

A guide to student recruitment

A guide to student recruitment, providing best practices and essential insights to enable you to access our top student and graduate talent.

Careers Team

A guide to student recruitment

Recruiting students from universities offers organisations an effective way to secure top talent for internships, placements, graduate roles, as well as other positions such as part-time jobs. Student and graduate recruitment is more than just attending careers fairs—it's about building lasting relationships with students and engaging with them throughout their academic careers.

Here's a guide to help you navigate student recruitment.

What is student recruitment?

Student recruitment can involve engaging with students early in their academic journey, with the goal of building a strong talent pipeline before they enter the competitive job market. Employers who embrace student recruitment create opportunities for students to connect with their organisation through virtual and on-campus events, workshops, networking sessions, and collaborations with student-led groups. This strategic approach allows organisations to identify and secure top candidates well before they graduate.

A guide to student recruitment

Benefits of Student Recruitment for employers

1. Access to fresh talent

By recruiting directly from our students, you'll gain access to a diverse pool of talented candidates who are up to date on the latest industry trends, technologies, and innovations. Our students and fresh graduates will bring new ideas and are often more adaptable, eager to learn, and open to new approaches. Their lack of preconceived notions allows them to quickly absorb organisation culture, making it easier to integrate them into the team.

2. Long-term talent pipeline

Student recruitment is an investment in long-term talent. Building relationships with students throughout their university years can enable you to nurture promising candidates and create a steady stream of future hires. This proactive approach often leads to reduced time to fill for positions and can lower recruitment costs in the long run.

3. Stronger employer branding

Participating in student recruitment activities helps establish your organisation's brand among students. Events such as careers fairs, workshops, and sponsorships provide an opportunity to showcase your organisations's values, culture, and job offerings. Our students, are often keen on organisations with a strong sense of purpose and culture. This strengthens your employer brand and positions you as an attractive option for our top talent.

4. Cost-effective hiring

Student recruitment helps streamline the hiring process and can be more cost-effective than traditional recruitment methods. Engaging with a large pool of candidates through on-campus events can reduce the need for multiple job postings or reliance on recruitment agencies.

5. Possible higher retention rates

When students start their careers with you, they are more likely to develop a sense of loyalty, especially if they have been nurtured through internships or placements. Investing in their development early on can foster long-term commitment and growth.

A guide to student recruitment

Best Practices for Student Recruitment

- **Focus on skills:** While academic performance is important, prioritise transferable skills like communication, leadership, and problem-solving, which are often gained through extracurricular activities or different types of work experience.
- **Diversify recruitment channels:** Use a variety of our recruitment channels—careers fairs, social media, and events—to ensure you are reaching as many students as possible.
- **Offer internships and placements:** Provide students with practical experience through internships, placements, or work shadowing, which can serve as a great recruitment tool for full-time positions after graduation.
- **Keep the conversation going:** Maintain ongoing engagement with students through newsletters, webinars, and networking events to stay top of mind as they progress through their studies.

How we can help

Student recruitment provides employers with the opportunity to connect with the next generation of talent before they enter the job market. By working with our Careers Team, you will receive tailored support and access to opportunities allowing you to reach students and graduates. Starting early, creating meaningful relationships, and offering the right opportunities, can lead to building a strong, diverse talent pipeline that aligns with your long-term recruitment goals.

Get in touch with us today by emailing us at employerengagement@dmu.ac.uk to discover the support we can offer you here at DMU. Alternatively, you can also call us on +44 (0)116 257 7595.