class of 2018**
at the country's top thirty
universities took part in
face-to-face interviews to
research Britain's **leading**
graduate recruiters.

The votes have been
counted and the **awards** for
this year's most sought-after
graduate employers can
now be revealed...

THE TIMES GRADUATE RECRUITMENT AWARDS 2018

Introducing the Awards

The **Times Graduate Recruitment Awards**, now in their twenty-first year, celebrate the **real** achievements of the UK's leading graduate employers. Uniquely, the awards are decided *entirely* by those who matter most in graduate recruitment – **final year students** who are just about to leave university and start their first graduate job.

There were **no** anonymous online votes and **no** panels of so-called 'design experts' or contrived committees of 'student judges' to assess employers' recruitment campaigns – just direct feedback from on-campus research groups and face-to-face interviews with thousands of finalists at thirty top UK universities looking for a graduate job in 2018.

How the Awards are Researched

There are three categories of awards, each researched during the 2017-2018 graduate recruitment season.

The '**Graduate Employers of Choice 2018**' were identified from face-to-face interviews with **19,147 final year students** during February 2018. Students who had applied for jobs in 21 specific career areas – such as engineering, accountancy and human resources – were asked which employers within this area they most wanted to work for. Finalists did **not** choose from lists of organisations, their responses were **entirely unprompted**.

For the '**Graduate Employer of the Year 2018**' award, all 19,147 final year students were asked the open-ended question, '*Which employer do you think offers the best opportunities for graduates?*' Again, finalists **weren't** shown a list of employers to select from, and their answers were not prompted in any way. The results from this question are also used to compile **The Times Top 100 Graduate Employers** league table.

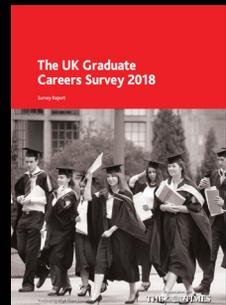
The final awards – for the best **graduate recruitment website, brochure, advertising and social media** – were judged by on-campus research groups held with finalists across the UK. Over **900 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from sixty major employers.

About High Fliers Research

Research for **The Times Graduate Recruitment Awards** has been carried out by High Fliers Research as part of *The UK Graduate Careers Survey 2018*.

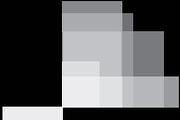
Launched in 1995, the survey has now been conducted annually for more than two decades and is the UK's largest and most authoritative graduate recruitment research. Over **150 leading employers** have used the survey to review the success of their on-campus promotions and help plan future recruitment campaigns.

To find out more about participating in the 2019 survey, contact **Sally Hyman, Survey Director** at sally.hyman@highfliers.co.uk



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Graduate Employer of the Year 2018



pwc

For an unprecedented **fifteenth** consecutive year, the accounting & professional services firm **PwC** has been voted the UK's number one graduate employer in **The Times Top 100 Graduate Employers** for 2018.

The 20th edition of the Top 100 book & website will be launched in October 2018.



Graduate Employers of Choice 2018

ACCOUNTANCY



FINANCE



PROPERTY



ACTUARIAL WORK



GENERAL MANAGEMENT



PUBLIC SECTOR



ASSET & INVESTMENT MANAGEMENT

BLACKROCK

HUMAN RESOURCES



SALES



BUYING & PURCHASING



INVESTMENT BANKING

J.P.Morgan

RESEARCH & DEVELOPMENT



CHARITY & VOLUNTARY WORK



LAW

ALLEN & OVERY

RETAILING

M&S
EST. 1884

CONSULTING



MARKETING



TECHNOLOGY

Google

ENGINEERING



Rolls-Royce

MEDIA



TRANSPORT & LOGISTICS



Best Graduate Recruitment Marketing in 2017-2018

GRADUATE RECRUITMENT WEBSITE

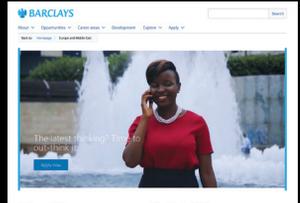


BARCLAYS

This stylish website presents a vast amount of information within an extremely clear structure and layout.

The interactive elements helped to enhance the user experience and were key to the site's success. Students were particularly impressed with the 'wish list' feature.

Website produced by Stafford Long



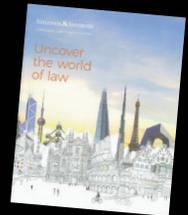
GRADUATE RECRUITMENT BROCHURE

Simmons & Simmons

The firm's brochure proved popular with job hunters, as it painted a colourful picture of working life at Simmons & Simmons.

Students commended the clear navigation and welcomed the detailed advice regarding the recruitment process and the support given to lawyers as they progress through the firm.

Brochure produced by Stafford Long



GRADUATE RECRUITMENT ADVERT

TeachFirst

This advert's full-page photograph and striking headline conveyed a very upbeat and positive impression of a career in teaching.

The inspirational wording and the advert's focus on the individual emphasised to new graduates how they could make a difference and impact the lives of others via the Teach First programme.

Advert produced by Tonic



GRADUATE RECRUITMENT SOCIAL MEDIA



Powerful imagery, detailed information, varied content and impactful videos helped make this comprehensive Facebook page a real hit with graduate job hunters.

Finalists especially liked the 'community' section, and were impressed by the number of followers for the page.

Facebook page produced by Great State and TPUK



THE  TIMES
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