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# Employer Engagement Plan

Career Development Service  
2022 - 2025



## Introduction

The Employer Engagement Plan for the Career Development Service forms part of the University of Leicester's Vision for Employability, a strategy that sets out the institutional approach to ensure that all our students are provided with the opportunities and support they need to develop into highly employable graduates.

Engagement between student and graduate employers with universities has become increasingly important to enhance preparation for the workplace through access to knowledge and building of skills, vital for students to make a successful transition from university to employment.

The Career Development Service provides a high quality of service to students and employers and has been recognised by professional bodies, associations and at award ceremonies including the Association of Graduate Careers Advisory Services, Institute of Student Employers, National Graduate Recruitment Awards and Matrix Standard.

## Our aims

The Career Development Service will collaborate across the University of Leicester and work in partnership with student and graduate employers, professional bodies and associations, and career development organisations to achieve the following aims:

### **Profile: Employers recognise Leicester as the ‘university of choice’ for quality and diversity of future talent.**

*To do this we will:*

- Build on local graduate retention activities to increase the awareness of university’s recruitment services and support with regional organisations through established University business networks.
- Maintain the championing of national employers activities to address social mobility and recruit from our diverse student community.
- Showcase the impactful partnership working undertaken to support student employability with a suite of digital and physical materials and resources targeting employers.

*We will measure our success by:*

- Increasing the percentage of graduates retained in the East Midlands after graduation.
- Being ranked in the top universities targeted by Times Top 100 Graduate employers.
- Increasing the number of annual website visits.



## **Partnership: Collaborative relationships are built on an employer-led and recruitment focused approach.**

*To do this we will:*

- Identify target employer partners through internal and external sources to meet students' aspirations and interest.
- Build sustained partnerships with employers to ensure interventions generate effective talent identification and recruitment support.

*We will measure our success by:*

- Having over 250 local, national and international organisations with an appointed relationship manager annually.
- Having over 50 recruitment plans agreed annually.

## **Participate: Interventions connect students with employers to inform future career plans.**

*To do this we will:*

- Establish a pathways provision that to match student aspirations to employer partners to provide routes to experience and employment.
- Provide a suite of mass engagement and targeted interventions to connect students with employers through the pathways provision.

*We will measure our success by:*

- Each professional pathway having a minimum of 3 employer partners.
- Having over 200 unique employers connecting with students and graduates annually in career development activities.





## **Promote: Opportunities are developed to meet the student aspirations and skills needs.**

*To do this we will:*

- Ensure the opportunities advertised through the jobs board meet our students' career aspirations and intentions.
- Generate exclusive opportunities for experience and employment for our students least likely to progress into positive graduate outcomes.

*We will measure our success by:*

- Having over 10,000 opportunities available for students and graduates to apply to annually.
- Having over 500 managed opportunities secured by our students and graduates annually.

# Our principles

The following principles outline the way in which the Career Development Service will engage with all stakeholders:

- Team members will represent all areas of the Career Development Service and where appropriate introduce other areas of the University.
- A Recruitment Plan will be used to outline areas of collaboration between the Career Development Service and the employer.
- Our careers system is the tool for recording and reporting our employer engagement activity, with all aspects of work captured.
- The targeting and engagement of employers will be informed by student aspirations and demand for skills.
- The Employer Engagement Working Group will ensure collaborative engagement between both within the Career Development Service and across the University.





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