

Faculty Employability Report for:

The Faculty of

Business, Enterprise and  
Lifelong Learning

2010-11

## Introduction



Welcome to the first Faculty Employability Report for the Faculty of Business, Enterprise and Lifelong Learning. We are introducing Faculty Employability Reports as a way of bringing together in one document key information relating to the career development of University of Chester students and graduates and the services they can access.

In the era of £9000 fees, Key Information Sets, and intense competition for the best graduate jobs, the notion of graduate employability has never been more in the spotlight, not only as a government-led key performance indicator for all Higher Education Institutions, but also as an increasingly frequent line of enquiry from prospective students and their parents and significant others. Whatever external factors are at work, however, at the most fundamental level, we are a University that cares for its students and takes pride from seeing them graduate into fulfilling careers, and this has always been the case.

Fortunately, at the time of writing, The University of Chester is faring very well in all the most prominent measures of graduate employability. We are the top-ranked University in the North West for the percentage of our graduates securing graduate level positions within six months of graduation (81% according to Unistats figures), and many of our courses have the best employability figures in their discipline. This must be seen as a testimony to the quality of our students, the quality of our teaching and learning, and the structured support given via Work Based Learning, volunteering opportunities, and the wide-range of services we offer at Careers and Employability (detailed later in this report). The current volatility of the economy and graduate labour markets, however, mean that we cannot assume the continuation of our high rankings in these measures, and we need to continue to do our utmost to support our students as they seek to make the transition into fulfilling graduate careers.

The information in this report is designed to help colleagues to have a wider range of information at their fingertips to help deal with enquiries from prospective students, current students and graduates. It includes statistics and case studies of graduates from your Faculty, as well as information on the varied services offered by Careers and Employability, and how your students are interacting with us.

I wish to acknowledge the contribution of all Careers and Employability staff for compiling the information in this report, and in particular Nathalie Rees, our Careers Research and Information Manager, who has led the project and edited the report.

Please contact me [paul.gaunt@chester.ac.uk](mailto:paul.gaunt@chester.ac.uk) or Nathalie Rees [n.rees@chester.ac.uk](mailto:n.rees@chester.ac.uk) with any feedback on the report or for any further information on any of the contents.

Paul Gaunt, Director of Careers and Employability

We strive to continuously improve our online resources and would welcome any feedback you have on our website: [www.chester.ac.uk/careers](http://www.chester.ac.uk/careers). Please contact Nathalie Rees ([n.rees@chester.ac.uk](mailto:n.rees@chester.ac.uk)) to suggest improvements or additional content.

## Graduate Employment Market

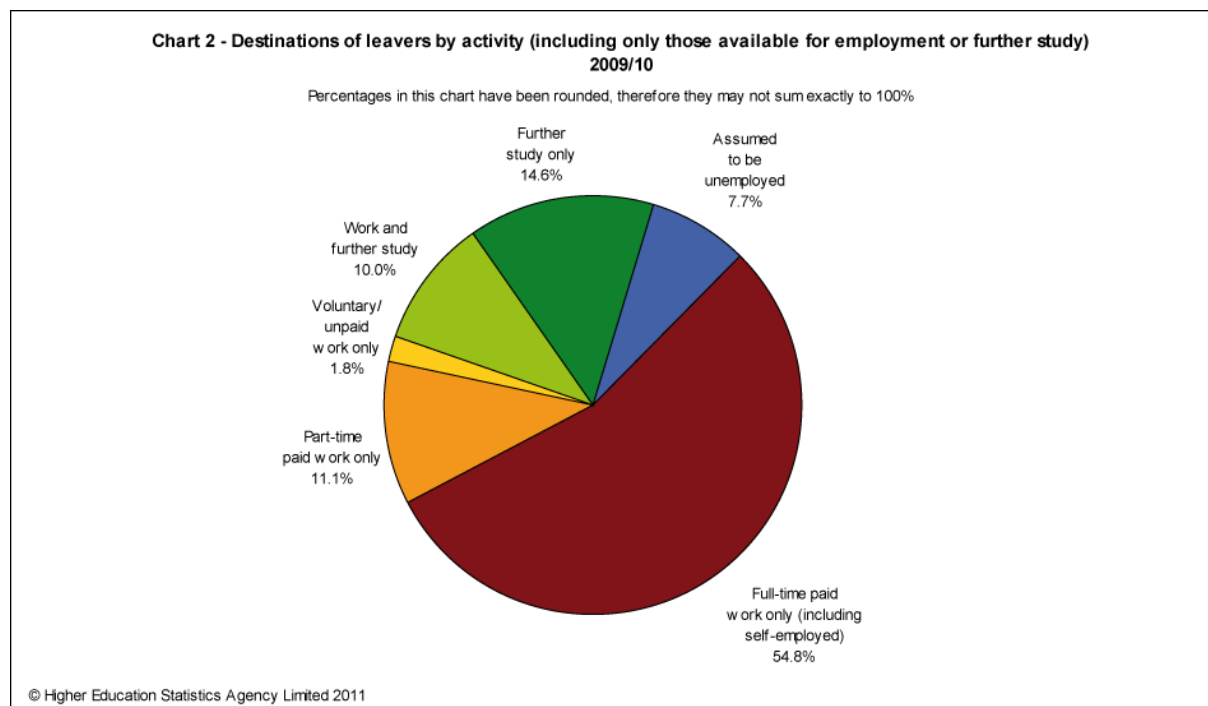
Figures released by the Higher Education Statistics Agency (HESA) indicate that graduate employment outcomes improved in 2010/11. Whilst 9% of 2009/10 UK leavers of Higher Education were unemployed, 86% secured employment within six months of graduating (AGCAS). Additionally, research conducted by High Fliers Research Limited (2011) indicates that 'The UK's leading employers are expecting to **increase** their graduate recruitment by **9.4%** in 2011'.

While the Accounting and Financial sector is a key contributor to the increase in opportunities available to graduates, the Graduate Market 2011 report states that 'Employers in thirteen of fourteen key industries and employment areas expect to recruit more graduates in 2011.'

The percentage of University of Chester graduates from full time, first degree courses who are in graduate level jobs has risen from 72.9% of 2009 graduates to 75.7% of 2010 graduates, reflecting the more positive national picture.

The median starting salary of graduates at a national level is £19,000 per annum; for those working for the UK's leading graduate employers in 2011 the average salary is £29,000. It is anticipated that these will remain unchanged throughout 2011.

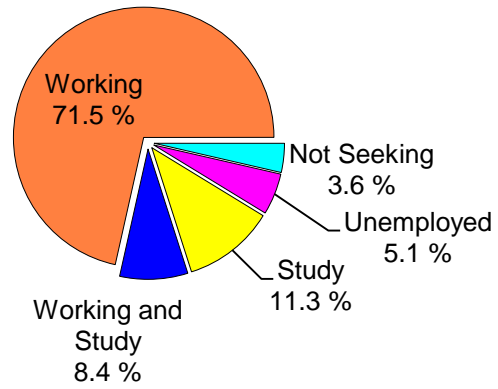
Prominence has been placed on the importance of work experience to graduate recruiters. Almost two-thirds of the Top 100 Graduate Recruiters have stated that graduates with no previous work experience 'have little or no chance of receiving a job offer for their organisations' graduate programmes.' (High Fliers Research)



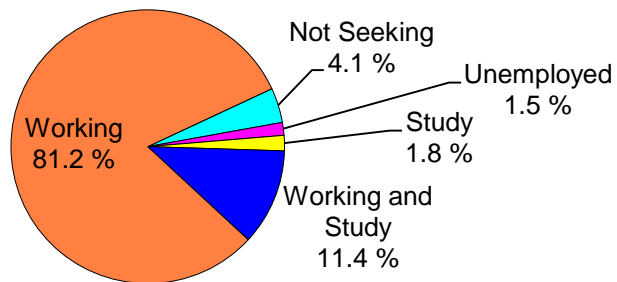
## **Making Sense of Graduate Employment data**

In this report we are presenting two widely disseminated sets of information both gathered from the same source. The figures quoted above are published on the HESA website and are taken from the annual DLHE (Destinations of Leavers of Higher Education) survey, conducted by all UK HEIs. The pie charts below are a graphical presentation of this data. We are also including data published on the national Unistats site, which is the site used by UCAS to display information relating to University choices, including data on graduate employability. Both sets of data are taken from the DLHE data and based on Standard Industrial Classifications (SICs) and Standard Occupational Classifications (SOCs), but slightly different methodologies are used, for example, to determine what constitutes a graduate job. It is also important to point out that the DLHE survey is a snapshot taken six months after graduates leave University, and so some graduates' 'first destination' may not be related to their ultimate career trajectory. Longitudinal surveys tend to suggest longer-term movement into jobs related to the graduates' degree studies and/or progression into higher level jobs, in the early years after graduation.

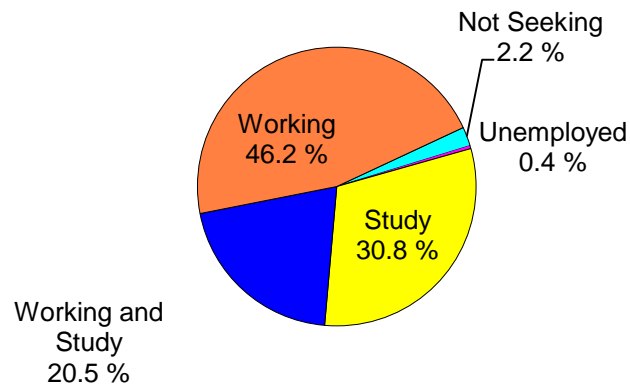
## University of Chester: All Undergraduate 2010



## University of Chester: All Postgraduate 2010



## University of Chester: All Foundation Degree



## Faculty Graduate Destinations and UniStats Comparison Data

### Faculty of Business, Enterprise and Lifelong Learning Unistats

#### Business Studies

University	% of Employed with a Graduate Job 2010/2011	% of Employed with a Graduate Job 2009/10
<b>University of Chester</b>	<b>75</b>	<b>65</b>
University of Manchester	69	64
UCLAN	65	Data not available
The Manchester Metropolitan University	63	61
University of Liverpool	60	63
Liverpool John Moores University	55	40
Bangor University	50*	55
University of Cumbria	36	Data not available
Edge Hill University	35*	50
Liverpool Hope University	30	40
University of Bolton	Not enough data	Data not available
Glyndwr University	No comparable course	No comparable course
Keele University	No comparable course	No comparable course
University of Salford	No comparable course	Data not available

#### Marketing

University	% of Employed with a Graduate Job 2010/2011	% of Employed with a Graduate Job 2009/10
University of Liverpool	80*	75
University of Manchester	80*	Not enough data
<b>University of Chester</b>	<b>80</b>	<b>50</b>
Manchester Metropolitan University	77	67
Liverpool John Moores University	55	Not enough data
UCLAN	55	Data not available
University of Salford	50*	Data not available
University of Cumbria	36	Data not available
Keele University	Not enough data	Not enough data
Liverpool Hope University	Not enough data	Not enough data
University of Bolton	Not enough data	Data not available
Glyndwr University	No comparable course	No comparable course
Edge Hill University	No comparable course	No comparable course
Bangor University	No comparable course	No comparable course

## Management Studies (Business and Administrative)

University	% of Employed with a Graduate Job 2010/2011	% of Employed with a Graduate Job 2009/10
<b>University of Chester</b>	<b>77</b>	<b>57</b>
University of Manchester	76	66
Keele University	65*	57
UCLAN	65*	Data not available
University of Liverpool	58	65
Manchester Metropolitan University	50*	60
Glyndwr University	50*	50
Edge Hill University	50*	45
University of Salford	48	Data not available
University of Cumbria	36	Data not available
Bangor University	30	35
Liverpool John Moores University	25	37
Liverpool Hope University	No comparable course	30
University of Bolton	No comparable course	Data not available

## Tourism, Transport and Travel

University	% of Employed with a Graduate Job 2010/2011	% of Employed with a Graduate Job 2009/10
<b>University of Chester</b>	<b>80</b>	<b>Not enough data</b>
University of Manchester	70	55
Manchester Metropolitan University	63	51
UCLAN	53	Data not available
University of Bolton	35	Data not available
University of Cumbria	35	Data not available
University of Salford	29	Data not available
Liverpool John Moores University	20*	20
Liverpool Hope University	Not enough data	Not enough data
Bangor University	No comparable course	No comparable course
Edge Hill University	No comparable course	No comparable course
Glyndwr University	No comparable course	No comparable course
Keele University	No comparable course	No comparable course
University of Liverpool	No comparable course	No comparable course



## **Self-employment and Entrepreneurship**

19 graduates from the Faculty of Business, Enterprise and Lifelong Learning are self-employed (Undergraduate: 7, Postgraduate 11 and Foundation degree: 1). Careers and Employability is developing support for future entrepreneurs, so please refer your students to our two Self-Employment Enhance Your Employability Sessions (see Events Calendar on pages 25 & 26) and to our colleagues at the newly established Riverside Innovation Centre.

More detailed destinations information available on InfoView

## **Faculty Overview of Engagement with Careers & Employability**

Careers and Employability offers a range of services and opportunities to students and graduates and the figures below summarise interactions between our service and students/graduates of your Faculty.

### **Faculty inputs**

- 28 Careers and Employability sessions delivered within the curriculum
- 205 students/graduates seen for careers consultations and advice
- 259 students/graduates have received E-support

### **Enhance Your Employability sessions**

119 attendees from the Faculty over the course of the 2010/11 academic year<sup>1</sup>. The highest proportion of students studied Business Studies and the MBA. Sessions included 'Self-Employment', 'Networking' and 'Communication Skills for Business'.

### **Work Shadowing**

12 students from the Faculty undertook Work Shadowing visits and gained first-hand experience in a working environment of their choice.

### **GHS**

17 graduates from the Faculty enrolled onto our free Graduate Head Start Programme to develop their skills and enhance employability prospects.



### **UniJob Employment**

20 students from the Faculty successfully applied to the UniJob bank. Of these, 8 students secured employment through UniJob, fulfilling 11 positions.



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<sup>1</sup> Please note that this figure relates to records of attendance, rather than the number of individuals who engaged in the sessions.

## PNet Registrations

In the academic year 2010-11, 194 students from the Faculty registered with our online vacancy and events system and 160 Faculty related full-time/graduate vacancies were advertised. In addition to these, another 787 vacancies open to graduates from all disciplines were advertised. We also published 363 part-time vacancies open to all students.

## Events

A wide range of Careers Events were held during 2010-11 for students and graduates. Below are just a few examples:

- 30/09/2010 M&S Retail Customer Service Recruitment Stand
- 20/10/2010 Volunteer & Job Shop Fair
- 03/11/2010 Starting Your Own Business Presentation
- 02/12/2010 Study China Programme Presentation
- 14/02/2011 BUNAC Presentation
- 20/05/2011 Postgraduate Open Day



If you would like to organise a Faculty specific careers event in conjunction with Careers & Employability, please contact us.

## **Case Studies**

Graduate	<i>Mark Martin</i>
Employer	<i>Moneysupermarket.com</i>
Job Title	<i>Search Associate</i>

### ***What course did you take?***

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I graduated with 1<sup>st</sup> class honours in Business and Marketing from the University of Chester in 2010. I had been keen to follow a marketing career for a number of years as it is a personal interest of mine, stemming from my following of motorsport.

### ***What attracted you to study at the University of Chester?***

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It made perfect sense to study at a university which was close to home, meaning that I would not have to face the additional expense of moving away.

Regardless of this I would have happily relocated if I had felt that the University of Chester did not meet my requirement. However, the Business School at the University of Chester had a fine reputation and I had also heard many good things from friends who had attended the establishment, who spoke fondly about the welcoming atmosphere and helpful tutors. Luckily the reputation and recommendations proved to be accurate. Despite the expenses involved in University study, I would personally recommend it to anyone.

### ***Apart from academic knowledge, what other transferable skills did you gain?***

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Other than the work relevant skills you acquire, you also pick up a number of life skills which are equally as important in the future. Personally, I also improved my time management, presentation and writing skills, all of which have proved to be of vital importance to me in my first graduate job in the Marketing Department of Moneysupermarket.com.

### ***Did you do Work Based Learning or volunteering? If so how did this contribute to your plans?***

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I do not believe I would have been eligible for my position in the company, which I was very proud to obtain, if it had not been for the various work placements and volunteer positions the University arranged for me throughout my three years of study.

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### ***Did you use Careers & Employability? If so, how did this help you?***

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One of the most stimulating positions the Careers and Employability department helped me find was at the Waterways Action Squad, based in the Ellesmere Port Boat Museum. This is a charity-based organisation which helps young people, between the ages of 16 and 25, to learn skills and get experience through work on the canals and rivers in the local area to boost their CV. When I joined in July 2009 the squad was in its infancy and I helped them with a marketing plan to help boost awareness. This was ideal for me as I learned vital skills in many different marketing disciplines including web based campaigns, PR and advertising on top of being able to practice the strategic marketing teachings I had picked up from the University.

### ***What are you doing now?***

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A position arranged for my Work Based Learning module turned out to be equally as influential in the long run as it helped me understand which areas of marketing I would prefer to work in. Although I found it very tough at the time, the experience I gained helped to point me in the right direction for the future and also helped me pick up a number of vital marketing skills which I have found to be useful in the real world of work.

All of this experience helped to make me stand out from other applicants when I applied at Moneysupermarket.com, where I currently work in the marketing department as a Search Associate. This basically involves writing content for the company's website and online partners, as well as managing a number of mini-channels which will help my career progression through allowing me to pick up skills and experiences which can be utilised on larger channels in the future.

I would ideally like to work in other areas of marketing in the future, but I am enjoying the challenge of managing some insurance channels and learning how a big organisation works. I realise that none of this would have been possible without the University of Chester, and I would recommend my course to anyone with an interest in pursuing a business or marketing-based career.

Graduate	<i>Jennifer Povall</i>
Employer	<i>A Bathroom Showroom</i>
Job Title	<i>Marketing &amp; Sales Support Administrator</i>



***What course did you take?***

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I studied Marketing at the University of Chester. I'd always been interested in business studies, at school and college, and decided to focus on marketing for my degree. Chester offered a four year course where I would spend my third year in industry; this was a big deciding factor when it came to which university I was going to study at.

***What attracted you to study at the University of Chester?***

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It may sound like a cliché but from the first moment I stepped on to the Chester campus I knew it was the place for me. I was struck by how welcoming everyone was (staff and students) and how homely the campus was. Everything was in one place, unlike a lot of other larger universities I had visited. This enabled the university to have a community/family feeling about it; everyone knows everyone else and you don't get far before seeing a familiar face.

***Apart from academic knowledge, what other transferable skills did you gain?***

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During my time at Chester I learnt so many skills I believe I wouldn't have gained if I'd gone straight into a job from sixth form. I feel one of the greatest skills learnt was budgeting. I learnt how to look after my money well, which is very useful in both my personal and professional life. As I was away from home, family and friends, my people skills improved. I learnt how to interact with many different personalities and characters, which could be very trying at times, but a useful experience now I have left university.

Through my course and volunteering my confidence has grown especially when presenting to strangers as well as my peers.

***Did you do Work Based Learning or volunteering? If so how did this contribute to your plans?***

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During my second year I did a Work Based Learning placement for a company in Ellesmere Port. The placement confirmed that marketing was still the industry I wanted to work in. Unfortunately I did not get to do everything I was expecting to do, due to IT issues, but I got the opportunity to try different activities. I enrolled on a four year course so I spent my third year working. I was employed as a marketing assistant for three months, it was supposed to be 12 months but unfortunately the company folded and I was made redundant. I then worked on the deli counter of Sainsbury's for the rest of the year. These placements and jobs gave me varying experiences including those I could be undertaking in the future, they showed me what it was like to work full time but, most importantly, they gave me the experience of finding and applying for jobs.

***Did you use Careers & Employability? If so, how did this help you?***

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I found the Careers and Employability department very useful, especially during my final year. They provided links and places where I could look for placements. I attended an interview in my final year to discuss all the possible options open to me when it came to looking for a job. They also reviewed my CV so that it was up to a professional standard and ready to send to prospective employers. While at university I volunteered as a Student Ambassador. My main task was to assist on open days, where I often conducted tours. This was one of my favourite things about volunteering; I was able to really improve my presentation and communication skills whilst being able to share everything I loved about the University with potential students.

***What are you doing now?***

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I graduated from Chester last year with a first class degree and was very lucky to get a job not long after I had finished. I am Marketing and Sales Support Administrator for a large bathroom showroom in Manchester. My job provides a wide and varied range of activities. I am able to use the skills learnt during my time at Chester including how to communicate with current and prospective clients and how to improve experiences for anyone visiting our showroom. As well as using the skills I already possess, my job is enabling me to try my hand at new skills such as organising events. I work with a small and mixed team but have fitted in incredibly well and really enjoy the work. Getting this job would not have been possible without getting my degree and the help I received whilst studying.

My real ambition for the future is to one day to do the marketing for a not for profit organisation so all the skills I have gained over the years can be used for a good cause.

Graduate	<i>Tom Goddard</i>
Employer	<i>Majestic Wine</i>
Job Title	<i>Senior Assistant Manager</i>

***What course did you take?***

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Marketing and Management

***What attracted you to study at the University of Chester?***

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I came up from the south of England, with being such a long way from home, I was particularly attracted by the size of the Uni. It felt quite cosy and personable.

***Apart from academic knowledge, what other transferable skills did you gain?***

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During the course we worked on our presentation skills. I always hated speaking in front of people but it doesn't faze me now I'm in the working world.

***Did you do Work Based Learning or volunteering? If so how did this contribute to your plans?***

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The work based learning module was really helpful. I spent the placement putting the skills developed during the course into practice, which would eventually transfer into the working world.

I'd always worked in supermarkets and other places like that before, just earning money. However, this gave me a chance to work in a professional job in a professional environment. It prepares you for the real world and gives you a head start and the experience to understand what a future job would be like.

***Did you use Careers & Employability? If so, how did this help you?***

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I was lucky enough to get work straightaway after university so I did not need to use their services. However, careers advisors did come into a few of our lectures during third year, and the advice they gave us no doubt helped me to secure the job that I am now doing.



***What are you doing now?***

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I started off as a Trainee Graduate but have now progressed to a Senior Assistant Manager with Majestic Wine. I assist with the running of the store, keeping my team motivated and ensuring day to day operations are running smoothly.

***What are your top tips for other students & graduates?***

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My top tip is to make sure you start looking for work early! Graduate schemes dry up pretty quickly. I got on with it pretty early and was lucky enough to get a great job that I really enjoy. So get your CVs in order and start looking early.

Graduate	<i>Graeme Taylor</i>
Employer	<i>An Exporter (Small/Medium Enterprise)</i>
Job Title	<i>Purchasing Coordinator</i>



***What course did you take?***

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I took a BA (Hons) in Business Studies. I decided to take this course as it gave me options for the future as I was not 100% decided on what I wanted to do.

***What attracted you to study at the University of Chester?***

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The first day I walked onto the campus at an open day and I saw the smiling student ambassadors I felt like I belonged. The campus was beautiful, everyone was friendly and helpful and the course was perfect. Once I visited there was nowhere else I wanted to study.

***Apart from academic knowledge, what other transferable skills did you gain?***

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During my time at the University I gained skills in a lot more than just my academic subject. These included presentation, communication and organisational skills from my voluntary work as a student ambassador.

***Did you do Work Based Learning or volunteering? If so how did this contribute to your plans?***

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During my course I undertook a work based learning placement in the training & development department at the local hospital. This gave me valuable experience of working in an environment that would be more like the job I'd want in the future. As well as this, the position gave me an insight into professional communication and time management. I believe it went a long way to helping me make my career decision once I had graduated.

***Did you use Careers & Employability? If so, how did this help you?***

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I used Careers & Employability at several stages during my time at university, in particular during my final year. They gave me great advice on producing my CV, helping me ensure that it stood out from the competition. They also helped me prepare for interviews and even online assessments, which some positions required as part of the application.

***What are you doing now?***

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I currently work for an exporter, which is a small to medium enterprise, as a Purchasing Coordinator. Though this does not fit into my long term plan but I believe that it is providing me with valuable experience in a range of skills and knowledge.

My medium to long term plan is to build a career in human resources, aiming to squeeze maximum benefit from the most valuable experience of my life, studying at the University of Chester.

Graduate	<i>Nataly Scott</i>
Employer	<i>Life Marketing Agency</i>
Job Title	<i>Marketing/Account Executive</i>

***What course did you take?***

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Marketing with French Studies.

***What attracted you to study at the University of Chester?***

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I was attracted to the university because of its size and that it is very friendly. I also really like the city itself. It felt like a home- from-home! I wasn't overpowered by a huge city which is how I felt after seeing Manchester Metropolitan. Chester was very much more comfortable. I really liked the course as well. I did a dual course. All the other universities were fixed in that the weightings for each subject were considered 50/50. Whereas in Chester you could major and minor in whichever subject you wanted. Finally, the support from staff was great and the lecturers were approachable as well.

***Apart from academic knowledge, what other transferable skills did you gain?***

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Generally the course was very geared to the working environment. This was useful for when I went into the work place. For example within the French component it wasn't full of literature modules, it was geared to writing CVs in French and how to approach interviews once in France.

***Did you do Work Based Learning or volunteering? If so how did this contribute to your plans?***

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The brilliant thing about Chester was the Work Based Learning scheme. I worked in Paris doing French translation. It was really nice to have that time to do something different but which also counted towards the degree.

***What are you doing now?***

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I am actually working as an Account or Marketing Executive for a Marketing agency. It is a Life Marketing Agency based in Birmingham and I work on the on Mars Food account.

***What are your top tips for other students & graduates?***

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One tip is that I put my CV out to prospective employers for unpaid work experience. This is how I initially got my job now. I got 3 months unpaid work (which wasn't great!) but that's how I got my foot in the door. It gives you a chance to prove yourself.

Graduate	<i>Lyn Sarah Anderson</i>
Employer	<i>Hotel Du Vin</i>
Job Title	<i>Business Development Manager</i>



***What course did you take?***

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Events Management BA Hons

***What attracted you to study at the University of Chester?***

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Originally I studied one year of photography & fine art. The combined honours degree attracted me and I was keen on the close proximity to all the major northern cities. After a few months though I realised it wasn't for me so I finished the first year and started from scratch with events management.

***Apart from academic knowledge, what other transferable skills did you gain?***

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Before I came to university I had no experience of presenting in a professional style. The nature of my course allowed me to develop in this area, although I think my campaign for running for the Vice President's job was the best thing I did to overcome my fear of public speaking. Following this, my confidence levels grew, helping me with certain elements of my job today.

Being in the situation of living in halls also helped me gain invaluable people skills and self-confidence. Meeting as many different people as possible has definitely prepared me for life in the real world!

***Did you do Work Based Learning or volunteering? If so how did this contribute to your plans?***

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I took the amazing opportunity to complete a placement in a Boutique Hotel in Cape Town, South Africa. Not only did I get to see one of the most amazing parts of the world and experience working in a completely different work culture to Britain, it made me realise how strong my passion is for hospitality, customer service and sales.

***Did you use Careers & Employability? If so, how did this help you?***

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I often dropped into the careers centre to chat about the next step after my degree. There were so many options that I never thought possible, and the advice I got from the staff about graduate opportunities definitely helped moving forward.

***What are you doing now?***

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After a difficult 6 months trying to find the perfect job, I was offered the position of Business Development Manager for Hotel du Vin Tunbridge Wells. I originally applied for the graduate management position; however, after 4 interviews and a presentation in front of eight company directors I was offered the position there and then. It's the kind of company which looks for a blank canvas with a personality, relevant qualifications and a basic skill set – it just goes to show that there are opportunities out there, you just have to set yourself apart from everyone else.

***What are your top tips for other students & graduates?***

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Get involved in absolutely everything! I was a student rep for Events Management which was a great chance to tell it like it is and try to influence some positive changes.

Using events management as an example, creating and managing my own events like fashion shows and charity events alongside my degree has been essential in building a portfolio of experience to show off to potential employers. Whether you plan on studying business, sports science or anything else, find something relevant to enhance everything you are learning from your course. First-hand experience is vital. Don't be shy, get out there to local businesses and put yourself forward as an intern, learn from others and just enjoy everything!

Start researching the industry you want to go into in the 3<sup>rd</sup> year, and get your CV out there in about March before everyone else. If you are passionate about something the rest will follow. Lots of people have a degree and I think it's about showing your personality to make you stand out.

**More case studies available at: <http://www.chester.ac.uk/careers/current-students-and-graduates/case-studies>**

## **How we can help your students – Enhancing Student Employability**

### **Overview of Careers & Employability**

#### **One-to-one Careers Consultations**

We offer practical one-to-one support with career planning including help with CVs, job applications and mock interviews, either during a full 45 minute guidance consultation or a 15 minute drop-in session.

#### **UniJob**

UniJob is a student recruitment service run by Careers & Employability, exclusively for University of Chester students. The service advertises paid positions within the University, to be filled by students who have successfully applied to the UniJob bank.

[www.chester.ac.uk/unijob](http://www.chester.ac.uk/unijob)

#### **Vacancy and Events Portal**

Students and graduates can register with our Online Vacancy and Events Portal to access both part-time and graduate vacancies, and view information on local and national employers.

[www.chester.ac.uk/careers/vacancies](http://www.chester.ac.uk/careers/vacancies)

#### **Work Shadowing**

Careers & Employability offers Work Shadowing opportunities for students who wish to gain an insight into their possible future career. We have over 200 half or full day visits to choose from with organisations such as local councils, solicitors, youth offending teams, the Probation Service and many more.

<http://www.chester.ac.uk/careers/current-students-and-graduates/work-shadowing>

#### **Graduate Head Start**

GHS is a FREE programme for recent graduates, who are yet to find employment or are underemployed. GHS enables participants to identify and develop their personal abilities and skills to enhance their employability prospects. GHS entails a Career Planning & Personal Development Seminar day, One-to-one Careers Coaching, a Business Skills and Professional Development Module (opportunity to gain 20 Masters level credits) and the option to undertake a 5-week work placement and the ECDL qualification.

<http://www.chester.ac.uk/careers/graduate-head-start>



## Events

We organise a variety of events including employability conferences, careers fairs and short workshops which run as part of the Enhance Your Employability Training Programme.

[www.chester.ac.uk/careers/events](http://www.chester.ac.uk/careers/events)

Chester – Careers and Employability  
Centre, opposite the Binks Building  
T: 01244 513066  
F: 01244 511301  
E: [careers@chester.ac.uk](mailto:careers@chester.ac.uk)  
W: <http://www.chester.ac.uk/careers>

Warrington – Martin Building  
T: 01925 534235  
F: 01925 530001  
E: [warrington.careers@chester.ac.uk](mailto:warrington.careers@chester.ac.uk)  
W: <http://www.chester.ac.uk/careers>



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<http://www.facebook.com/ChesterCareers>



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## Careers & Employability Events 2011/12

Our upcoming events for the 2011/12 academic year are listed below. By registering with our Online Vacancy and Events Portal, students can view more details and book online at <http://www.chester.ac.uk/careers/events>. Alternatively, students can call into the Careers & Employability Centre (opposite the Binks Building).

Event	Date
<b>Part-time Job Seeking Strategies (Chester and Warrington)</b>	Wednesday 5 <sup>th</sup> October 2-4pm
<b>Preparing for Careers Fairs</b>	Thursday 6 <sup>th</sup> October 1pm – 2pm
<b>UniJob Applications Workshop (Chester and Warrington)</b>	Wednesday 12 <sup>th</sup> October 2-4pm
<b>Applying for a PGCE (Chester and Warrington)</b>	Thursday 13 <sup>th</sup> October 1pm – 2pm
<b>Volunteer &amp; Job Shop Fair</b>	Wednesday 19 <sup>th</sup> October 2pm – 4pm
<b>Graduate Training Schemes (Chester and Warrington)</b>	Thursday 20 <sup>th</sup> October 1-2pm
<b>Interview Techniques</b>	Thursday 26 <sup>th</sup> October 2-4pm
<b>Office Administrator Skills</b>	Wednesday 9 <sup>th</sup> November 12pm – 1:30pm
<b>Customer Services and Telephone Techniques</b>	Wednesday 16 <sup>th</sup> November 1pm – 5pm
<b>Assertiveness Skills</b>	Wednesday 23 <sup>rd</sup> November 1pm – 3pm
<b>Introduction to Microsoft Excel 2010</b>	Wednesday 30 <sup>th</sup> November 1-3pm
<b>Making Effective Graduate Applications</b>	Thursday 1 <sup>st</sup> December 12 – 2pm
<b>Communicating for Success</b>	Wednesday 7 <sup>th</sup> December 1pm – 5pm
<b>Teaching Fair</b>	Friday 9 <sup>th</sup> December (pm)
<b>Developing Your Team Working Skills</b>	Wednesday 14 <sup>th</sup> December 1pm – 3pm
<b>Minutes, Meetings &amp; Agendas</b>	Wednesday 11 <sup>th</sup> January 1pm – 3pm
<b>The Hidden Job Market (Chester and Warrington)</b>	Thursday 12 <sup>th</sup> January 1pm – 2pm
<b>Introduction to Microsoft Access 2010</b>	Wednesday 18 <sup>th</sup> January 1pm – 3pm
<b>Making Effective Applications</b>	Thursday 19 <sup>th</sup> January 1pm – 2pm
<b>Commercial Awareness</b>	Wednesday 25 <sup>th</sup> January 1pm – 3pm
<b>The Hidden Job Market</b>	Thursday 26 <sup>th</sup> January 1pm – 2pm

<b>Introduction to Marketing</b>	Wednesday 1 <sup>st</sup> February 1pm – 5pm
<b>Making Effective Applications</b>	Thursday 2 <sup>nd</sup> February 1pm – 2pm
<b>The Departments of Biological &amp; Clinical Sciences Careers and Employability Conference</b>	Wednesday 8 <sup>th</sup> February 1pm – 4.30pm
<b>Project Management</b>	Wednesday 8 <sup>th</sup> February 1pm – 5pm
<b>Sports &amp; Exercise Sciences Conference</b>	Monday 13 <sup>th</sup> February (pm)
<b>Diversity Essentials</b>	Wednesday 15 <sup>th</sup> February 1pm – 3pm
<b>Inside the Creative Industries (Warrington)</b>	Wednesday 22 <sup>nd</sup> February 1pm – 4pm
<b>Soft Skills for Managers: Team Working</b>	Wednesday 22 <sup>nd</sup> February 12pm – 2pm
<b>Interview Techniques</b>	Wednesday 23 <sup>rd</sup> February 12pm – 2pm
<b>Work Shadowing Week</b>	Monday 27 <sup>th</sup> February – Friday 2 <sup>nd</sup> March
<b>Soft Skills for Managers: Leadership</b>	Wednesday 29 <sup>th</sup> February 1pm – 3pm
<b>Soft Skills for Managers: Conflict Management</b>	Thursday 1 <sup>st</sup> March 1pm – 3pm
<b>Making Effective Application</b>	Thursday 1 <sup>st</sup> March 1pm – 2pm
<b>Communication Skills for Business</b>	Wednesday 7 <sup>th</sup> March 1pm – 3pm
<b>The Hidden Job Market (Chester and Warrington)</b>	Thursday 8 <sup>th</sup> March 1pm – 2pm
<b>Confidence for Success</b>	Wednesday 14 <sup>th</sup> March 1pm – 5pm
<b>Making Effective Applications (Chester and Warrington)</b>	Thursday 15 <sup>th</sup> March 1pm – 2pm
<b>Project Management</b>	Wednesday 21 <sup>st</sup> March 1pm – 5pm
<b>Social Work Fair (Warrington)</b>	Wednesday 21 <sup>st</sup> March (pm)
<b>The Hidden Job Market</b>	Thursday 22 <sup>nd</sup> March 1pm- 2pm
<b>Presenting Skills</b>	Tuesday 17 <sup>th</sup> April 12pm – 2pm
<b>Speculative Applications (Chester and Warrington)</b>	Wednesday 18 <sup>th</sup> April 2pm – 4pm
<b>LinkedIn</b>	Thursday 26 <sup>th</sup> April 12pm – 1pm
<b>Self-Employment: Finance</b>	Wednesday 2 <sup>nd</sup> May 10am – 12pm
<b>Self-Employment</b>	Wednesday 9 <sup>th</sup> May 1pm – 3pm

## **List of useful Employability Resources**

A comprehensive report which 'illustrates how universities and business can work together to help equip graduates for their future working lives.' The report explores the concept of employability, presenting current practice through use of case studies and surveys, and makes recommendations for the future.

Confederation of British Industry. (2009). **Future fit: Preparing graduates for the world of work.** <http://www.cbi.org.uk/pdf/20090326-CBI-FutureFit-Preparing-graduates-for-the-world-of-work.pdf>

A publication from the Council for Industry and Higher Education. The document was written following a pilot study of close to 250 employers for the CIHE by i-graduate. The study 'highlights the skills and experiences employers look for when recruiting graduates.'

Council for Industry and Higher Education. (2008). **Graduate Employability: What do employers think and want?** <http://www.cihe.co.uk/category/knowledge/publications/>

A student focused resource which lists the employability skills students are likely to develop, according to their programme of study. The profiles also allow insight into the expectations of employers when recruiting in terms of these skills.

**Employability Profiles:** <http://www.ucas.com/seps/profiles/>


A publication available through Prospects, and published by HECSU and AGCAS which presents the national data in relation to the destinations of first-degree leavers from the 2008/9 academic year. The publication details numbers who entered employment, the type of work undertaken, those who engaged in further study and the numbers unemployed six months after graduation. The new publication will be available online in November 2011.

Higher Education Careers Services Unit and Education Liaison Task Group Association of Graduate Careers Advisory Services. (2010). **What do graduates do?** [http://www.prospects.ac.uk/assets/assets/documents/wdgd\\_2010.pdf](http://www.prospects.ac.uk/assets/assets/documents/wdgd_2010.pdf)

'The Graduate Market in 2011 is a study of graduate vacancies and starting salaries at one hundred of the UK's best-known and most successful employers, conducted by High Fliers Research during December 2011'.

High Fliers Research Limited. (2011). **The Graduate Market in 2011: Annual review of graduate vacancies & starting salaries at Britain's leading employers** [www.highfliers.co.uk/download/GMReport11.pdf](http://www.highfliers.co.uk/download/GMReport11.pdf)

## The Chester Difference



81% of our 2010 graduates in employment secured professional or managerial jobs after graduation, making Chester the highest-ranked university in the North West and significantly above the national average for graduate employability.

**The Chester Difference**  University of Chester

### The Chester Difference - 10 things we do to make our students and graduates more employable:

- Customised workshops and modules** within the curriculum to enhance employment-related skills
- Extensive on-line careers and professional development resources**, including active promotion of career opportunities via social networking sites
- Work shadowing/ information interviews** with professionals in a huge range of fields to gain first-hand insight into the world of work
- Fairs, events and mentoring opportunities** enabling students to meet potential employers on campus
- Work Based Learning module** for second year students offering a five-week placement to complement their degree studies
- Access to a highly-trained team of graduate employability experts** offering individually tailored, impartial information, advice and guidance
- Unijob programme** employing students in well-paid jobs on campus
- A wealth of local volunteering opportunities** to support the community and to enhance skills and experience
- Free careers support for graduates** for up to three years, including the innovative **Graduate Head Start** programme offering graduate-level work experience, and 20 Masters Level credits
- Knowledge Exchange programmes** for students to work on real projects with external clients throughout the North West

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