



Nottingham Trent
University

NTU Employability

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Creative, Cultural & Digital
Social Mobility, Diversity & Inclusion

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Employer Engagement Team

The Employer Engagement Team sit within NTU's Employability Department, working with organisations locally, nationally and globally to support their talent needs.

We focus on developing sustainable relationships, enabling employers access to NTU's diverse talent pool through a range of activities & initiatives that support students' career development.

Strong focus on showcasing SMEs and the opportunities they offer students & graduates.



How we connect employers & students



Free advertising
& promotion of
vacancies to
students &
graduates



Funding
opportunities for
SMEs to support
graduate
recruitment



Access to
students through
careers fairs &
events (virtual
and on campus)



Student support for
projects & business
challenges through
placements,
internships &
initiatives



Engage students
through targeted
initiatives
addressing industry
skills gaps or
strategic objectives

Why do employers partner with us?



Fresh ideas,
new skills &
latest
knowledge



Build a future
talent
pipeline



Cost-
effective way
to access
new talent



Supports
CSR & EDI
ambitions



Boosting local
economy
through
graduate
retention

Grads4Nottm

- 2 week business challenge in partnership with local employers
- Now in 10th year, has connected 180 local businesses (largely SMEs) to 850 students & graduates
- Students apply 'blind' to eliminate brand bias and focus on challenges that align to their skill-set
- Work on project in-house/hybrid, meeting project outputs outlined by employer
- Complete poster & presentation reflecting on their challenge experience to share at a showcase event



"Brilliantly committed group of students who took feedback on board. From a range of courses and a complex brief which received a lot of feedback but they took it all in their stride."

(Megan Dawes, Nottingham University Hospitals NHS Trust, 2022)

"Both Grads4Nottm teams produced valuable and professional work that we can happily put our name to and have already published."

(Innovation Nottinghamshire, 2023)



Digital Marketing Academy

- The DMA is delivered in partnership with University of Nottingham and local SME digital marketing agencies.
- Addresses the high-level digital skills gap identified by Nottingham City Council, bringing tailored, up-to-date, industry-led insight from leading digital marketing agencies
- Students complete a series of workshops, industry recognised qualifications, insight experience and project activity
- Participants are upskilled in six key areas of digital marketing: SEO, PPC, social media, web design (UX/UI) and digital PR and paid social
- Over 800 students & graduates have completed the DMA over the last 6 years



Rise Insight Programme

- Insight experiences for first year Widening Participation students with local employers (largely SMEs)
- Employers design an experience to showcase their company and career opportunities available.
- Mixture of talks from various departments, hands-on activities and CV/interview skills workshops
- Opportunity to excite students about pursuing career in their industry and influence career decisions
- Builds students' confidence, commercial awareness and professional network
- 200 students have completed the Rise Insight Programme over the last 2 years



Professional Student Wardrobe

- Partnership with White Rose, a local charity shop with focus on sustainable fashion
- Free professional clothing for students for career related activities
- Opportunities for local businesses to engage by donating stock, running interview masterclasses
- Opportunities for students to work on project and develop skills around marketing, branding, merchandising, modelling & styling.



How we build & develop partnerships

- Team structure encourages industry expertise
- Commercial & strategic approach
- Responding to needs of SMEs
- Focus on mutually beneficial aspects of relationship
- Focus on student benefit of projects
- Promotion and external acknowledgement of valued partners





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Thank you

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 <https://www.ntu.ac.uk/business-and-employers/recruit-students-and-graduates>