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CAREERSandEMPLOYMENT

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# Marketing of Careers Services

Dawn White  
UNSW

Careers and Employment

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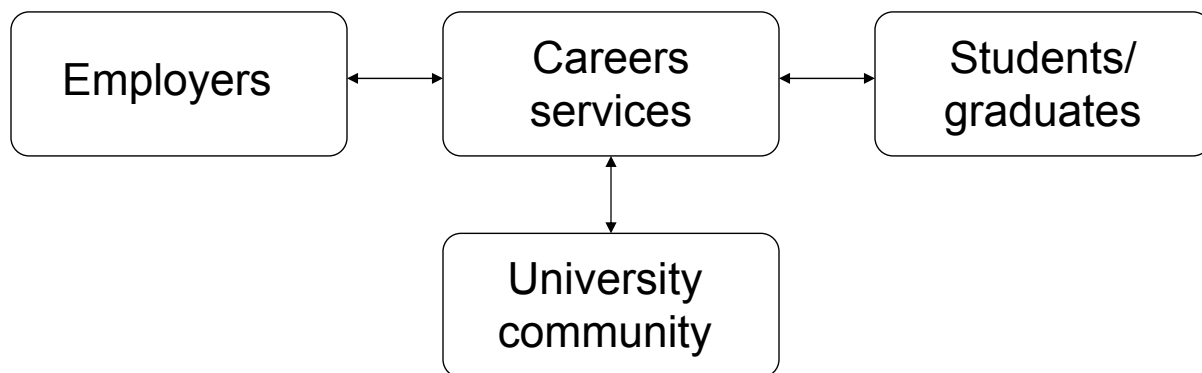
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# Stakeholders

- Who has a vested interest?
- Who benefits?



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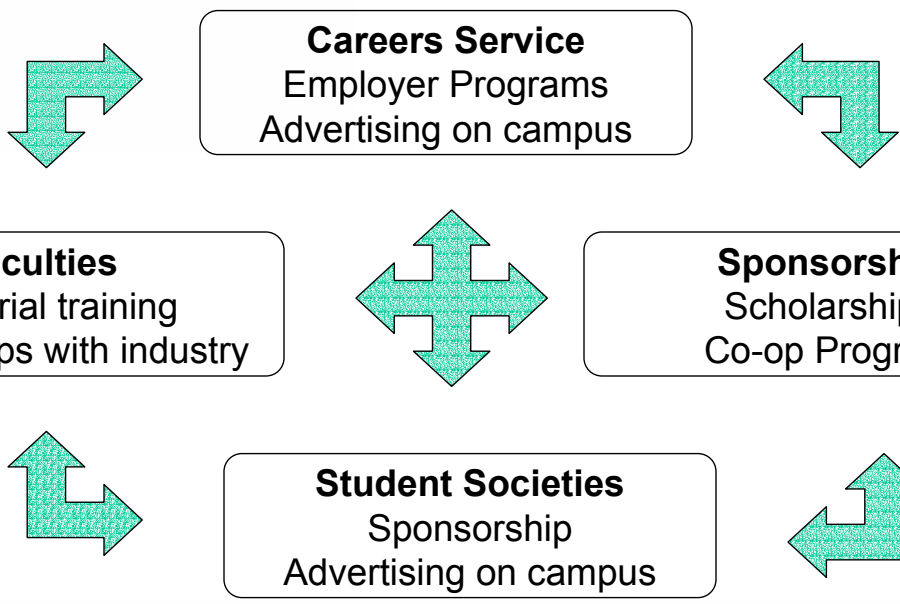
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# The University Community





## Marketing Opportunities

- Careers fairs
- On-campus interviews
- Brochure advertising
- Website advertising
- Targeted email / mail out service
- Guest presenter workshop series
- Information sessions
- Sponsorships
- Professional Career Essentials
- HEWSO
- CA Achiever Program

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# Cyclical Nature of Graduate Recruitment





## The Current Environment

- 35% increase in casualisation since 1990
- 24% increase in the number of people working longer hours during the same period
- drop in full-time employment of 8%

[annual *Health of the Labour Market Index*, April 2002]



# Ten-year Analysis of Employer Services

- Decrease in number of employers:
  - Careers Expo [2002 only]
  - Graduate Recruitment Program [2001/2002 only]
  - Targeted Mail/Email Service [2001/2002 only]
  
- Increase in number of employers:
  - Jobs Online
  - Information Sessions

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# Responsive Marketing

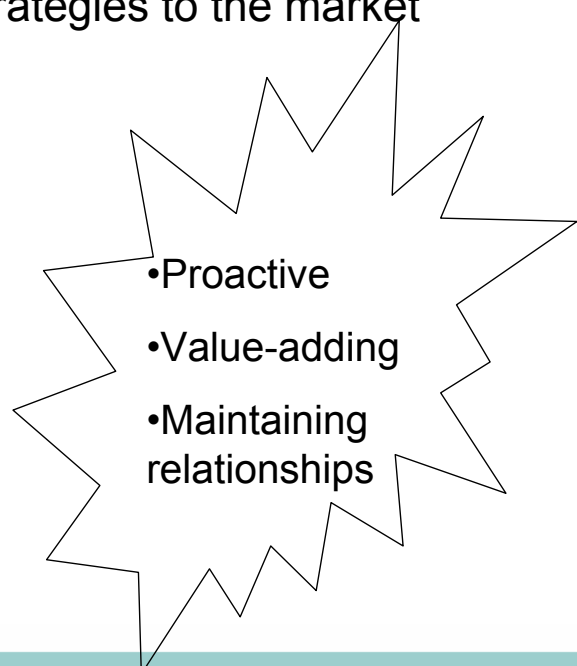
- Adjust your marketing strategies to the market place



**Less**  
organisations  
on campus



Careers  
services  
need to be  
**more**  
attractive





# Finding Your Cutting Edge

## SWOT analysis of your Careers Service

- Strengths
- Weaknesses
- Opportunities
- Threats
- Annual Strategic Plan
- Regular follow-up



# Strengths/Weaknesses

- Graduate Destination Survey outcomes
- Profile/reputation of University/Careers Service in the media
- Management
- Sandstone university – or not
- Faculties/courses offered
- Relationships with Faculties



## Weaknesses/Threats

- Lack of staff
- Lack of space
- Work of unit not supported by management
- Lack of profile on campus (students may not know you are there)
- Location
- Encroachment

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# Benchmarking Feedback

- Surveys of employers Owned by careers services
- Surveys of students/graduates Formal methods
- Graduate Destination Survey
- Surveys/reviews of careers services
- University-wide surveys Owned by university

## ASK for feedback (phone, meetings)

- Employers Informal methods
- Students/graduates
- Faculties and university community (key areas)

## USE your network

- Professional Associations: Committees, Conferences

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## How Do You Present Yourself?

### How do you market your services?

- Internally
- Externally

### Are you consistent?

- Branding
- Customer service





# Making An Impression

- Print media
  - brochures
  - promotion kits
  - postcards, bookmarks
- Web media
- Personal contact
  - phone calls
  - emails
  - meeting
  - lunch / coffee
  - events: Thank You Cocktail Party
  - Christmas cards
  - congratulations on positive press



# The Vital Partnership

- Actively target new employers:
  - research
  - make contact
  - follow up
- When they are on board:
  - Look after them and remember their needs
  - Provide regular updates on services
  - Provide any relevant feedback from students/staff
- When they fall overboard:
  - Encourage them to stay in touch, even if they are not actively recruiting

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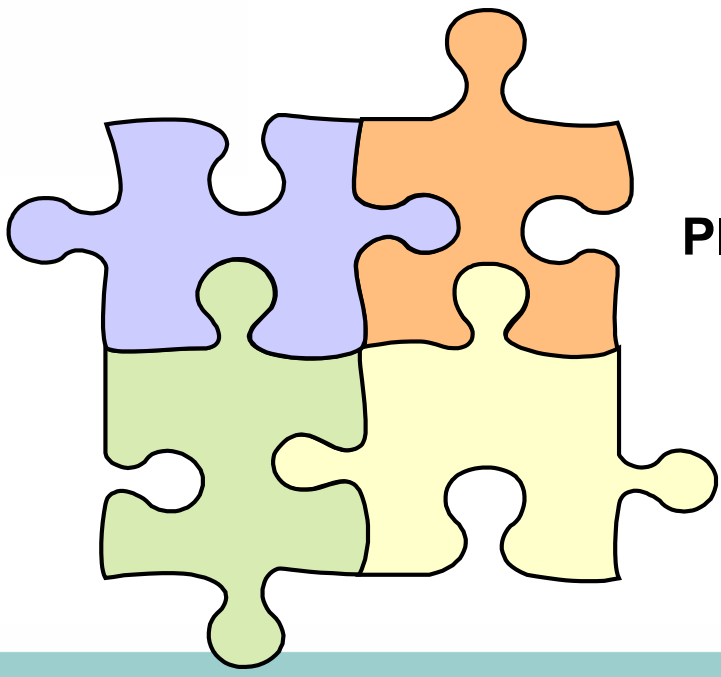
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# Successful Marketing =



**Enthusiasm**

**Planning**

**Time/Effort**

**Investment**