

The effects of Brexit on graduate recruitment: how to get ahead in 2018

Following Britain's decision to leave the European Union on the 23rd of June 2016, top recruiters in the UK are uncertain about the economic impact it will bring. As a result, graduate recruitment faced a significant drop and many graduates in 2017 suffered as a result of the limited graduate recruitment offers. Although the tension around Brexit is becoming increasingly stable, assessing graduate recruitment statistics for 2018 and understanding what top recruiters in the UK desire from graduates is vital in getting ahead when applying for graduate jobs.

Understanding the circumstances for graduates and the graduate recruitment opportunities available when applying for jobs after university is vital in getting ahead whilst recruitment gets back to normal post Brexit. High Fliers Research is useful in assessing the climate surrounding the industry you are applying for as they produce annual statistics on top employers, internship opportunities, salary, and industry graduate openings.

For 2018, The Graduate Market¹ seems to be cautiously optimistic about the graduate opportunities for jobseekers, expecting 3.6% increase recruitment. The research provides information on the total number of paid work experience programmes opening up in 2018, stating that there will 12,849 positions available for graduates. In this year's research, The Graduate Market stresses that a third of recruiters who took part in the research warned that graduates with no previous work experience are at a disadvantage as they are unlikely to be successful during the initial stages of application, let alone be selected for an interview and so on.

When assessing the research conducted by High Fliers, it is clear that experience is vital in the coming years when it comes to graduate jobs. Although this may seem like an impossible task, due to the uneasiness following Brexit and the seemingly limited amount of opportunities available, 78% of graduate employees are offering paid internships or vacation placements for penultimate year undergraduates in 2018. Before applying for graduate jobs, it is wise to research the atmosphere surrounding the industry you would like to pursue and apply to numerous positions as it will drastically increase your chances of securing a job once you graduate. Using the information provided to you by High Fliers will give you the means to get ahead of the competition, secure a placement or internship, and could even provide you with a long term job with the recruiter who gave you said opportunity.

If you are a third-year student who is set to graduate in the summer and you do not have any work experience to your name, not to fear. Despite what you may think, your resume is the key to success in securing a graduate job. This is Larry Chiagouris' central argument in his book *The Secret to Getting a Job After College: Marketing Tactics to Turn Degrees into Dollars*. He poses the question that I am sure many people have asked themselves: 'did you ever wonder why some people get ahead who are not as talented as others?'². This may be someone who has an abundance of work experience but lacks initiative or someone who does not have the drive that is needed for the role they have been accepted for. Chiagouris reveals that 'people who win the competition for jobs and

¹High Fliers, *The Graduate Market in 2018*, (High Fliers Research Limited, 2018), <https://www.highfliers.co.uk/download/2018/graduate_market/GMReport18.pdf>, [accessed 21/03/2018]

² Larry Chiagouris, *The Secret to Getting a Job After College: Marketing Tactics to Turn Degrees into Dollars*, (Brand New World Publishing, 2011), p. 2.

career success know something most people do not. They know how to make themselves appear to be different and better than their competition. *They know how to market themselves. That is often the secret to their success*³. The easiest and quickest way to market yourself successfully and win the competition many graduates struggle with, especially with the increasing pressures that Brexit has placed on recruiters and graduates, is by polishing your resume so you are given the opportunity to really demonstrate how your recruiters will benefit from hiring you.

Career Coach, Jennifer Braganza, makes it abundantly clear that ‘the top one-third of your resume is what a recruiter or hiring manager scans to determine if they will read the rest ... and they only give it three seconds’⁴. Understanding the minute space for error here is fundamental when approaching graduate recruiters post Brexit as their cut down on recruitment inevitably means a more critical approach toward potential candidates. Reed.co.uk, one of the leading job search engines in the UK, advises that purely relevant information and experience should be added into your resume as 91% of recruiters agree that two pages is the ideal format for a resume. It is suggested that refining the experience and skills presented in your resume to that which is suitable for the specific role you are applying for makes it clear and easy for the employers to assess the information you have provided them. Leaving specific information out of your resume and evaluating the skills you have developed from previous work experience in your cover letter is a smart move because when recruiters or hiring managers assess your resume, key skills will be clearly emphasised at the forefront of your resume and your straightforwardness will stand out from others’ crowded and over filled ones.

Although Brexit has caused obstacles for graduates over the past year or so, it is not impossible to secure a graduate job in 2018 if you are aware of how to apply effectively. Being able to understand the climate surrounding the industry you are applying for and the certain attributes that recruiters look for will give you a head start in successfully obtaining a job once you graduate. If you are not graduating this summer, it is imperative that you look into internship opportunities as it is widely expected from employers and gives you more opportunities once you started applying for graduate jobs. If not, polishing up your resume and understanding how to effectively market yourself to recruiters will boost your success rate in receiving interviews and offers.

³ Ibid.

⁴ Gina Ragusa, *Top resume templates: These 3 beautiful resumes will give you the best shot at getting a job in 2017*, < <https://mic.com/articles/181698/top-resume-templates-these-3-beautiful-resumes-will-give-you-the-best-shot-at-getting-a-job-in-2017#.PGqbFW8YO> > , [accessed 21/03/2018.]