

A total of **14,271 finalists** from the **Class of 2024** at the country's leading universities took part in face-to-face interviews to research the UK's **top graduate recruiters.**

The votes have been counted and the **awards** for this year's most sought-after graduate employers can now be revealed...

THE TIMES GRADUATE RECRUITMENT AWARDS 2024

Introducing the Awards

Each year since 1999, **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.

This year's awards come as a result of direct feedback from thousands of finalists at thirty leading UK universities via remained face-to-face interviews.

How the Awards are Researched

There are three categories of awards, each researched during the 2023-2024 graduate recruitment season.

The '**Graduate Employers of Choice 2024**' were identified from face-to-face interviews with **14,271 final year students** during February 2024. Students who had applied for jobs in 21 specific career areas – such as engineering, accountancy and human resources – were asked which employers within this area they most wanted to work for. Finalists did **not** choose from lists of organisations, and their responses were **entirely unprompted**.

For the '**Graduate Employer of the Year 2024**' award, all 14,271 final year students were asked the open-ended question, '*Which employer do you think offers the best opportunities for graduates?*' Again, 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 used to compile **The Times Top 100 Graduate Employers**.

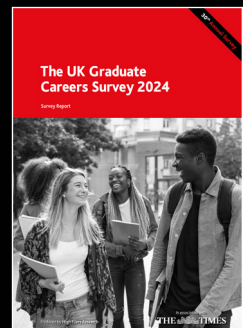
The final awards – for the best **graduate recruitment website, brochure, advert and social media** – were judged by on-campus research groups held with finalists across the UK. Over **1,000 final year student job hunters** participated in the assessment, reviewing the recruitment literature and online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

About High Fliers Research

Research for **The Times Graduate Recruitment Awards 2024** has been carried out by High Fliers Research, as part of the research for *The UK Graduate Careers Survey 2024*.

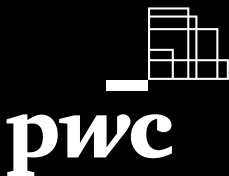
The survey has now been conducted annually for 30 years and is the country's largest independent survey of final year students at the UK's leading universities. Over the past three decades, more than **200 graduate employers** have used the survey to review the success of their on-campus promotions and 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 2024

Graduate Employer of the Year 2024



For the second consecutive year – and the 17th time overall – **PwC** has been voted number one in **The Times Top 100 Graduate Employers** in 2024.

Since its launch 25 years ago, only three employers have been awarded the prestigious *Graduate Employer of the Year* – **Accenture** (1999-2002), **Civil Service** (2003, 2019-2022) and **PwC** (2004-2018, 2023-2024).

The new 2024-2025 print & digital edition of the Top 100 will be launched in autumn 2024.



Graduate Employers of Choice 2024

ACCOUNTANCY



FINANCE

J.P.Morgan

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

M&S
EST. 1884

CHARITY &
VOLUNTARY WORK



LAW

CLIFFORD
CHANCE

SALES

Google

CONSULTING

McKinsey
& Company

MARKETING

L'ORÉAL

TECHNOLOGY

Google

ENGINEERING

ARUP

MEDIA



TRANSPORT
& LOGISTICS

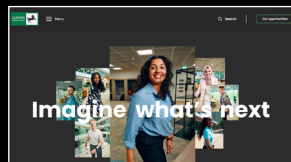


Best Graduate Recruitment Marketing in 2023-2024

WEBSITE



A modern, dynamic, well organised and content-rich website. There was no doubt about what was on offer and students were impressed with the 'insiders view'. While there are many roles on offer, the site remained very easy to navigate.



BROCHURE



This impressive brochure really captured job hunters' attention. They enjoyed its clear contents and strong navigation throughout, along with the upbeat style of writing. This was coupled with clear visuals and a level of interactivity that surprised some readers.



ADVERT



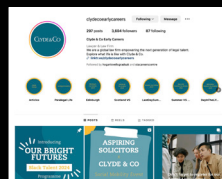
A comprehensive advert showing a broad range of employees across multiple images. The layout allowed for each piece of content to stand out in its own right. Job hunters felt the tone was very positive, and the clear signposting was appreciated.



SOCIAL MEDIA

CLYDE&CO

Students liked the wide variety of useful topics featured in posts, highlights and reels which showcased Clyde & Co and their opportunities. Engaging animations and a striking colour scheme all made an immediate impact too.



THE  TIMES
GRADUATE RECRUITMENT
AWARDS 2024

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