

# **Embedding a Successful Digital Recruitment Process**

Supporting the transition from  
education into employment

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## UNDERSTANDING THE LANDSCAPE: STUDENTS

- Adapting to a new way of learning
- Lost their jobs
- Feeling vulnerable and anxious
- Less jobs advertised
- Are online and more available than ever before
  - x2 the amount of video content is being viewed on JobTeaser than this time last year

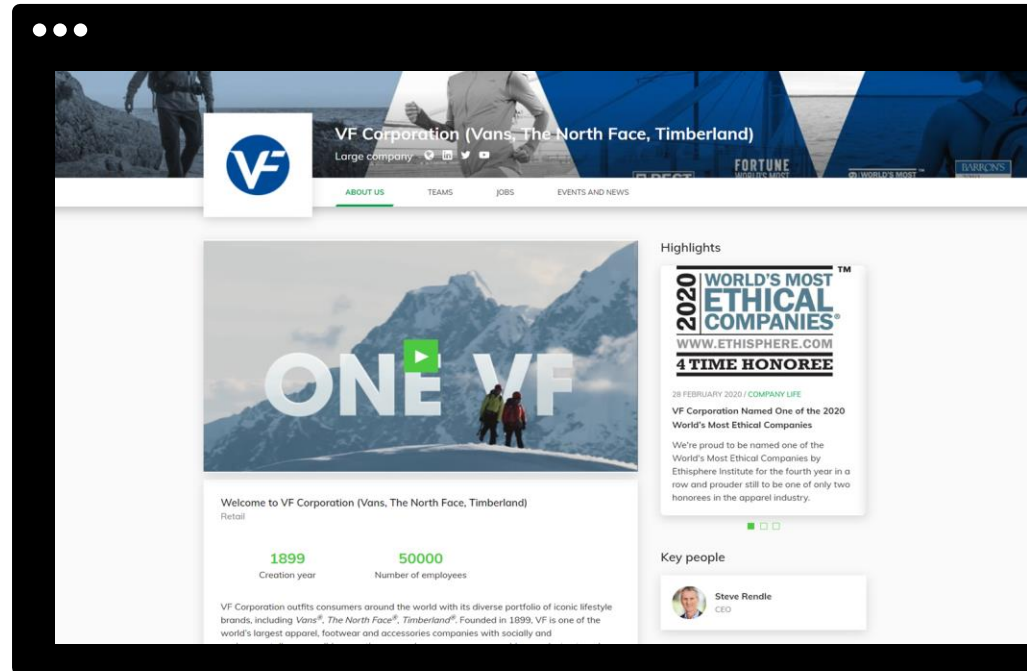


## FEEDBACK FROM UNIVERSITIES

- Universities have made the switch online
- Some are seeing less opportunities and interaction with employers
- Trying to keep students engaged and motivated
- Looking to find alternative solutions to physical events
- Want to keep engaged with employers and encourage them to stay active

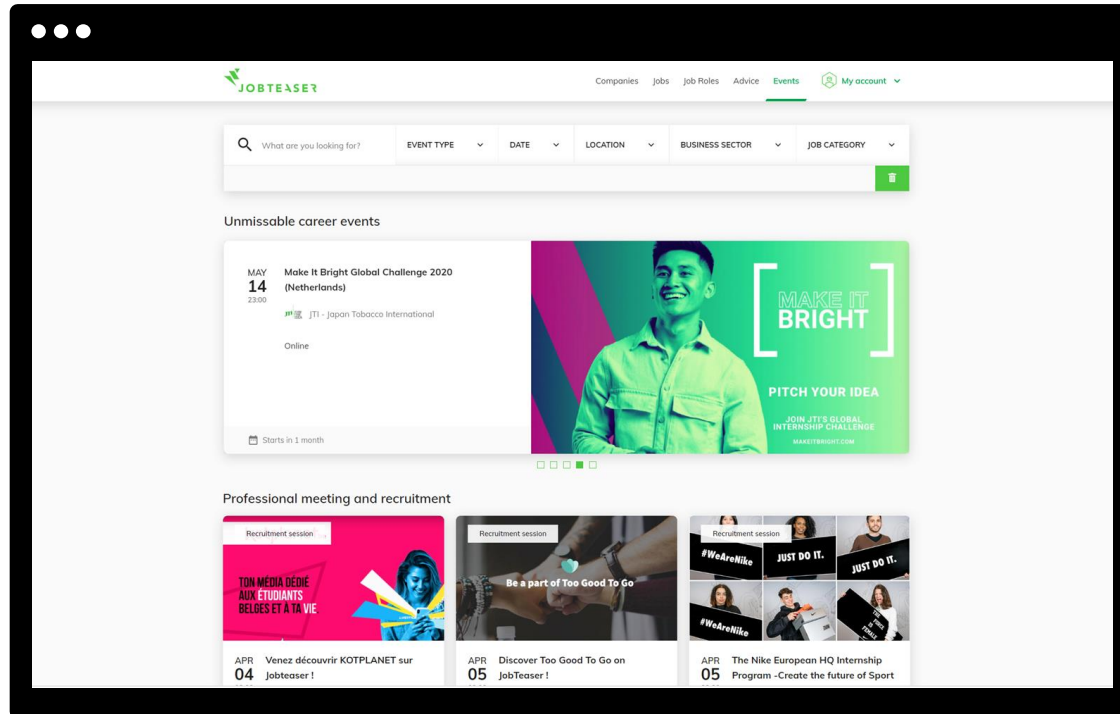
# EMPLOYER BRANDING HAS NEVER BEEN MORE IMPORTANT

- Try to avoid a stop start approach
- Create a digital experience
- Reduce uncertainty
- Communicate useful resources, advice, updates - are you recruiting?



# INCREASE INTERACTION

- Create online events
- Be accessible
- Try new tools
- Share your expertise to reassure



## Live video sessions to connect students with experts

Guest speakers are invited to provide expert advice for students related to career building, skills development, online recruitment processes, remote working or anything else that will help students better prepare for this uncertain entry into early careers.

These online events are facilitated by JobTeaser and promoted to students from within their university career service.



