

In the midst of the
Coronavirus pandemic,
16,121 final year students
from the **Class of 2021** at
the UK's leading universities
took part in interviews to
research the country's **top**
graduate employers.

The votes have been
counted and the **awards** for
this year's most successful
graduate recruiters can
now be revealed...

THE TIMES GRADUATE RECRUITMENT AWARDS 2021

Introducing the Awards

Each year since 1998, **The Times Graduate Recruitment Awards** have celebrated the **real** achievements of the UK's top graduate employers. Uniquely, the awards are decided *entirely* by those who matter most in graduate recruitment – **final year students** who are just about to leave university and start their first graduate job.

Despite the disruption caused by the Coronavirus pandemic, all of this year's awards have been compiled from the results of research groups and in-depth interviews with thousands of finalists from the 'Class of 2021' at thirty leading UK universities.

How the Awards are Researched

There are three categories of awards, each researched during the 2020-2021 graduate recruitment season.

For the '**Graduate Employer of the Year 2021**' award, **16,121 final year students** were interviewed during February 2021 and asked the open-ended question, '*Which employer do you think offers the best opportunities for graduates?*' Finalists **weren't** shown a list of employers to select from, and their answers were not prompted in any way. The results from this question are also used to compile **The Times Top 100 Graduate Employers**.

The results of the interviews with **16,121 finalists** were also used to research the '**Graduate Employers of Choice 2021**'. Students who had applied for graduate jobs in twenty-one specific career areas – such as engineering, accountancy and human resources – were asked which employers within this career area they most wanted to work for. Finalists did **not** choose from lists of organisations, and their responses were **entirely unprompted**.

The final awards – for the best **graduate recruitment website, brochure, advert and social media** in 2020-2021– were judged through campus-led research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online information from sixty major employers.

About High Fliers Research

Research for **The Times Graduate Recruitment Awards 2021** has been carried out by High Fliers Research, as part of the research for *The UK Graduate Careers Survey 2021*.

Launched in 1995, the survey has now been conducted annually for over 25 years and is the largest and most authoritative survey of final year students at the UK's leading universities. More than **150 graduate employers** have used the survey to review the success of their on-campus promotions and to help plan future recruitment campaigns.

To find out more about accessing the latest survey results, contact **Sally Hyman, Survey Director**, at sally.hyman@highfliers.co.uk



THE TIMES GRADUATE RECRUITMENT AWARDS 2021

Graduate Employer of the Year 2021



Civil Service

The **Civil Service** has been voted the UK's number one graduate employer in **The Times Top 100 Graduate Employers** for the third consecutive year in 2021.

Since the launch of the awards in 1998, only three employers have held the accolade of *Graduate Employer of the Year* – **Accenture** (1998-2002), **Civil Service** (2003, 2019-2021) and **PwC** (2004-2018).

The new 2021-2022 edition of the Top 100 website & directory will be launched in autumn 2021.



Graduate Employers of Choice 2021

ACCOUNTANCY



FINANCE



PROPERTY



ACTUARIAL WORK



GENERAL MANAGEMENT



PUBLIC SECTOR



ASSET & INVESTMENT
MANAGEMENT

BlackRock

HUMAN RESOURCES



RESEARCH &
DEVELOPMENT



BUYING & PURCHASING

M&S
EST. 1884

INVESTMENT BANKING

J.P.Morgan

RETAILING



CHARITY &
VOLUNTARY WORK

charity
works.....

LAW

Linklaters

SALES

P&G

CONSULTING

Deloitte.

MARKETING

L'ORÉAL

TECHNOLOGY

Google

ENGINEERING



MEDIA



TRANSPORT
& LOGISTICS



Best Graduate Recruitment Marketing in 2020-2021

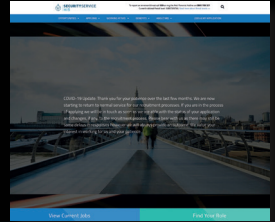
GRADUATE RECRUITMENT WEBSITE



SECURITYSERVICE MI5

This well-structured website helped to dispel some of the secrecy that is usually associated with the Security Service and made the organisation look more approachable as an employer. The clear navigation, effective imagery and interactive features helped to give job hunters a clearer understanding of MI5, its work and the career opportunities available for graduates.

Website produced by MI5, in partnership with its agency



GRADUATE RECRUITMENT BROCHURE



Finalists commended the straightforward, clean layout of this brochure and its detailed content, and felt it provided a clear insight into the accountancy profession and what's required to gain the ACA qualification.

The advert's colourful graphics were particularly well-received by graduate job hunters and helped to counter the stereotypical image of accountancy.

Brochure produced by Pink Squid



GRADUATE RECRUITMENT ADVERT

WHITE & CASE

Students were drawn to the striking main image on this advert which promotes graduate careers with the firm in a friendly, but professional way.

The sophisticated colour combination impressed job hunters, as did the attention-grabbing summary of the opportunities on offer for graduates at White & Case.

Advert produced in-house



GRADUATE RECRUITMENT SOCIAL MEDIA



The inspiring cover video on the firm's **Facebook** page made a lasting first impression and job hunters were impressed by the rich, varied information that provided insights into working life at the firm.

The vibrant colour scheme on the firm's **Instagram** page created a professional, yet friendly first-impression, and job hunters were enthusiastic about the Q&A story highlights and the insights provided by trainees in their stylish videos.

Facebook & Instagram pages produced by Stafford Long



THE  TIMES
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The Times Graduate Recruitment Awards are researched & produced by
High Fliers Research Ltd The Gridiron Building, 1 Pancras Square, London, N1C 4AG
Telephone **020 7428 9000** Email surveys@highfliers.co.uk