give a
grad a **go**

Turning conversations into brighter futures.

Oct - Dec
2022
# Graduate Employment Statistics, UK

Q4

Headline statistics
and business metrics

As of December 2022, we have now placed over **5000** candidates within **1087** companies. In **2022** alone, we placed **922** candidates across **310** different businesses. With our candidate database growing to **440,000**, we continue to be at the forefront of graduate and early careers recruitment.

5074 candidates placed

1087 different clients
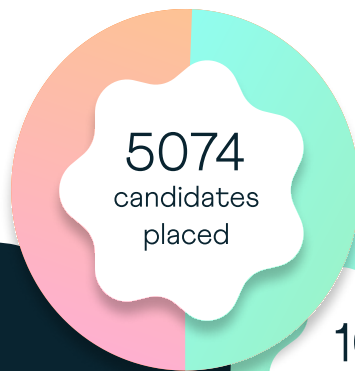
Across 13 sectors

Software, Tech & Telecoms
HR & Business Services
Research, Data & Analytics
Finance, Banking & FinTech
Legal, Tax & Accountancy
Marketing & Advertising
PR & Communications
FMCG, Retail & eCommerce
Charity & Not-for-Profit
PropTech, Construction & Logistics
Bio, HealthTech & Medical
Education & Training
Energy & Engineering

With the salaries up to **£60,000**, we were able to fill a broader range of roles requiring differing levels of expertise.

Average salary	£31,971
Highest salary	£60,000
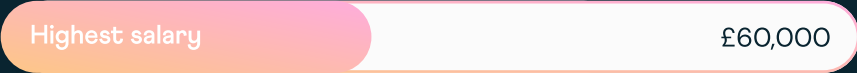
The average time to fill for each role remained at an incredibly quick **21 days** across the year, with the UK average time to fill for other recruitment agencies remaining at 42 days.

go 21 days
Industry average   42 days

Digital insights and online growth

2022 saw a significant rise in job applications, with a 50% rise on the year before. Likewise, our graduate database has grown by over 100,000 candidates.
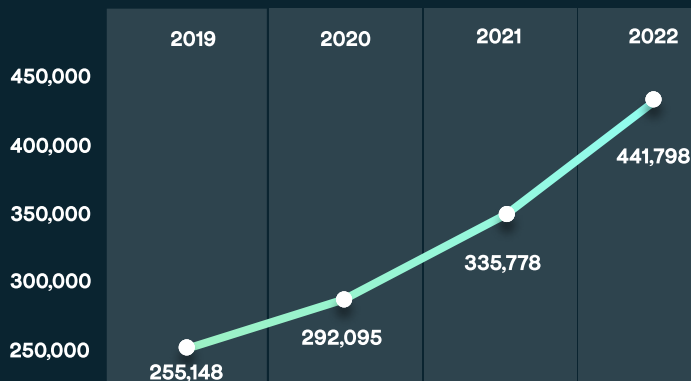
Job applications

2022: **218,00**

2021 : **145,000**

Number of candidates in our database

Candidates on database

	2019	2020	2021	2022
450,000				
400,000				441,798
350,000			335,778	
300,000				
250,000	255,148	292,095		

2.3 million users to our website

Our ever-expanding digital presence is also mirrored through our social channels, with our following amounting to well over **100,000** people.

92,600+ web followers

114 uploads

2,400+ subscribers

130,200+ video views

5,600+ followers

4,200+ followers

23,600+ followers

10,300+ followers

14,111+ followers

Our exposure online has enabled us to reach more graduates. In 2022, our number of candidates placed increased by **48%** on the previous year.

Q4 headline statistics and business metrics

991

Excellent reviews

on Google, averaging 4.8

⭐⭐⭐⭐⭐

7

Candidates

are interviewed before we fill a role

21

Working days

average time to fill a role

39

Team size

across UK and Australia

96%

Candidates

pass their probation

44%

Candidates

identify as being from Asian, Black, Mixed, or other Ethnic backgrounds

91%

Clients

come back to hire again

17

Services

offered to help you recruit

Q4 sector specific statistics and hiring figures

Software, Tech & Telecoms

Average salary ranges

BDR Team Lead – £42,000
Finance Systems Analyst – £35,000
Planning Engineer – £35,000
Front-End Developer – £33,500
Account Executive – £30,000
Provisions Administrator – £25,000

Average graduate salary

£28,596

Gender split

| 46% Female | 54% Male |

Top 3 job functions

- Development
- Analytics
- Marketing

Time taken to fill

| 22 days* | 42 days** |
| *working days | **industry average |

Research, Data & Analytics

Average salary ranges

Client Success Associate – £35,000
Coaching Associate – £25,000

Average graduate salary

£30,000

Gender split

| 50% Female | 50% Male |

Top 3 job functions

- Coaching
- Client success
- Operations

Time taken to fill

| 18 days* | 42 days** |
| *working days | **industry average |

Legal, Tax & Accountancy

Average salary ranges

Insolvency Administrator – £27,500

Average graduate salary

£27,500

Gender split

| 50% Female | 50% Male |

Top 3 job functions

- Insolvency
- Administration
- Client Services

Time taken to fill

| 11 days* | 42 days** |
| *working days | **industry average |

Sector specific statistics
and hiring figures

Education & Training

Average salary ranges

Account Manager – £30,000
Junior Software Developer – £30,000

Average graduate salary

£30,000

Top 3 job functions

- Account Management
- Software Development
- Client Services

Gender split

50% Female	50% Male

Time taken to fill

29 days*	42 days**

*working days   **industry average

HR & Business Services

Average salary ranges

Operations Analyst – £30,000
Administration Assistant – £22,200

Average graduate salary

£26,100

Top 3 job functions

- Operations
- Administration
- Analytics

Gender split

67% Female	33% Male

Time taken to fill

15 days*	42 days**

*working days   **industry average

Charity & Not-for-Profit

Average salary ranges

Finance Supervisor – £32,000
Video Content Creator – £30,000
HR and Recruitment Officer – £28,500
Social Media Executive – £25,000

Average graduate salary

£28,875

Top 3 job functions

- Marketing
- Administration
- Content Creation

Gender split

25% Female	75% Male

Time taken to fill

19 days*	42 days**

*working days   **industry average

Sector specific statistics
and hiring figures

FMCG & Retail

Average salary ranges	
Project Manager –	£34,000
Pricing Analyst –	£32,000
Growth Marketer –	£30,000
Commercial Graduate Scheme –	£28,000
Online Trading Executive –	£26,000
Merchandising Admin Assistant –	£22,000

Average graduate salary

£27,833

Gender split

48% Female	52% Male

Top 3 job functions

- Client Services
- Marketing
- Sales

Time taken to fill

22 days*	42 days**
*working days	**industry average

Property, Construction & Logistics

Average salary ranges	
Marketing Executive –	£35,000
Business Development Rep. –	£30,000
Finance Assistant –	£28,000
Senior Hospitality Agent –	£27,000
Sales and Letting Negotiator –	£26,000
Community Associate –	£25,000

Average graduate salary

£27,800

Gender split

80% Female	20% Male

Top 3 job functions

- Marketing
- Sales
- Consultancy

Time taken to fill

13 days*	42 days**
*working days	**industry average

Bio HealthTech & Medical

Average salary ranges	
Client Operations Executive –	£28,000

Average graduate salary

£28,000

Gender split

100% Male

Top 3 job functions

- Client Services
- Operations

Time taken to fill

25 days*	
*working days	**industry average

Sector specific statistics
and hiring figures

Marketing, Advertising & Creative

Average salary ranges

Campaign Manager – £32,000
Accounts Executive – £28,000
Junior Consultant – £28,000
Marketing Executive – £26,000
Social Media Executive – £25,000
Copywriter – £24,000

Average graduate salary

£26,375

Gender split

| 72% Female | 28% Male |

Top 3 job functions

- Consultancy
- Marketing
- Copywriting

Time taken to fill

| 19 days* | 42 days** |
| *working days | **industry average |

PR & Communications

Average salary ranges

Senior Account Executive – £41,000
Graphic Designer – £26,000
Account Executive – £25,800
Litigation PR Associate – £24,000

Average graduate salary

£26,950

Gender split

| 30% Female | 70% Male |

Top 3 job functions

- Account Management
- Design
- Client Services

Time taken to fill

| 23 days* | 42 days** |
| *working days | **industry average |

Sector specific statistics
and hiring figures

Energy & Engineering

Average salary ranges

Project Manager – £32,000
Graduate Forecasting Analyst – £32,000
Technical Support Engineer – £30,000
Business Model Analyst – £30,000
Project Administrator – £23,000

Average graduate salary

£29,857

Gender split

| 43% Female | 57% Male |

Top 3 job functions

- Analytics
- Project Management
- Administration

Time taken to fill

| 23 days* | 42 days** |
| *working days | **industry average |

Finance, Banking & FinTech

Average salary ranges

Account Manager – £45,000
FX Broker – £40,000
Investment Analyst – £40,000
Asset Analyst – £37,500
KYC Analyst – £36,000
M&A Analyst – £35,000
Junior Analyst – £24,000

Average graduate salary

£33,181

Gender split

| 36% Female | 64% Male |

Top 3 job functions

- Analytics
- Operations
- Sales

Time taken to fill

| 24 days* | 42 days** |
| *working days | **industry average |

Graduate survey results
Importance of employer branding

We are always eager to learn about what is most important to graduates when choosing their employer, so we can be as accurate as possible when matching both candidates and clients.

We asked over 1000 of our candidates to fill out an anonymous survey on their preferences.

Employer branding is trending. Don't be left behind.

"Employer branding" search term interest
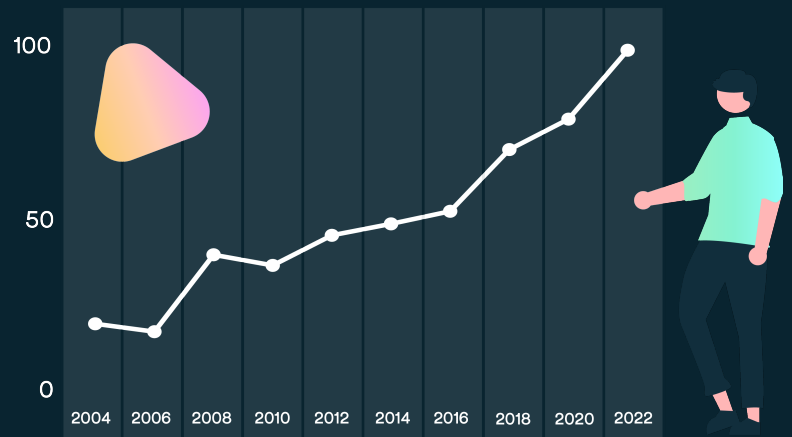
*Google Trends, 2022. Numbers represent search interest relative to the chart's highest point for the given time. A value of 100 is peak popularity. 50 means the term is half as popular. A score of 0 means there's not enough data.

We found that the vast majority of graduates actively search a company's branding before deciding to work there. So, if your EVP (employee value proposition) is clearly defined and visible, the best talent will come to you. Consolidate your brand with our **tailored branding services.**

> **Do you research a company's employer brand and reputation before applying for a job?**

88% yes   12% no

> **Would you work for a company if it had a negative or non-existent employer brand?**

32% yes   68% no

In fact, if your employer brand appears completely absent from your online presence, graduates are likely to avoid you altogether. **Employer branding** and **recruiting** go hand-in-hand: without a clear identity, your recruitment possibilities shrink.

See more here   >

Graduate survey results
Job preferences and insights

To know how to appeal to candidates, you need to know what they're looking for. In this competitive market, graduates are clear on the resources they use to evaluate a company. We asked graduates about these resources.

> 66 **Where and what things do you look out for when researching a company for a new job opportunity** 99

The job role, industry & location
19%

The company's values, mission, aims & objectives
16%

Employee satisfaction reviews
14%

Diversity & inclusion policy
11%

Company's product or service offering
10%

Company's history & major successes
9%

Environmental & sustainability practices
9%

Customer online reviews
7%

Social media channels
5%

Unsurprisingly, graduates are foremost seeking out the specific **details** of the role, including its **location**.

Candidates also care about **company goals and values**, and tend to check how **satisfied** current employees are.

The survey also confirms the continued investment in **workplace inclusivity** and a company's **sustainability commitments**.

To hire the best talent, businesses have to demonstrate that they are **socially conscious and responsible**.

Graduate survey results
Job preferences and insights

There are more ways than ever to get jobs in front of eager graduates, as **social media's** presence in the recruitment industry continues to rise. However, **job boards** and **recruitment agencies** remain the most popular avenues.
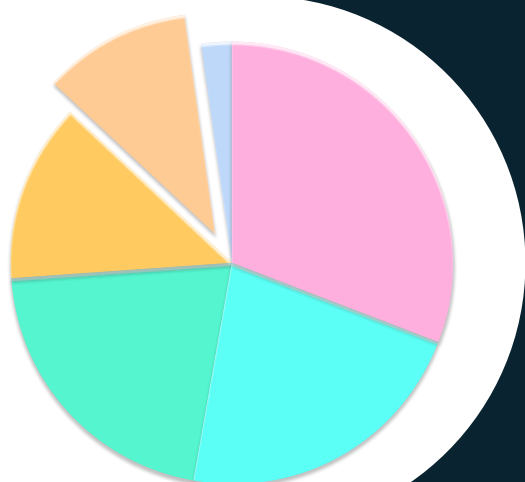
" Where do you find jobs? "

●	Job boards	31%
●	Recruitment agency	22%
●	Social media	21%
●	University careers hub	13%
●	Email subscriptions	11%
●	SMS or WhatsApp alerts	2%

By using our managed recruitment services, you get your jobs on some of the worlds biggest and best job boards, including our own job board on the Give a Grad a Go site.

See our job board   >

Overwhelmingly, graduates continue to voice their preference for **hybrid work.**

Since the pandemic, both companies' and employees' attitudes to the working world have changed. It's important that graduates get face-to-face time with peers, but also have the **flexibility** to have some days **working remotely.**

" Would you be more likely to apply for a job if the company offered remote or hybrid options? "

85% yes	15% no

Diversity & inclusion statistics
and live data insights

Our commitment to promoting diversity and inclusion continues to be reflected in our placements. This has been particularly pertinent in our encouragement of **female talent** within traditionally male industries.

We're gathering new responses every day from our candidates, helping to build a **bigger and clearer picture** about diversity in the workplace and the hiring process. Stay up to date by checking out our live data.

Live data

The benefits of having a diverse workplace are numerous, with fair and **unbiased hiring** practices becoming more important than ever.

" What changes can employers make to help encorage a more inclusive workplace ? "

- 20% Equal salary for similar positions ●
- 19% Same opportunities for all employees ●
- 14% Mentoring schemes for all employees ●
- 13% Getting regular feedback ●
- 10% Diversity & inclusion training ●
- 9% Holding staff accountable for their actions ●
- 6% Starting a diversity and inclusion team ●
- 5% Having a multilingual workplace ●
- 4% Disability support ●

Launching careers.
Finding talent.

We have a wealth of resources to help employers in these areas, **click the links below** to find out more.
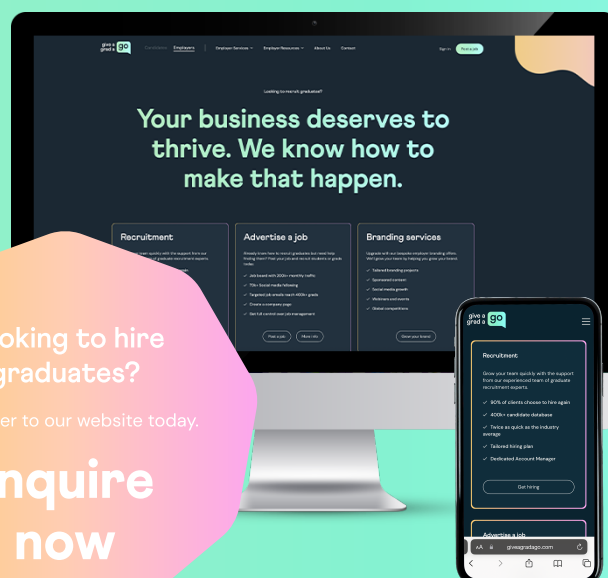
[Onboarding checklist]

[Retention strategies]

📞 **Give us a call on**
020 7100 8800

✉️ **Or get in touch at**
https://giveagradago.com/contact-us/

Your business deserves to thrive. We know how to make that happen.

Looking to hire graduates?

Head over to our website today.

Enquire now