

Graduate Market Survey 2017





Graduate Market Survey 2017



UNIVERSITY of LIMERICK
OLLSCOIL LUIMNIGH



University of Limerick
Cooperative Education & Careers Division
Empowering Through Employability



Contents

Introduction	2
Participating Companies	4
Sectors	7
Job Locations	14
Amount of Jobs	15
Salary Range	16
Recruitment Levels	17
Who Should Apply	18
Recruitment Process	19
Global Technical Skills	20
Global Soft Skills	21
Graduate Recruitment Challenges	22
Sector Locations	23
Sector Amounts	24
Salary Levels	25
Recruitment Levels	27

Introduction

Welcome to the University of Limericks Graduate Market Survey 2017 this survey is an annual snapshot of graduate recruitment across Ireland. The research results were compiled by the University of Limerick Cooperative Education and Careers Service Division (CECD). The participants of this survey are graduate employers who have engaged with the University of Limericks Careers Service in 2017. These include local, national and international companies – large and small – from a wide variety of sectors and disciplines. This year 209 graduate employers participated in the survey which was carried out between May and July 2017. Feedback from these organisations proves to be highly beneficial in preparing graduates for their future careers. Now in its 3rd year the University of Limericks Graduate Market Survey captures graduate recruitment trends such as:

- Graduate employment by sector for 2017
- Locations of graduate jobs
- Amount of graduate jobs available
- Trends in graduate recruitment levels for 2017

209 graduate employers participated in the survey

- Types of graduates in demand
- Graduate recruitment process
- Top ranking global graduate technical and soft skills
- Current challenges faced by graduate recruiters
- In-depth overview of the top 4 graduate employment sectors

As a result of the 2017 Graduate Market Survey, the participants and CECD have gained valuable insights on the graduate recruitment market. We would like to thank everyone who took part in the University of Limerick Graduate Market Survey 2017 and invite you to view the results and trends evident in our survey as part of your ongoing exploration of the graduate recruitment market.

Reach
your
potential



Although the survey was entirely confidential, respondents were asked to give their company details. Of the 209 who took part the following 160 provided their company name.



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Where
will you
land



Sectors

This year we adopted the CSO standard classification of industrial activity NACE. NACE is a Statistical Classification of Economic Activities developed in the European Community. NACE is an acronym derived from the French title 'Nomenclature générale des Activités économiques dans les Communautés Européennes'.



22%

Professional, Scientific and Technical Activities



4%

Construction



22%

Manufacturing



4%

Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles



12%

Financial and Insurance Activities



4%

Other Service Activities



11%

Information and Communication



2%

Electricity, Gas, Steam and Air Conditioning Supply



10%

Education



2%

Transportation and Storage



7%

Human, Health and Social Work Activities



2%

Public Administration and Defence; Compulsory Social Security



1%

Agriculture, Forestry and Fishing

Graduate Vacancies & the Locations



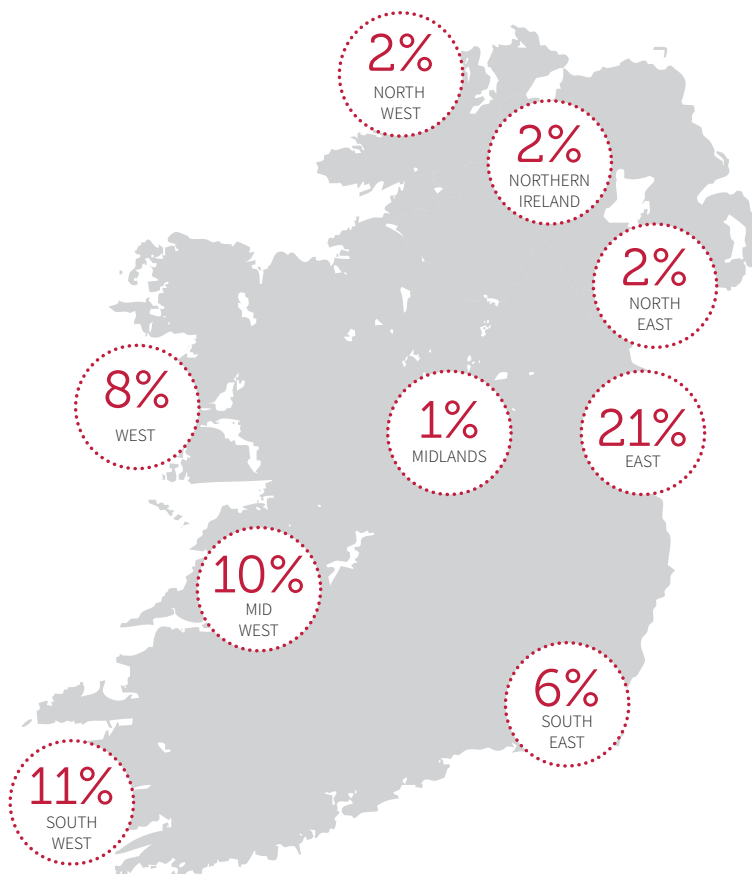
18%

Nationwide



20%

Global



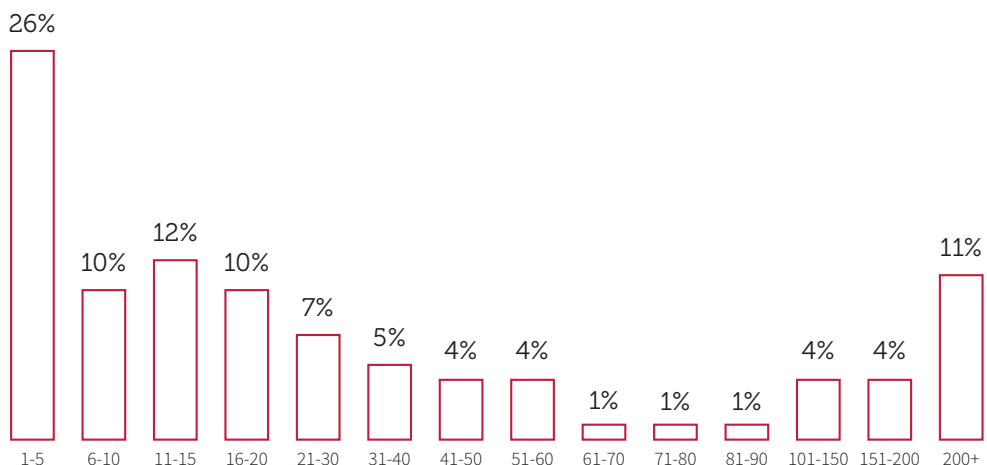
Locations of Graduate Vacancies

The highest percentage of jobs available in the graduate market for 2017 are in the Eastern region at 21%, followed by the South-West 11% and Mid-West 10% this reflects the national trend of strong economic growth in the East of the Country and increased regional economic activity in Cork and Limerick city. Interestingly 20% of graduate jobs available are outside Ireland this reflects the strong demand in the international market for Irish Teachers and Nurses.

Expected number of graduate vacancies: 2017 results

How many graduate vacancies does your organisation expect to have for 2017/18 and how does this compare with 2016/17?

This year 26% of all respondents are looking to recruit between 1 and 5 graduates, with 11% of employers seeking to fill 200 + graduate positions. The number of graduate vacancies available remains buoyant with 81% of respondents indicating that they will be recruiting about the same number of graduates as last year and more.



Salary Range

What do you expect the graduate entry salary range to be in your organisation for 2017/18?

	€17,000 to €20,999	€21,000 to €24,999	€25,000 to €28,999	€25,000 to €28,999	€25,000 to €28,999	€25,000 to €28,999
Undergraduate	19%	26%	26%	15%	6%	6%
Postgraduate MSc	6%	19%	27%	24%	14%	10%
Postgraduate PhD	5%	10%	22%	21%	22%	20%

The above chart shows the average starting salaries that will be offered to graduates based on their level of educational attainment. It clearly illustrates the correlation between a graduate’s level of education and the starting salary they can command on the market.



Recruitment Level



15%

Many more graduate vacancies than in 2016/2017



23%

Slightly more graduate vacancies than in 2016/2017



43%

About the same graduate vacancies than in 2016/2017



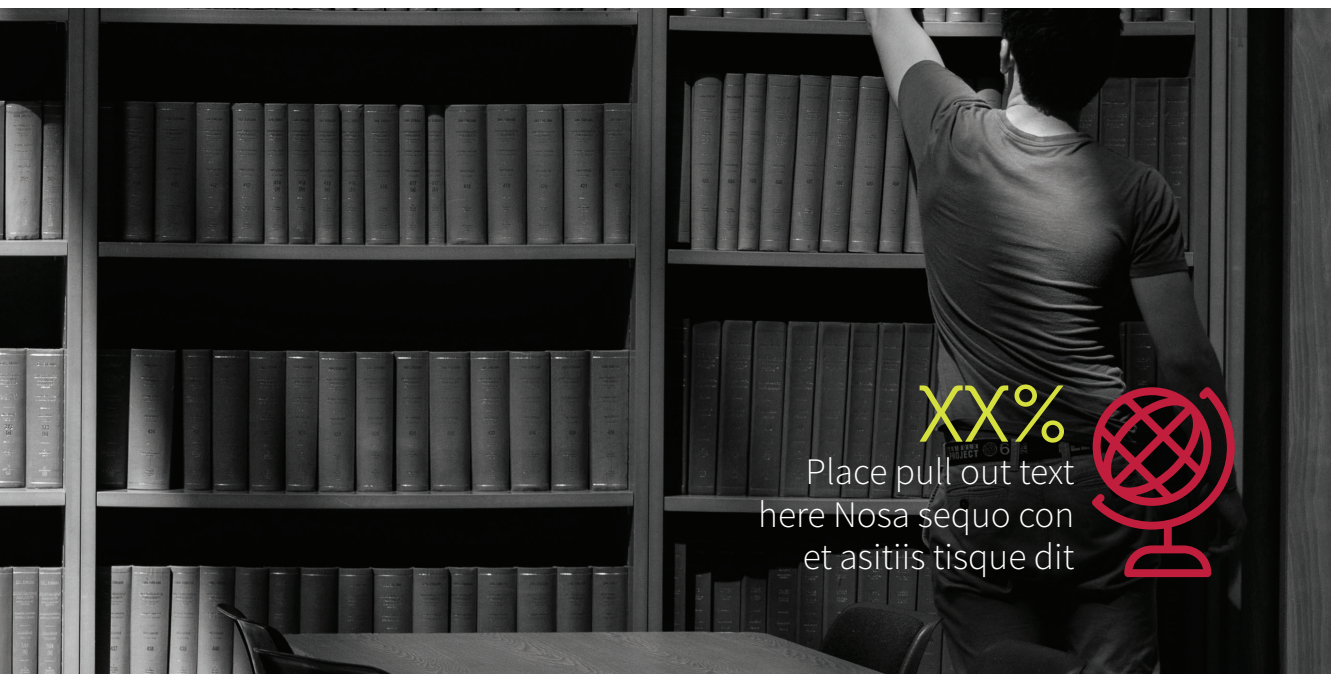
3%

Slightly fewer graduate vacancies than in 2016/2017



17%

Don't know yet



XX%

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Who Should Apply?

31%
of respondents
indicated that
they would accept
applications from
any discipline



31% of all respondents said that they are looking for graduate applicants from all disciplines. This echoes the movement of graduate employers to diversify their talent pool as competition in the market for talent heats up. 24% of companies are interested in engineering graduates followed by business 19% and informatics & electronics 15%



24%

Engineering



19%

Business



15%

Informatics & Electronics



13%

Science



10%

Law



10%

Health & Science



5%

Humanities



3%

Education

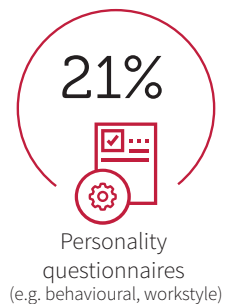
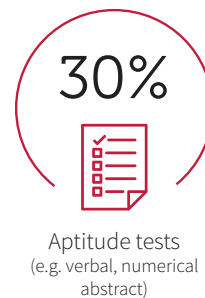
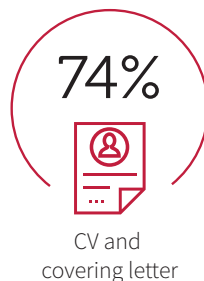
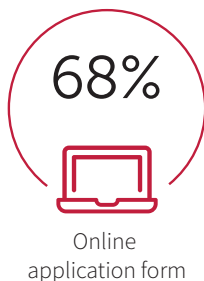
Graduate Application & Recruitment Process

Does your organisation use any of the following application/selection tools in your graduate recruitment activities?

(a) Application Stage

The importance of having an excellent CV and cover letter cannot be denied with 74% of respondents indicating that they require a CV and cover letter at the application stage, online applications also proved to be

popular as 68% of organisations surveyed use them. The use of aptitude tests and personality questionnaires at the application stage has seen a drop from 42% to 30% and 34% to 21% respectively since 2016/17.



(b) Selection Stage

We looked at which were the most widely used selection methods, participants were allowed to select more than one on the list. 53% of organisations use behavioural-based interviews this is down from 71% last year. Telephone/skype interviews remain popular with 53% of companies using them in their recruitment process. Almost 25% of

respondents use presentations, with 20% using group exercises. 16% of companies use strengths-based interviews, other recruitment methods that are used to a lesser extent are, case studies 13%, written exercises 9%, role plays 6%, In-box/in-tray exercises 3%.

Global Technical & Soft Skills

Technical Skills Ranked 1 – 12



Organisations were asked to rank 12 global technical and 12 global soft skills in order according to their value to the organisation.

The market for high-skilled graduates is increasingly global. Economic and technological change is facilitating an internationalisation of business, with many companies, large and small, having international operations and international recruitment patterns. Given that the job market for graduates is becoming increasingly global the University of Limerick Survey asked employers to rank 12 global technical and 12 global soft skills in order



according to their value to the organisation. The top 5 ranked global technical skills are: qualifications related to job, self-motivated, analytical thinking, collaborative and flexibility. The top 5 ranked global soft skills are: demonstrates respect for others, works effectively in diverse teams, builds trust, open to new ideas/ways of thinking and seeks opportunities for continuous learning. Organisations are challenging national expectations for the graduate workforce. As employers' requirements for their global workforce change, graduates – and providers of higher education – must adapt to prosper.

Soft Skills Ranked 1 – 12



Graduate Recruitment Challenges

Please rank the challenges you face in your graduate recruitment this year in order (1=most significant challenge)

Again this year the number one significant graduate recruitment challenge for employers remains the number of graduates from specific degrees/skillsets. Followed by the work readiness level of graduate and graduates expectation at entry stage.



1

Number of available graduates from specific degrees/skillsets

4

Managing your on-campus profiles

2

Work readiness level of graduates

5

Setting and achieving diversity targets

3

Graduates expectation at entry level stage

6

Managing the employer – university relationship

Sector Analysis

Professional, Scientific and Technical Activities

Again this year the number one significant graduate recruitment challenge for employers remains the number of graduates from specific degrees/skillsets. Followed by the work readiness level of graduate and graduates expectation at entry stage.

Manufacturing

21% of all jobs in this sector are located in the Southwest followed by the Midwest at 19% and globally at 13%. 49% of employers in this sector are looking to hire 1-5 graduates. 30% of employers are offering undergraduates a starting salary of between €25,000 – 28,999, with 37% offering masters students a starting salary between €33,000 and €36,999, finally 35% of organisations are offering PhD students a starting salary between €37,000 and €40,999. 51% of companies will be hiring the same number of graduates as 2016/17 with 23% planning to hire slightly more than 2016/17.

Information & Communication

36% of all jobs in this sector are located in the East followed by the Midwest at 19% and the Southwest at 17%. 33% of employers in this sector are looking to hire 1-5 graduates. 36% of employers are offering undergraduates a starting salary of between €25,000 – 28,999, with 54% offering Masters Students a starting salary between €25,000 and €32,999, finally 54% of organisations are offering PhD students a starting salary between €33,000 and €40,999. 36% of companies will be hiring slightly more than 2016/17 and 18% hiring many more than 2016/17.

Financial and Insurance Activities

40% of all jobs in this sector are located in the East followed by the Midwest at 14% and the Southwest at 12%. 38% of employers in this sector are looking to hire 1-5 graduates. 55% of employers are offering undergraduates a starting salary of between €21,000 – 28,999, with 48% offering masters students a starting salary between €29,000 and €32,999, finally 35% of organisations are offering PhD students a starting salary between €29,000 and €32,999. 48% of companies will be hiring the same number of graduates as 2016/17 and 17% will hire slightly more than 2016/17.

