

A total of **19,863 finalists** from the **Class of 2020** at the country's leading universities took part in face-to-face interviews to research the UK's **top 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 2020

Introducing the Awards

Each year since 1998, **The Times Graduate Recruitment Awards** have celebrated the **real** achievements of the UK's top 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.

This year's awards have been compiled from direct feedback from on-campus research groups and face-to-face interviews with thousands of finalists from the 'Class of 2020' at thirty-four leading UK universities, completed just days before the effects of the Coronavirus began to be felt across the country.

How the Awards are Researched

There are three categories of awards, each researched during the 2019-2020 graduate recruitment season.

The '**Graduate Employers of Choice 2020**' were identified from face-to-face interviews with **19,863 final year students** during February 2020. 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, and their responses were **entirely unprompted**.

For the '**Graduate Employer of the Year 2020**' award, all 19,863 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.

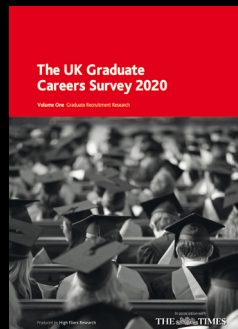
The final awards – for the best **graduate recruitment website, brochure, advert and social media** – were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from sixty major employers.

About High Fliers Research

Research for **The Times Graduate Recruitment Awards 2020** has been carried out by High Fliers Research, as part of the research for *The UK Graduate Careers Survey 2020*.

Launched in 1995, the survey has now been conducted annually for over 25 years and is the UK's largest and most authoritative survey of final year students at the country's leading universities. More than **150 graduate employers** have used the survey to review the success of their on-campus promotions and to help plan future recruitment campaigns.

To find out more about accessing the latest survey results, contact **Sally Hyman, Survey Director**, at sally.hyman@highfliers.co.uk



THE TIMES GRADUATE RECRUITMENT AWARDS 2020

Graduate Employer of the Year 2020



Civil Service

For the second year running, the **Civil Service** has been voted the UK's number one graduate employer in **The Times Top 100 Graduate Employers** in 2020.

Since the launch of the awards in 1998, only three employers have held the accolade of *Graduate Employer of the Year* – **Accenture** (1998-2002), **Civil Service** (2003, 2019-2020) and **PwC** (2004-2018).

The new 2020-2021 edition of the Top 100 directory & website will be launched in autumn 2020.



Graduate Employers of Choice 2020

ACCOUNTANCY



FINANCE



PROPERTY



ACTUARIAL WORK



GENERAL MANAGEMENT



PUBLIC SECTOR



ASSET & INVESTMENT MANAGEMENT

BlackRock

HUMAN RESOURCES



RESEARCH & DEVELOPMENT



BUYING & PURCHASING

ASOS

INVESTMENT BANKING

J.P.Morgan

RETAILING



CHARITY & VOLUNTARY WORK



LAW

**CLIFFORD
CHANCE**

SALES



CONSULTING



MARKETING



TECHNOLOGY

Google

ENGINEERING



MEDIA

BBC

TRANSPORT & LOGISTICS



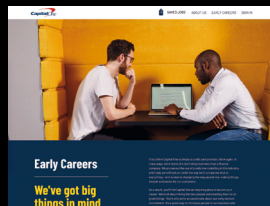
Best Graduate Recruitment Marketing in 2019-2020

GRADUATE RECRUITMENT WEBSITE



The relaxed, friendly tone and style of this website, along with its upbeat imagery, made a strong impact on job hunters and created a very positive impression of the organisation as a potential employer. Students praised the site's excellent navigation and appreciated the concise way that information was presented across the site.

Website produced in association with AIA



GRADUATE RECRUITMENT BROCHURE



HERBERT
SMITH
FREEHILLS

This brochure's eye-catching front cover and vibrant photography helped create a particularly inviting view of life at the firm. Finalists liked the well-organised content, accessed through tabbed pages, and enjoyed reading about the firm's achievements, as well as the 'culture' section that highlighted the ways in which the firm promotes diversity and well-being within the workplace.

Brochure produced by ThirtyThree



GRADUATE RECRUITMENT ADVERT



With its dynamic montage of images, this advert provided students with a glimpse of the exciting work that the firm's lawyers do around the world.

Job hunters liked the advert's headline and thought that the infographics were an effective way to summarise the firm's graduate recruitment.

Advert produced by Stafford Long



GRADUATE RECRUITMENT SOCIAL MEDIA



This Facebook page's attention-grabbing cover video made a lasting impression, and job hunters were impressed by the wealth of information provided throughout the page. Students liked the engaging Q&A style-videos and enjoyed the firm's 'Global Game-Changers Challenge'. They also appreciated the prominent 'Call Now' button to get in touch with the firm's recruiters.

Facebook page produced by Stafford Long and Hogan Lovells



THE  TIMES
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