

Offering Placements to Students: ATTRACTING THE BRIGHTEST TALENT

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**CAREERS &
EMPLOYABILITY
WITH
PLYMOUTH
UNIVERSITY**

**TOURISM &
HOSPITALITY
WITH
PLYMOUTH
UNIVERSITY**



Industry Challenges

Talent viewed as a critical resource in shaping performance;

Challenges in talent acquisition and retention;

People 1st identify two key challenges:

- Insufficient numbers of applicants
- Shortage of applicants with the right skills



Placements and the Talent Management Process (the research)

Vocational degree programmes intended to satisfy industry need for skilled future employees.

Provide organisations with an opportunity to identify suitable talent as they offer employers 'access to a pool of workers who are usually enthusiastic and dedicated to the industry' (Yiu & Law, 2012:383).

'The links between higher education and industry are considered fundamental in boosting the economy and enhancing the quality of the workforce' (Bullock *et al.*, 2009:481).

Recruiting graduates, with previous experience in the organisation:

- saves on recruitment and selection costs (Maertz *et al.*, 2014b),
- will reduce training time, improve productivity and reduce churn rate (Rangan & Natarajathinam, 2014).



WHY TARGET PLYMOUTH UNIVERSITY

The Department of Tourism and Hospitality, at Plymouth University:

- ◆ BSc (Hons) Hospitality Management
 - ◆ BSc (Hons) International Hospitality Management
 - ◆ BSc (Hons) Tourism Management
 - ◆ BSc (Hons) International Tourism Management
 - ◆ BSc (Hons) Tourism and Hospitality Management
 - ◆ BSc (Hons) Events Management
 - ◆ BSc (Hons) Cruise Management
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- Around 150 stage 2 students with a specific interest in careers in Tourism, Hospitality or Events looking for placement opportunities.
 - Around 150 final year students looking for graduate positions.
 - We provide the managers and business leaders of the future with the vital skills necessary to prepare for a demanding career.

The Placement Year

A period of work of between 6 and 12 months.

The business recruits the student, and advertising is simple and free.

Businesses can offer a wide range of opportunities and benefit from the many talents, and skills, our students have to offer.

Supervised research project.

Students are available from June onwards.

Enthusiastic students with an interest in, and knowledge of, the industry!



TOP TIPS FOR SUCCESSFULLY ENGAGING OUR STUDENTS



TIMING

The most enthusiastic students will make the effort to meet employers throughout their university life, engaging with a variety of events. Make sure you think about targeting students early on, rather than just students in their final year.



RAISE AWARENESS

Use a variety of our events and services to promote your brand and raise awareness of your opportunities and requirements.



IDENTIFY TALENT

We can offer a wide variety of ways to identify and meet our students at an early stage and help you to maintain contact with them.



RECRUIT

We can help you to recruit a graduate through the Jobshop, our in house graduate recruitment agency. However why not consider taking a student on placement, into an internship or offering a summer or part-time job so that you get ahead of the competition in identifying talent?



WORK IN PARTNERSHIP WITH

- Explore ways to meet our students and graduates other than the traditional direct recruitment routes.
- Raise your profile and increase awareness of your graduate and undergraduate opportunities and requirements that you have.
- Identify talent at an early stage and maintain contact with them.
- Advertise your vacancies and recruit quality graduates into the vacancies that you have.

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For Further Information on Placements

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