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...
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
Graduate Recruitment Awards 2018

Graduate Employer of the Year 2018

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.
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

ROYAL NAVY 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