

Generally, there are two reasons why an organisation will hire graduates:

Future Talent Needs

Attracting and developing talent that meets longer term organizational needs. This can include leadership or technical/specialist pathways.

Recruitment for future talent supports identified skills needs of the organization. The business plans for this talent to progress to more senior roles. Development at the start is focused on skills that help graduates transition from study to work. Beyond that, it is usually part of a structured program that supports further growth and career progression.

Entry Level Roles

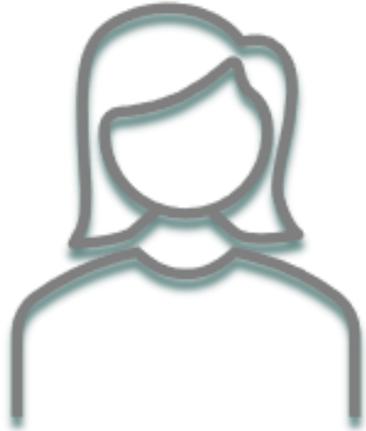
Attracting and developing talent that meets current organizational needs. Includes technical or specialist pathways.

Recruitment for entry level hires is usually focused on filling a specific vacancy within a specific function e.g. HR support role. While the long term intent is to develop this talent into more senior roles, the short term requirement is constrained to a defined need or output. Development is usually focused on short to medium term capability needs.

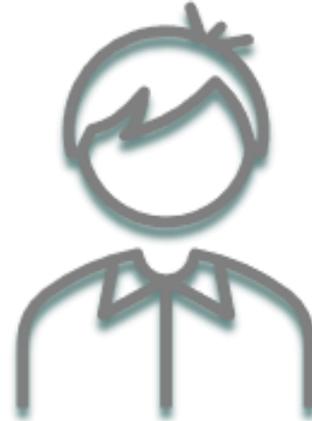
Organisational Talent Strategy

Defines the organisation’s approach to attracting, selecting, developing and retaining top talent at all levels.

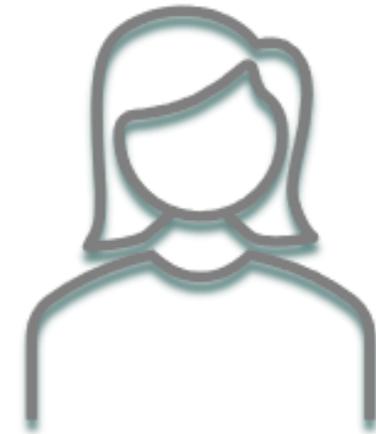
Graduates have a variety of personas, including:



Aiming towards a specialist pathway in a defined discipline. Looking to build on technical skills within a role/organization that focuses on personal and professional development and progression.



Has completed a qualification with uncertainty that this is the pathway they want to pursue. Open to a variety of pathways and not sure where to start. Is seeking a program where they can explore options.



Has made assumptions about which industry/organization will hire someone with their qualification. They want a clear pathway and certainty about what they will do and what they will learn from a potential employer.

Attraction and Selection Strategy

Ensure your narrative and your processes talk to the right personas (or a variety if applicable).

Small Programs < 50 approx.

Large Programs > 50 approx.

STUDENTS

Engagement

Connect students to your organization through University programs, student societies, industry programs and work experience.

Engagement activities will vary depending on the industry and disciplines you are trying to attract to your organisation. Your investment in engagement activities is likely to be minimal or as needed.

Engagement activities are important (for some critical) to ensure your talent pipeline is reliable and consistent. Your investment in engagement activities is likely to be planned and strategic in nature.

STUDENTS

Experience

Provide relevant on-the-job experience for students through Internships, Clerkships, Cadetships.

Not compulsory, but highly desirable if hiring disciplines where there is a limited talent pool available. Conversion to graduate roles is considered before running a separate grad campaign.

A student employment program is an effective part of your overall talent strategy. You aim to convert approx. 70-80% of your student hires into graduate/entry level hires.

GRADUATES

Acquisition

Acquire the talent you need through a graduate program or entry level recruitment campaign.

If you have a student employment program (e.g. Internship) with successful conversion to graduate roles, you may not run a separate graduate campaign. Alternatively, you rely on engagement activities to build your organisation's profile on campus when hiring.

Approx. 50% of your graduate hires will be sourced from your student employment program. A separate grad campaign will secure the remaining hires. The combination of engagement and experience activities supports your overall attraction and selection strategy.