

Graduate Market Survey 2019



UNIVERSITY of LIMERICK
O L L S C O I L L U I M N I G H



University of Limerick
Cooperative Education & Careers Division
Empowering Through Employability



Graduate
Market Survey
2019



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Introduction

Welcome to the University of Limerick Graduate Market Survey 2019. Research results compiled by the University of Limerick Cooperative Education and Careers Division (CECD) represent an annual snapshot of graduate recruitment across Ireland. Participants of this survey are graduate employers who have engaged with the University of Limerick Careers Service in 2019. These include local, national and global companies, multinational and SMEs, from all sectors and disciplines. 229 graduate employers participated in this year's survey, the fifth year of the survey. UL surveyed graduate employers between May and July 2019. Feedback from the organisations proves to be highly beneficial in preparing our graduates for their future careers. The 2019 survey captures graduate recruitment trends including graduate:

- Employment by sector
- Employment by location
- Job vacancies
- Recruitment levels
- Disciplines in demand

229 graduate employers participated in the survey

- Recruitment processes
- Top technical and soft skills, ranked by employers
- Recruiter challenges
- Employment sectors - overview of top four

The Graduate Market Survey 2019 provides employer participants and UL CECD with invaluable insights into the graduate recruitment market. We would like to thank everyone who took part in the survey. We invite you to view the results and trends, as part of your ongoing exploration of the graduate recruitment market.

Reach
your
potential



Participating Companies

The Graduate Market Survey is entirely confidential. A request for company details is included and of the 229 companies who took part, the following 94 provided their company name.





Where
will you
land?



Sectors Surveyed

The Graduate Market Survey uses NACE, which is also used by the Central Statistics Office (CSO) and the Higher Education Authority (HEA) to ensure the standard classification of economic activity. NACE is an acronym derived from the French title Nomenclature générale des Activités économiques dans les Communautés européennes. For NACE classifications go to <https://www.cso.ie/px/u/NACECoder/NACEItems/searchnace.asp>



20%

Financial and insurance activities



4%

Human health and social work activities



16%

Manufacturing



3%

Wholesale and retail trade; repair of motor vehicles and motorcycles



16%

Professional, scientific and technical activities



2%

Transportation and storage



9%

Information and communication



2%

Administrative and support services activities



8%

Construction



2%

Public administration and defence; compulsory social security



7%

Education



2%

Electricity, gas, steam and air conditioning supply



7%

Other services activities



1%

Agriculture, forestry and fishing

Location of Graduate Vacancies



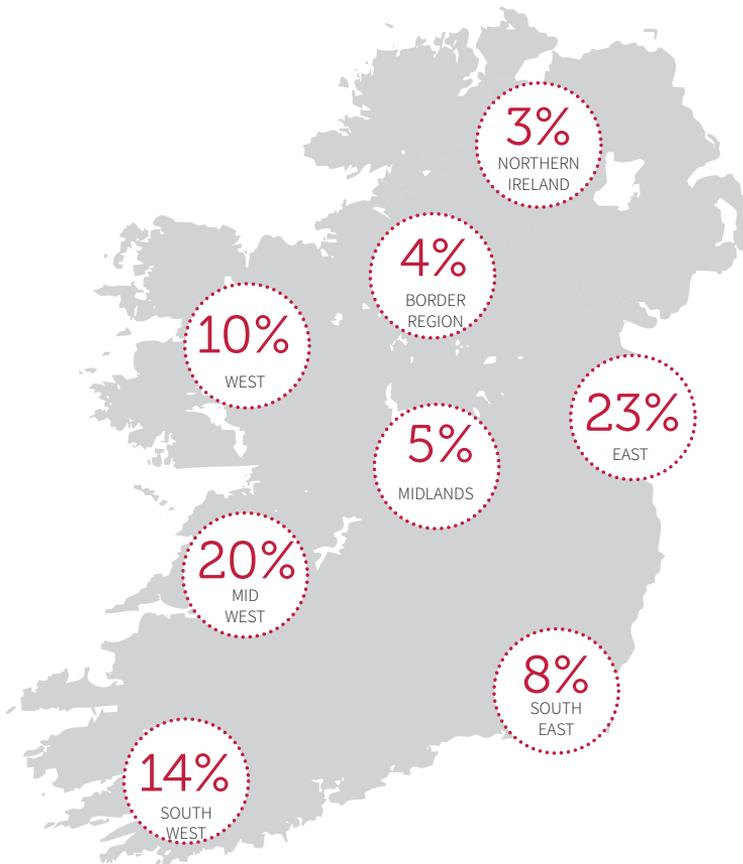
1%

Nationwide



12%

Global



Number of Graduate Vacancies

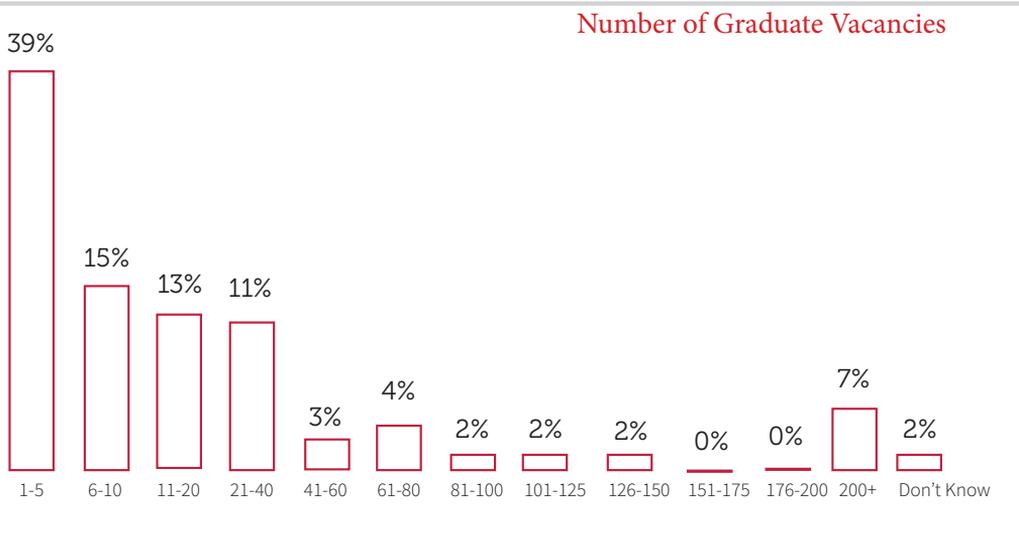
Location of graduate vacancies

Results for the jobs available in the graduate market in 2019/2020 reveal the highest percentage of jobs available is in the East region at 23%, the Mid-West at 20%, and the South-west at 14%. This reflects the national trend of strong economic growth in the east of the country, and increased regional economic activity in Cork and Limerick cities. There was a slight increase in the percentage of graduate jobs available outside Ireland from 10% to 12%.

Expected number of graduate vacancies: 2019 results

Q. How many graduate vacancies does your organisation expect to have for 2019/20, and how does this compare with 2018/19?

In 2019, 39% of respondent employers aim to recruit between 1 and 5 graduates, a 6% increase on 2018. 7% seek to recruit greater than 200 graduate positions, an increase of 2% on 2018. Overall the number of graduate vacancies remains buoyant. 81% of respondents indicate they will recruit approximately the same number of graduates as last year, and possibly more, which is similar to 2018.



Recruitment Level



7%
Many more graduate vacancies than last year



25%
Slightly more graduate vacancies than last year



49%
About the same graduate vacancies than last year



3%
Slightly fewer graduate vacancies than last year



16%
Don't know yet



Salary Range

Q. What do you expect the graduate entry salary to be in your organisation for 2019/20?

	€17,000 to €20,999	€21,000 to €24,999	€25,000 to €28,999	€29,000 to €32,999	€33,000 to €36,999	€37,000 to €40,999	€40,999+
Undergraduate	9%	18%	22%	23%	13%	7%	7%
Postgraduate Master's	9%	18%	23%	25%	14%	6%	5%
Postgraduate PhD	6%	13%	20%	21%	15%	13%	12%

This table presents the average starting salaries on offer to graduates, based on their level of educational qualifications. Average salary for Undergraduates and Postgraduate Master's degrees is **€29,296** and for Postgraduate PhDs is **€31,326**.



81%
of respondent employers indicate they
will recruit about the same number of
graduates as last year, and possibly more



Who Should Apply?

17%

of respondents said they are looking for graduate applications from all disciplines



Results for 2019 indicate that 17% of respondent employers are looking for graduate applicants from all disciplines. This highlights the general aim of employers to diversify their talent pool, as the competition for suitable candidates heats up. Of the companies surveyed, 22% are looking for engineering graduates, 19% for business graduates, and 13% for informatics and electronics graduates.



22%

Engineering



6%

Law



19%

Business



5%

Humanities



13%

ICT & Electronics



5%

Health & Sciences



10%

Science



2%

Education

Graduate Application and Recruitment Process

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

Application stage

Results highlight the importance of having an excellent CV and cover letter with 80% of respondent employers indicating the requirement for a CV and cover letter at the application stage.

Online applications are popular, used by 52% of the organisations surveyed. 35% of respondents are now using pre-screening questions at application stage. The use of aptitude tests and personality questionnaires is consistent with 2018.



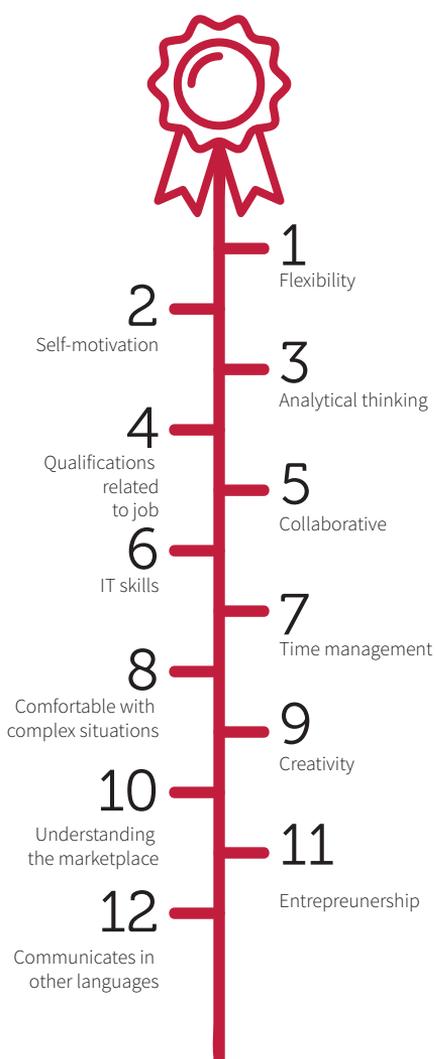
Selection stage

The 2019 survey examined the most widely used selection methods. Survey participants could select more than one method from the list. The survey results reveal 69% of the organisations use competency/behavioural-based interviews. Telephone/Skype interviews remain popular with 43% of companies surveyed using this method in their recruitment process. 18%

of respondents use presentations, and 18% of respondents use assessment centres. 27% of organisations use strengths-based interviews. Other recruitment screening methods include reference checking (52%) and social media checks (1%).

Global Technical Skills

Global Technical Skills Ranked 1 – 12



Respondent employers were asked to rank **12 global technical skills**, according to the value of those skills to their organisation.

Economic and technological changes are facilitating an internationalisation of business. Many companies, large and small, have international customers/operations and international recruitment patterns. The jobs market for highly-skilled graduates is becoming increasingly global.

Top five global technical skills 2019:

1. Flexibility
2. Self-motivation
3. Analytical thinking
4. Qualifications related to job
5. Collaborative

Top five global technical skills 2018:

1. Analytical thinking
2. Self-motivation
3. Collaborative
4. Flexibility
5. Time management



Global Soft Skills

Respondent employers were asked to rank **12 global soft skills**, according to the value of those skills to their organisation.

Organisations are challenging the national expectations of the graduate workforce. As the requirements of employers continue to change, graduates and providers of higher education must adapt to succeed.

The top five global soft skills 2019:

1. Open to new ideas/ways of thinking
2. Seeks opportunities for continuous learning
3. Demonstrates respect for others
4. Listens/observes to deepen understanding
5. Works effectively in diverse teams

Top five global soft skills 2018:

1. Open to new ideas/ways of thinking
2. Works effectively in diverse teams
3. Demonstrates respect for others
4. Listens/observes to deepen understanding
5. Seeks opportunities for continuous learning

Global Soft Skills Ranked 1 – 12



Graduate Recruitment Challenges

Q. Please rank the challenges you face in your graduate recruitment this year

2019 survey results reveal the number of available graduates from specific degrees/skillsets is the most significant recruitment challenge for employer respondents. The next challenge is the expectations of graduates at entry-level stage, and their work-readiness levels. This calls for a greater partnership between employers and universities when it comes to preparing students for the working world.



1

Number of available graduates from specific degrees/skillsets

4

Managing your on-campus profile

2

Graduates expectations at entry level stage

5

Setting and achieving diversity targets

3

Work readiness level of graduates

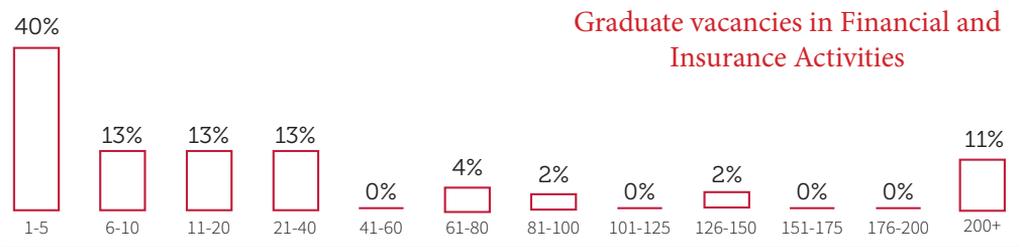
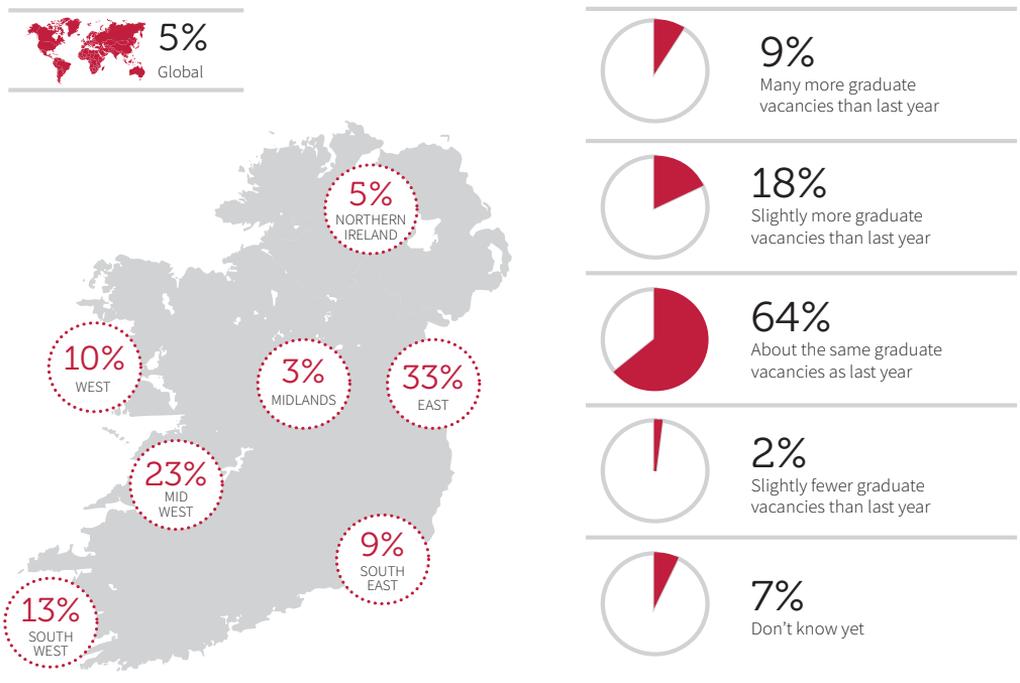
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Managing the employer – university relationship

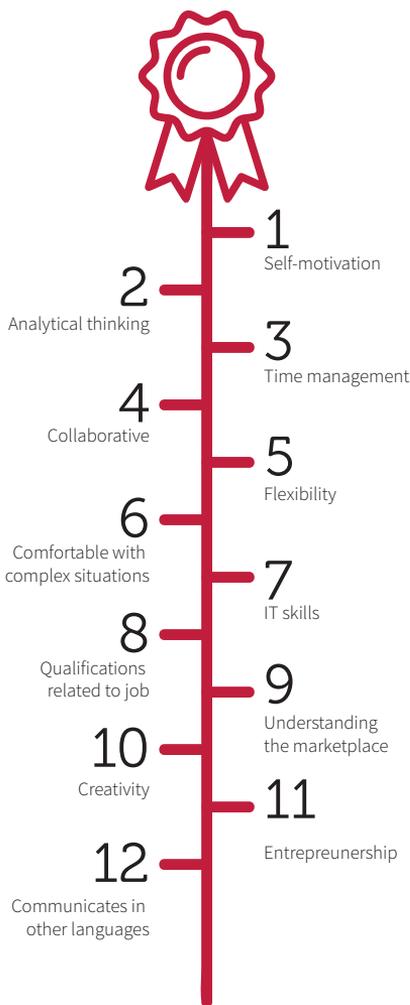
Sector Analysis

Financial and Insurance Activities

Survey results reveal the East as the primary location for jobs in the financial and insurance activities sector with 33% of jobs on offer, followed by the Mid-West at 23%, and the South-West at 13%. In addition, 40% of respondent employers aim to hire 1–5 graduates. The 2019 results reveal that 64% of companies will hire the same number of graduates as they did in 2018, and 11% of companies will hire more. Results also reveal the average starting salary for Undergraduates and Postgraduates with Master’s degrees is **€27,159** and for PhD graduates is **€29,409**.



Financial and Insurance Activities Technical Skills Ranked 1 – 12

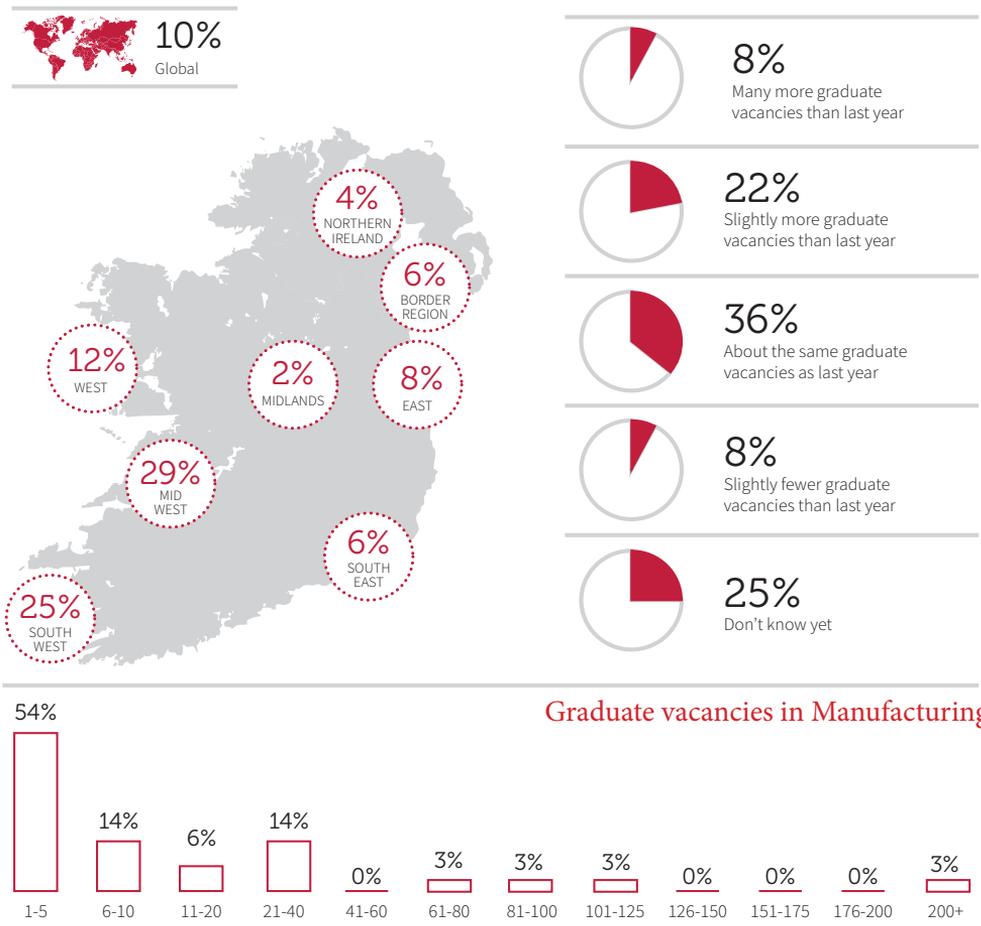


Financial and Insurance Activities Soft Skills Ranked 1 – 12



Manufacturing

Survey results reveal the Mid-West as the primary location for jobs in the manufacturing sector with 29% of jobs on offer, followed by the South-West at 25%, and the West at 12%. In addition, 54% of respondent employers aim to hire 1–5 graduates. The 2019 results reveal that 36% of companies will hire the same number of graduates as they did in 2018, and 30% of companies will hire more. Results also reveal the average starting salary for Undergraduates and Postgraduates with Master’s degrees is **€30,917** and for PhD graduates is **€33,889**.



Manufacturing Technical Skills Ranked 1 – 12

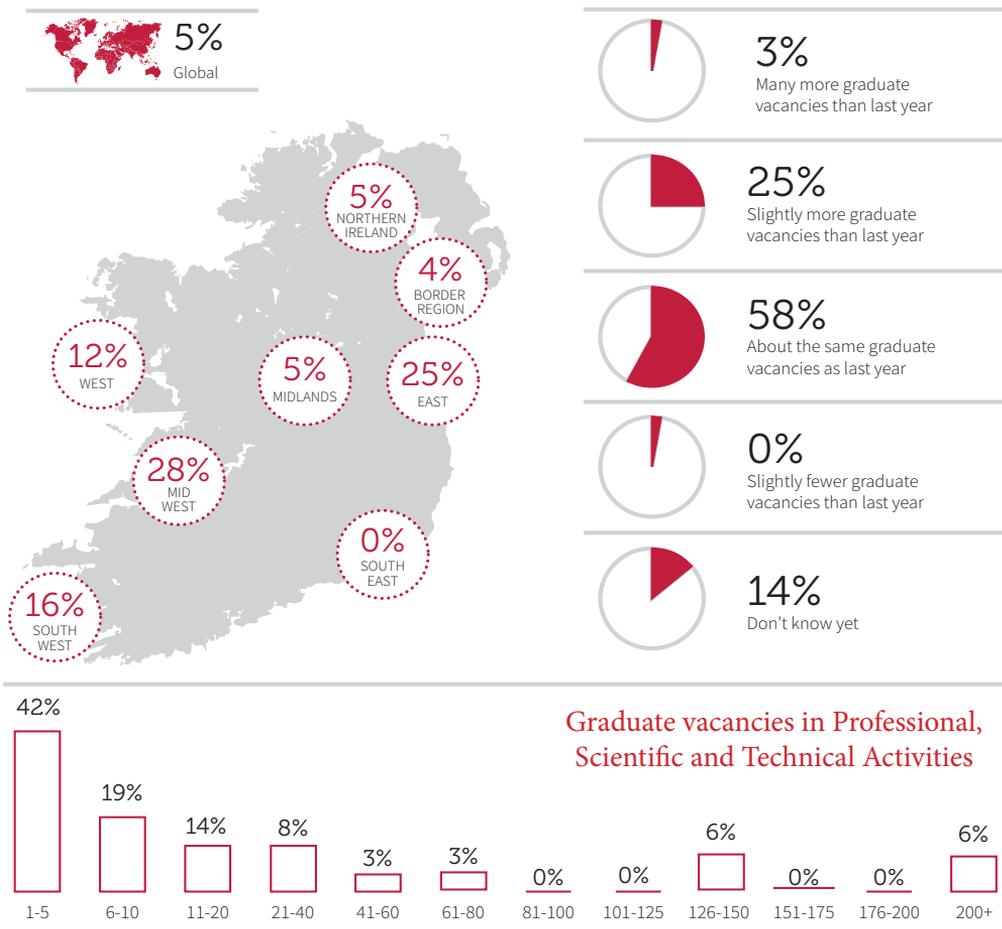


Manufacturing Soft Skills Ranked 1 – 12

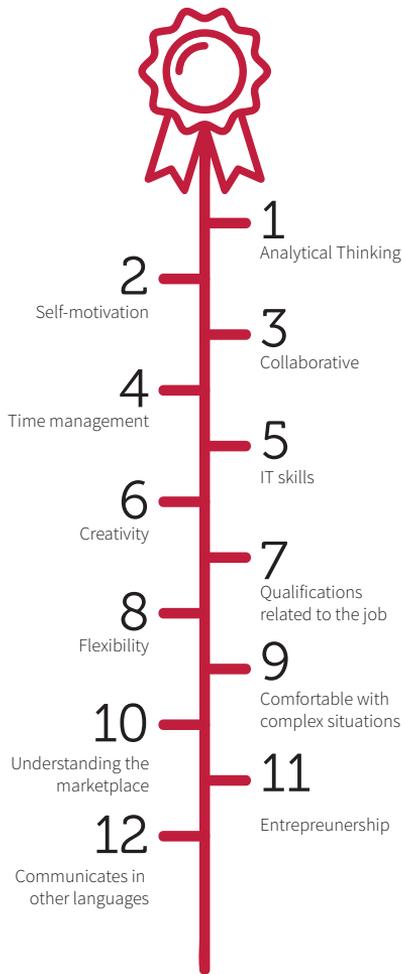


Professional, Scientific and Technical Activities

Survey results reveal the Mid-West as the primary location for professional, scientific and technical activities with 28% of jobs on offer, followed closely by the East with 25%, and next the South-West at 16%. In addition, 42% of employers aim to hire 1–5 graduates. A comparison with 2018 results reveals 58% of companies will hire the same number of graduates as before, and 28% will hire more graduates. Results also reveal the average starting salary for Undergraduates and Postgraduates with Master’s degrees is **€31,059** and PhD graduates is **€32,999**.



Professional, Scientific and Technical Activities Technical Skills Ranked 1 – 12

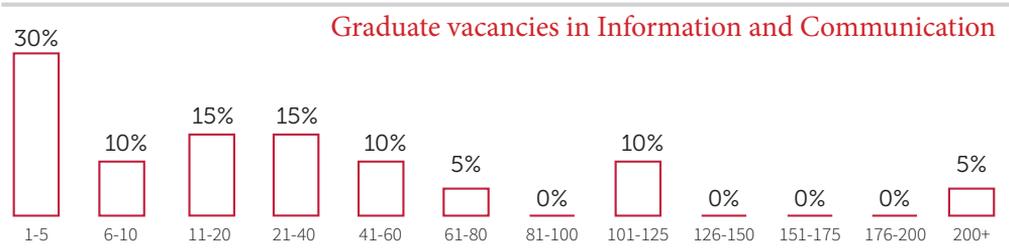
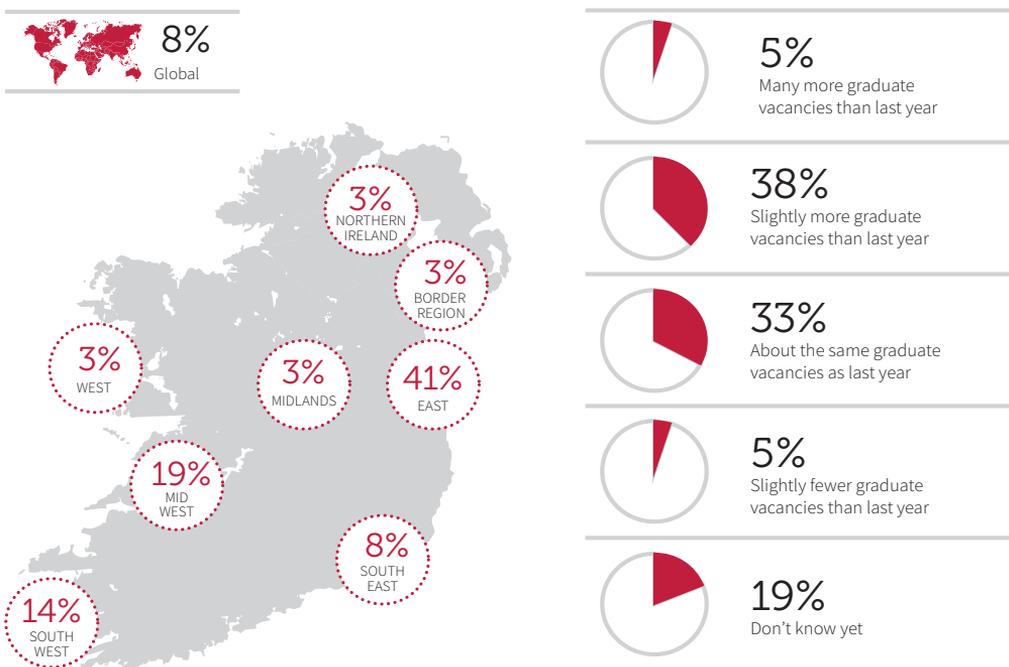


Professional, Scientific and Technical Activities Soft Skills Ranked 1 – 12

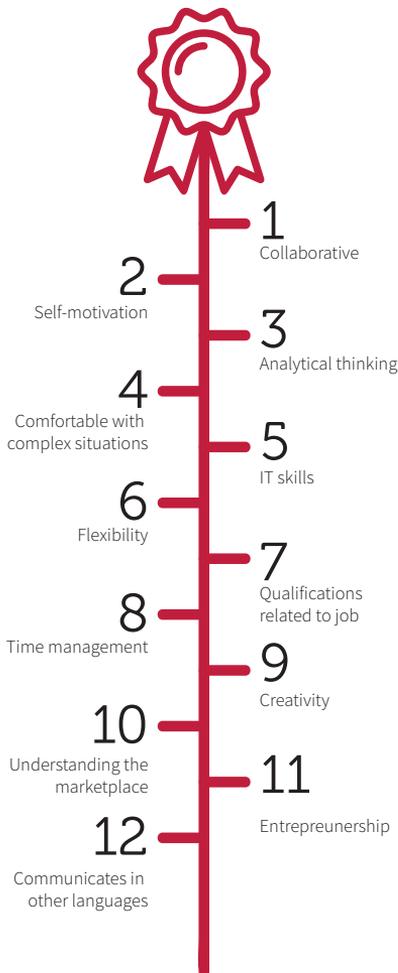


Information and Communication Activities

Survey results reveals the East of Ireland, as the primary location for jobs in the Information and Communication sector with 41% of jobs on offer, followed by the Mid-West at 19% and the South-West at 14%. In addition, 30% of respondent employers aim to hire 1–5 graduates. A comparison with 2018 results reveals 33% of companies will hire the same number of graduates as before, and 43% of companies will hire more. Results also reveal the average starting salary for Undergraduates and Postgraduates with Master’s degrees is **€32,400** and for PhD graduates is **€34,800**.



Information and Communication Activities Technical Skills Ranked 1 – 12



Information and Communication Activities Soft Skills Ranked 1 – 12





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