

How to:  
**hire graduate  
talent**

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**With graduate hiring on the agenda, you've been tasked with planning, building, and executing a hiring strategy that attracts the right talent for your organisation.**

However, hiring graduate talent presents a unique set of challenges that needs its own attraction approach.

Understanding the give and take of graduate roles, how they align with your business ambitions, and the best way to tailor your attraction strategy to the specific priorities of early-career candidates will be key to making the most of the recruitment cycle.

This document will guide you through the steps to creating your graduate hiring strategy.

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# Step 1: Pinpoint your talent needs

**Graduate recruitment might present a new set of challenges, but just like your regular hires, it's essential to make sure that your graduate recruitment cycle is focused and purpose-led.**

There are a few key questions you can ask to make sure that your graduate recruitment cycle gets off to a great start:

## **What questions do you need to answer before moving to the next stage?**

- Where are your future skill gaps?
- What pathways do you envision for your graduates?
- What role will graduate talent play in the future of your organisation?
- Do you already have a strong foundation in this business area, or will your graduates be exploring new ground?

## **The output of this stage**

Once you've answered these key questions, record your new insights in a simple deck. This really doesn't need to be complicated- think of it as a set of guiding principles designed to keep your recruitment strategy focused.

# Step 2: Proposition

Now that you have a clear picture of the talent you're looking for, it's time to get to business.

## The output of this stage

In step 1, you created a deck that outlines the internal direction of the cycle. This time, you'll be building your graduate recruitment bible.

It's all about purpose and offering: crafting appeal for your candidates and inspiring confidence from your team. Collect the information you've gathered and add to your existing deck.

## Define your timelines

- What are your recruitment cycle start and end dates?
- When would successful candidates join the organisation?
- Have you taken into account the graduate calendar? Consider how your key dates align with exam periods and holidays to maximise applications.

## Department plan

- What areas of the business will your graduates be working in?
- How can that department facilitate their professional development?
- How will you prepare the department team internally to get the most out of graduate talent?

## Clarity on locations

- Which locations are your top priority?
- Will your graduates be on-site, hybrid or fully remote?
- Is there any flexibility on grad talent location?
- Are there any opportunities for travel as part of this role?

## Graduate development

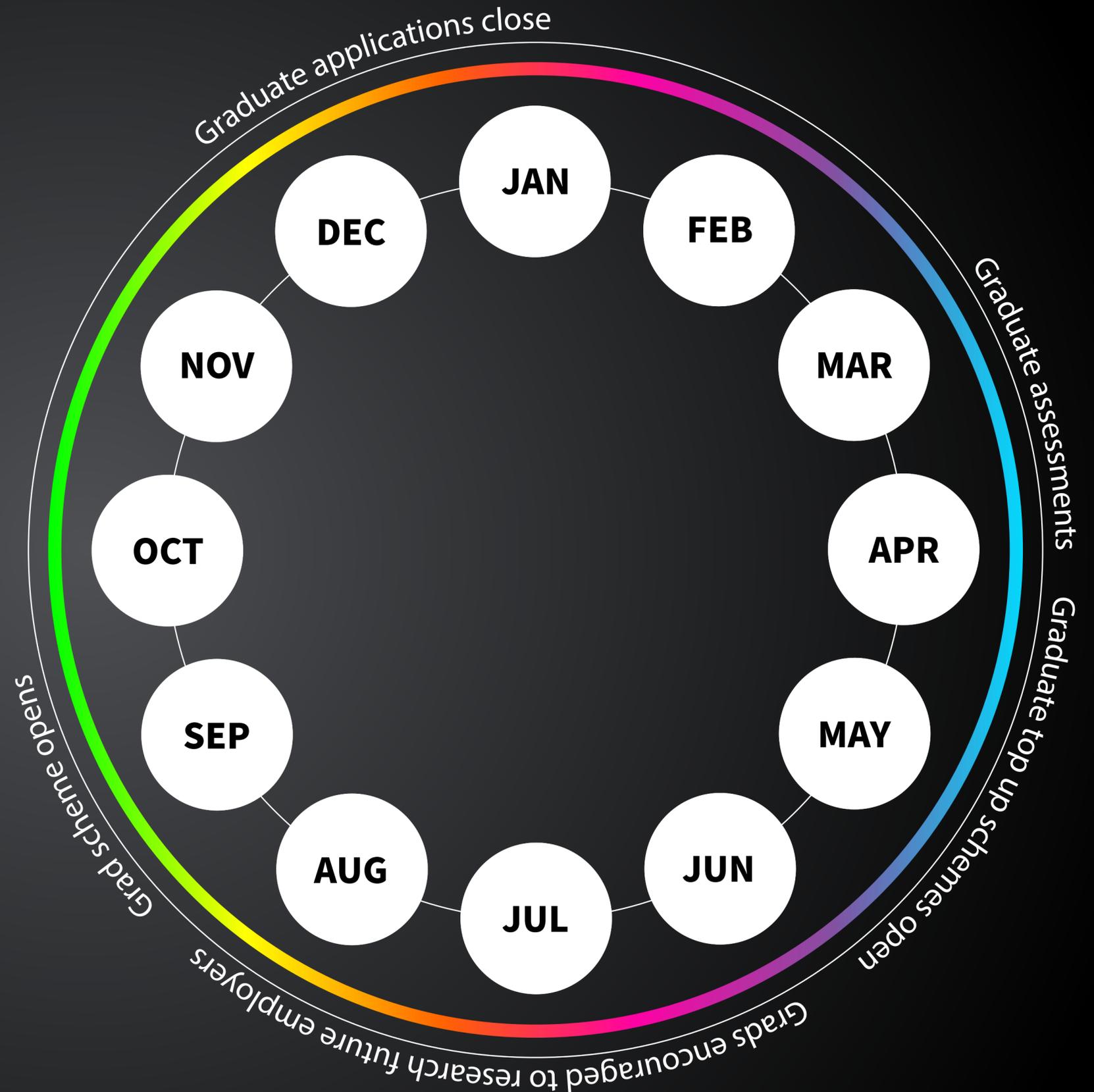
- What training and development opportunities will you be offering graduate talent?

*Being able to clearly communicate defined actions that you'll take to support career growth will help you attract talent and manage expectations.*

# The graduate recruitment calendar:

Here are the key dates that the majority of graduate employers will align to.

Make sure you also research the exam timelines for the graduates you expect to attract into your next cohort to ensure you leave space between your submission deadlines and the other deadlines they'll have in their calendars!



# Step 3: Kick-starting attraction

**Even the best planned graduate recruitment cycle can fall short without a comprehensive attraction strategy.**

When you've got tons of great things to share with your target audience, planning an attraction strategy that makes them shine can seem like a big task.

So let's break it down into its two essential components: your content strategy and your channel strategy.

## ✓ Graduate attraction campaign

Content name	Theme	Channel	Type
L&D case study	Culture	LinkedIn	Carousel
Wellbeing interview	Wellbeing	TikTok	Video
Animated job advert	Role profile	Snapchat	Video
Your vision and purpose	Vision	LinkedIn	Graphic
Meet the mentors	Culture	Instagram	Video
		Giveagrada	Copy

### Channel ROI





## Graduate content strategy

**All communications and creative within your attraction strategy should be unified by consistent and deliberate messaging - that's aligned to your EVP.**

By this point, you'll know what you're offering. Now it's time to think about the real talking points - the things that will act as a major draw for potential applicants:

Get an example **graduate content plan** and **social templates** at the end of this document



### Key topics:

#### Your USP

- What are you offering that sets you apart from other employers?
- How do you differ from your talent competitors in the grad space?

#### Your culture

- What are your values?
- How do you prioritise learning at your organisation?

#### Vision & purpose

- What does the future look like for your business?
- How does your business work to fuel a better world?

#### Inclusion

- What adjustments do you offer to create a more inclusive hiring process?
- How does your organisation approach flexible working?

#### Transparency

- Are you on track to achieve your goals as an organisation?
- What opportunities and challenges are you anticipating?

#### Wellbeing

- What do you do to support the mental health of your employees?
- Do you offer any health benefits?

# Example graduate content messaging:

## Google

- Opportunities to work on innovative projects that impact millions of users
- Access to cutting-edge technology and collaborative work environment
- Emphasis on creativity, diversity and a supportive culture

## Procter & Gamble

- A focus on meaningful and impactful work that improves consumers' lives
- Global exposure and opportunities for cross-functional collaboration
- Emphasis on leadership development and career growth

## Amazon

- Fast-paced and dynamic work environment with a customer-centric focus
- Opportunities for ownership and leadership from the early-stages of your career
- Emphasis on innovation, diversity and inclusion

## Microsoft

- Inclusive and diverse work environment fostering innovation
- Opportunities for career development and continuous learning
- Commitment to making a positive impact on society through technology

## J.P.Morgan

- Opportunities for a challenging and dynamic career in finance
- Mentorship programmes and support for professional development
- Commitments to corporate responsibility and community engagement

## LVMH

- Working for a global leader in luxury goods
- Exposure to high-end retail, fashion, and luxury brand management
- Opportunities for international experience and career growth



## Graduate channel strategy

Knowing which channels are right for your recruitment cycle can really help you maximise your visibility- and save you a lot of money! You've got plenty of options to work with:

### Job boards

It's a classic for a reason. External job boards are a fantastic way to broaden visibility for specific graduate roles. Just be sure to familiarise yourself with the candidate journey through the site!

Alongside the giants like Indeed and TotalJobs, there are a few graduate targeted job boards you could incorporate into your channel strategy:

- Milkround
- GradJobs
- Give a grad a go
- Prospects

### Social media

#### Instagram

Majority female audience, below 35 and a strong space for visual content. Supports paid advertising via Meta.

#### Reddit

More male users falling within the Gen Z /younger millennial bracket, with considerable tech communities and opportunities for paid advertising. Beware - users in these communities may use adblockers, and whilst easy to initiate dialogue can require more moderation.

#### TikTok

Large proportion of Gen Z users with slightly more female than male. Very visual, with opportunities for immediate engagement - potentially useful in generating visibility but with significant challenges in terms of hitting the right tone with content.

#### LinkedIn

Skewing slightly more male than female and with the bulk of its users falling in the 25-35 bracket. Though not the largest proportion of the userbase, 18-24s are regular users. LinkedIn's toolkit allows for highly customised paid ads.

### Website

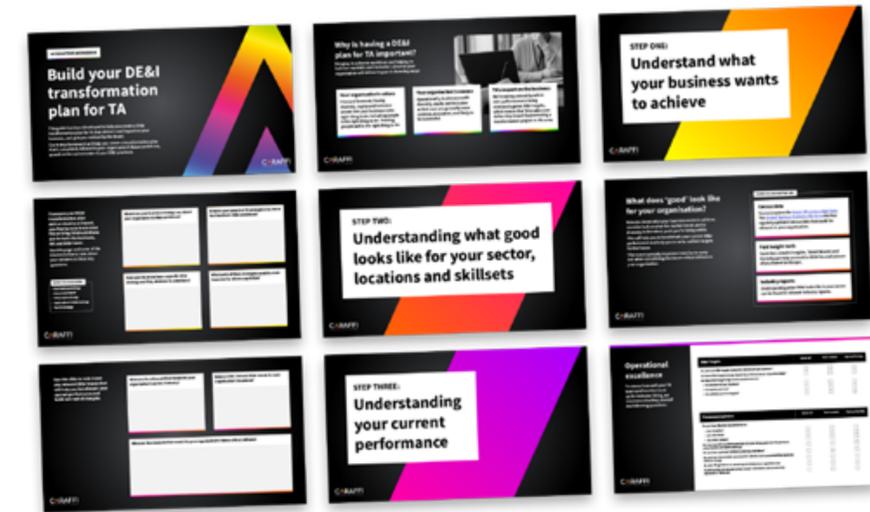
You have a lot to offer graduates, and your website is a key (and free) place to really shout about it!

- **The jobs board** - allowing candidates to quickly and easily apply via your website is an absolute must. Keep it simple and accessible- avoid lengthy forms, requests for extensive information or repetitive questions. Cut the clicks!
- **The content** - great content isn't just for socials. By crafting a dedicated space for all things graduate, you can build an information hub that allows potential candidates to form a clear picture of what your organisation offers. Think of this as the home of your graduate recruitment cycle.

# Before you move on consider DE&I

Before you activate your strategy, look at all the elements of your strategy through the lens of DE&I to ensure that you're promoting diversity and inclusive hiring practices at every stage of your process from attraction to onboarding.

- Are you showcasing a diverse range of graduate talent throughout your attraction comms?
- How will you ensure you're removing bias from the selection process?
- How will you promote inclusion throughout onboarding?



**For a comprehensive analysis of your recruitment process, download our DE&I strategy builder here**

[Click here](#)

## Step 4:

# Activate

**Having a great attraction strategy is the first step towards bringing in the best graduate talent, but even the best strategies can be let down by an activation that isn't up to scratch.**

Each stage of this process has involved careful planning and tactical thinking, and the rollout is no different! When you approach that activation in these three key stages, you'll have a graduate TA strategy that is flexible, responsive, and durable.

### **Project plan a phased approach**

- What are the basics that you need to get done first?
- How will you evolve your strategy as time goes on?

### **Set your teams up for success**

- Create a content library for your TA team and hiring managers to use
- Create social media training and KPIs for your team so they can support your attraction strategy on their own channels
- Create selection templates and guidance for your teams

### **Test and learn**

- Schedule regular meetings with key stakeholders and bring back insights from the market that will help you make continual improvements to your strategy
- Regularly report on the impact that your strategy is making on your business - get TA in the spotlight!

# Content calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	<p><b>How do you prioritise learning?</b></p> <p>Highlight 3 ways you help your graduates take their career to the next level?</p>		<p><b>Elevating inclusion</b></p> <p>How do you ensure that graduates feel heard and valued from day one?</p>	<p><b>What makes your business different?</b></p> <p>Time to shout about what it is that sets you apart from your competition!</p>		
<p><b>Graduate spotlight</b></p> <p>Give your current graduates an opportunity to share their stories and experiences.</p>		<p><b>Keep it flexible</b></p> <p>Showcase the different flexible working options that you offer as an organisation.</p>			<p><b>Meet the mentors</b></p> <p>Shine a spotlight on the team members who guide your graduate's journeys.</p>	
	<p><b>Inside the grad scheme</b></p> <p>Talk your audience through the structure of your graduate programme.</p>	<p><b>Your grad goals</b></p> <p>Share your vision for your organisation and how graduate talent helps that happen.</p>		<p><b>Flash forward</b></p> <p>Highlight the paths former graduates have taken within your organisation.</p>		
<p><b>Benefits</b></p> <p>Tell your audience about the brilliant benefits up for grabs by graduates.</p>			<p><b>Applicant tips</b></p> <p>What do graduates need to know before applying with you? Got any tips that might help them?</p>		<p><b>Year one</b></p> <p>Help future graduates understand what their first year would look like with you?</p>	

# FREE DOWNLOAD

# Social Media

# Templates

Ready to supercharge your graduate talent recruitment strategy?

Download our FREE social media templates to easily activate your content strategy today!

You can choose between 3 creatives, each with 47 templates inside with fully editable text, colours, imagery and fonts.

DOWNLOAD



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ELEVATING PEOPLE LEADERS

Everything we do exists to support our purpose of elevating people leaders in their role, career and function.

We want to make talent the engine room of every organisation. We want to change how talent acquisition and people leaders see themselves and their ability to drive business performance.

Whether you're new in role or in the midst of a transformation, Caraffi aims to elevate your capability, impact and reputation within your business and beyond.