

# Hiring report for 2024

give a  
grad a



Turning conversations into brighter futures.

See our full  
statistics  
archive  
here



# Solutions spotlight

Our standout results of 2023.



## Job board

Post your roles and manage the recruitment cycle yourself

**1,000,000**  
website users



## RPO

### (Recruitment Process Outsourcing)

Project work for a fixed number of hires, on a monthly subscription or single project fee

**£1,000**  
saved per placement  
through RPO



## Employer branding

Gain access to our network and showcase your brand through email, socials, and much more

**74%**  
email open rates



## Full 360 recruitment

Contingent hiring for permanent, contract, placement years, grad schemes, and internships

**75%**  
conversion rate  
from shortlist to interview



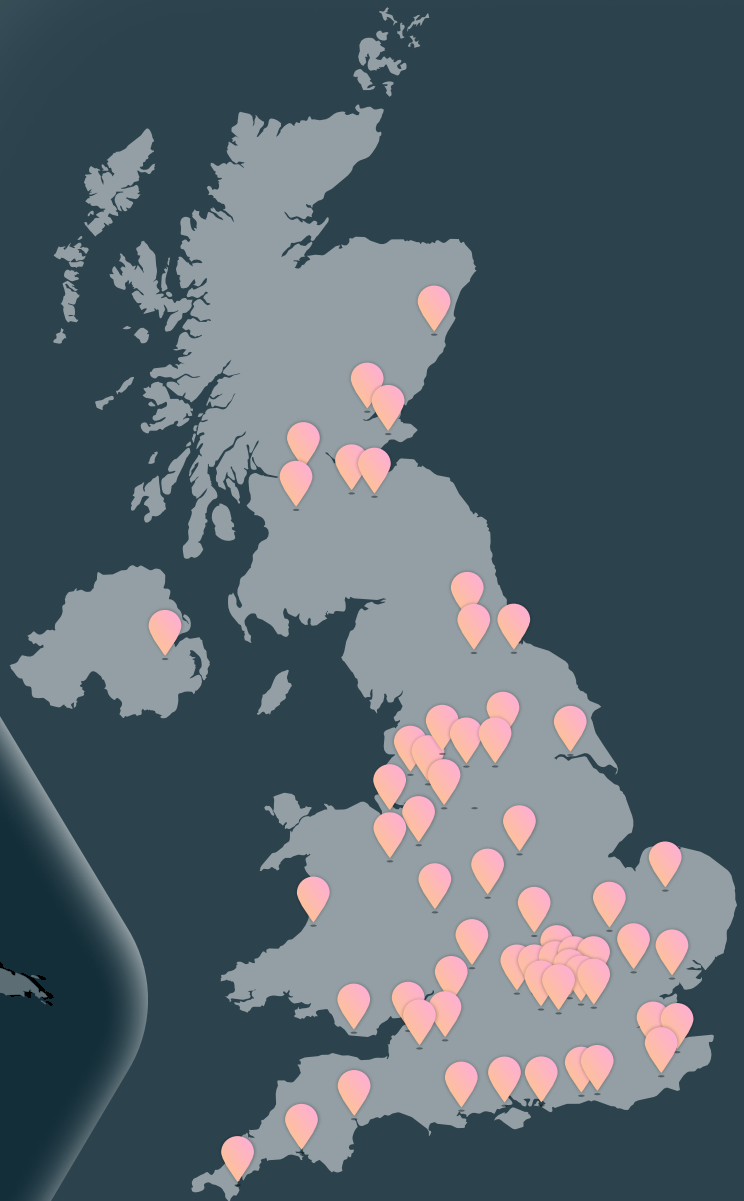
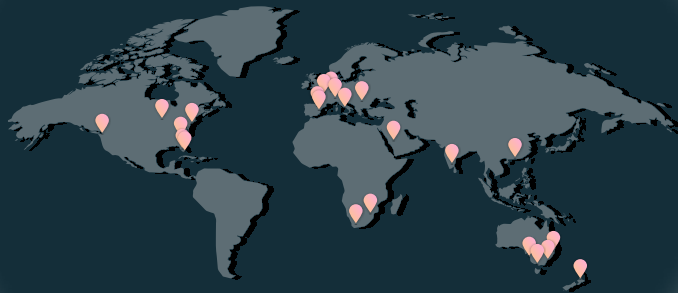
## Contractor hiring

Ensuring businesses have access to an immediate workforce, whilst not adding to their permanent headcount

**72**  
contractors  
in 6 areas of our  
clients' businesses

# We've placed candidates across the globe:

- London
- Sydney
- Miami
- Dublin
- Melbourne
- New York
- San Francisco
- Manchester
- Cardiff
- Barcelona
- Paris
- San Diego
- Birmingham
- Luxembourg



# 2023 Headline statistics and business metrics.

**2023** proved to be a challenging year for most businesses nationwide. Our year was no different to most, but we're proud to have navigated successfully through 2023.

Salary inflation and cost of living increases put pressure on business owners to support their teams, which made retaining and attracting talent exceptionally hard.

## London living wage\*

2022

£24,856

2023

£27,352

10%

increase

(as 40 hour week)

## National living wage\*

2022

£22,672

2023

£24,960

10%

increase

(as 40 hour week)

Average graduate salary\*\*

£29,733

\*\*Give a Grad a Go data

\*Living Wage Foundation

A key part of our service is to supply our clients with accurate and competitive salary data to ensure they're pitching at the right levels for the right talent, as well as helping manage internal conversations with key stakeholders.

With our database growing to **530,000** candidates and our surveys receiving thousands of responses from graduates, we'll continue to be your eyes and ears for early career talent.

**5624** candidates placed

**1125** clients worked with

# 46%

of our candidates identify as being from Asian, Black, Mixed, or other Ethnic backgrounds.



# Salary benchmarking

## Insights across our key job roles.



### Charity, Community & Not-for-profit

Social Media	£30,000
HR Administration	£29,000
Office Management	£28,000
Bid Writing	£25,000
Advising	£23,000

### Defence, Transport & Logistics

Consulting	£33,000
Technical Support	£31,000

### EdTech & Teaching

Tutoring	£40,000
Teaching Assistance	£28,000
Sales	£26,000

### Energy & Engineering

Account Management	£31,000
Analyst	£31,000
Project Management	£28,000
Propositions Coordinator	£28,000

### Finance, Banking & FinTech:

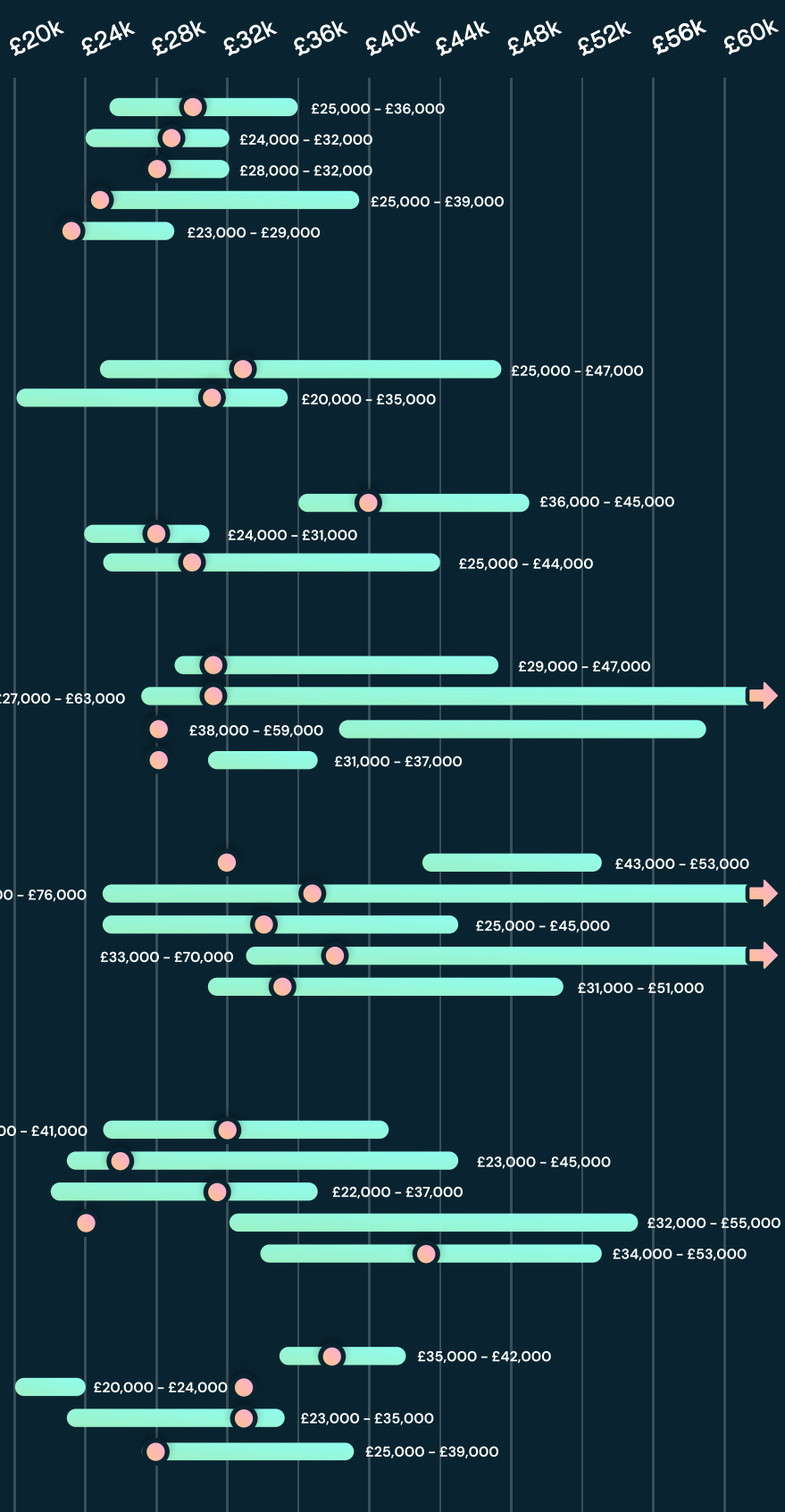
Compliance	£32,000
Analyst	£37,000
Accountant	£30,000
Trader	£38,000
Sales	£35,000

### FMCG, Retail & eCommerce

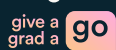
Marketing	£32,000
Buying & Procurement	£26,000
Customer & Sales Support	£31,000
Project Management	£24,000
Analyst	£43,000

### Health, Beauty & Medical:

Account Management	£38,000
Receptionist	£31,000
Dental Nurse	£31,000
Client Operations	£28,000



Average wage



Wage ranges from

'GLASSDOOR' Totaljobs indeed

# Salary benchmarking

## Insights across our key job roles.

### HR, Operations & Business Services

Delivery Executive	£47,000
Management Consulting	£45,000
Tech Consulting (Graduate Scheme)	£32,000
ERP Consulting	£32,000
Psychology & Wellbeing	£30,000

### Legal, Tax & Accountancy

Marketing	£32,000
Research	£26,000
Account Management	£26,000

### Marketing, PR, Digital & Creative

Account Management/Client Support	£31,000
PR & Copywriting	£27,000
Project Management	£29,000
Social Media	£29,000
Associate	£39,000
Creative & Design	£28,000

### Property, Interior & Construction

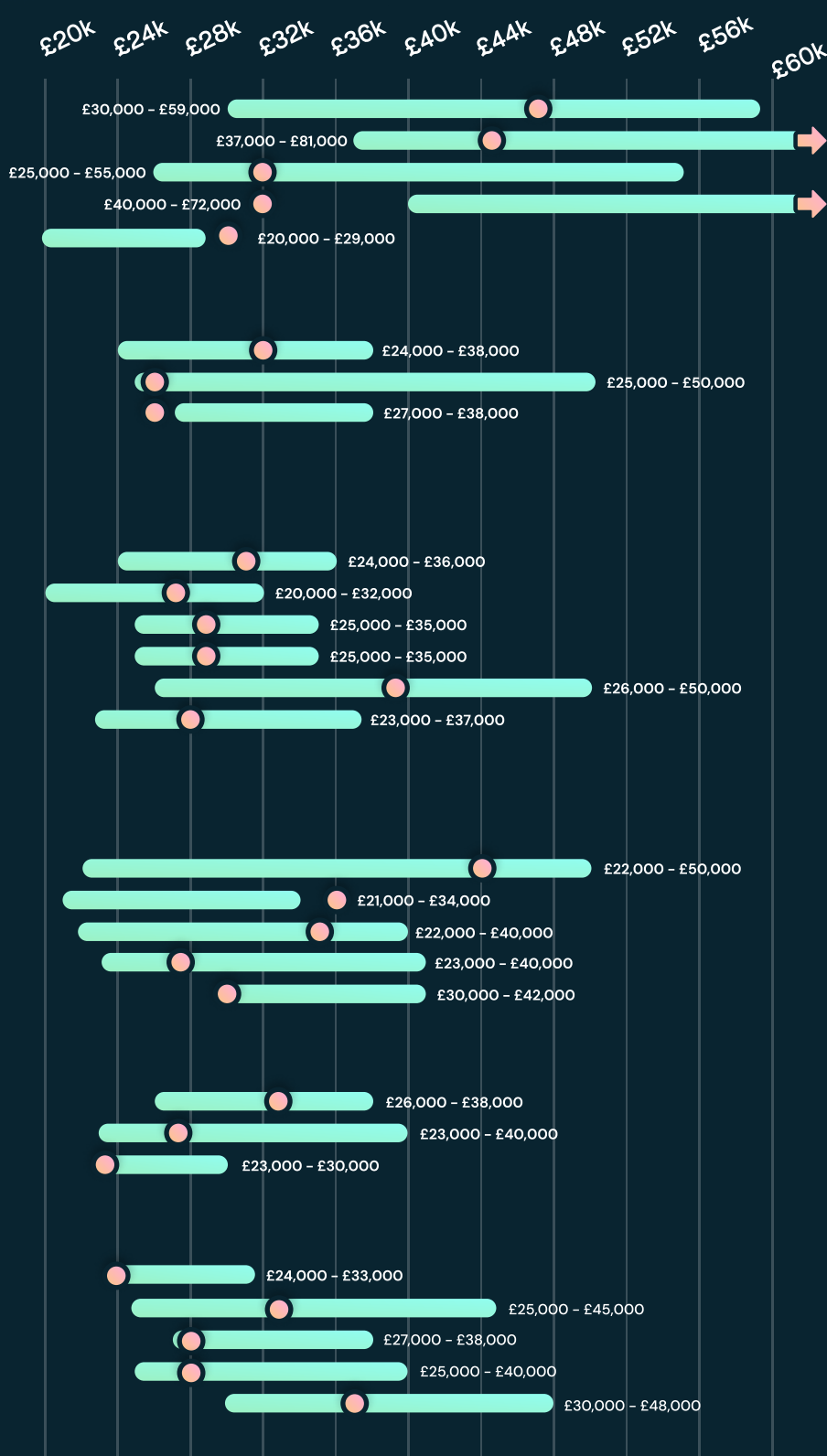
Sales	£44,000
Account Management	£36,000
Network Engineer	£35,000
Property Consulting	£27,000
Analyst	£30,000

### Research, Data & Analytics

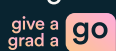
Account Management	£33,000
Research & Consulting	£27,500
Administration	£23,000

### Software, Tech & Telecoms

QA Tester	£24,000
Developer	£31,000
Technical & Customer Support	£28,000
Product Management	£28,000
Project Engineering	£37,000



Average wage



Wage ranges from

'GLASSDOOR' Totaljobs indeed

# Graduate survey results

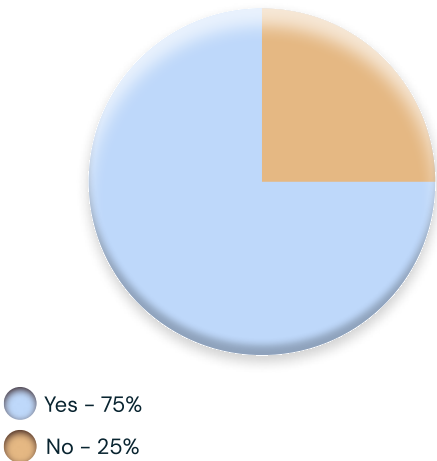
## Upholding your employer brand.

We asked **4,000+** candidates to fill out an anonymous survey about their interview experiences.

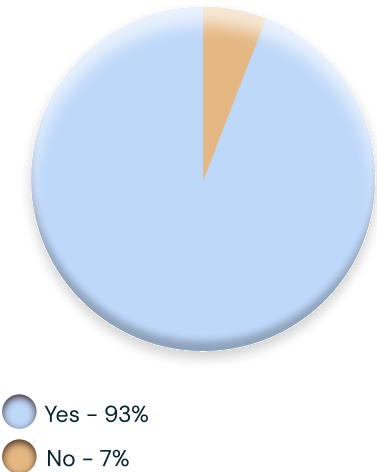
Despite the continued move to virtual interviewing, graduates still overwhelmingly prefer in-person interactions. It's therefore still a key part of the hiring process to ensure that businesses are allocating time to meet candidates face-to-face.

We're expanding our events this year in a response to this clear desire for in-person engagement from graduates. You'll be hearing more from us about these over the next couple of months.

“ Do you prefer face-to-face interviews over virtual? ”



“ Do you expect to receive interview feedback if rejected? ”



Unsurprisingly, nearly all graduates expect to receive interview feedback, whether successful or not. We've seen a significant rise in candidates sharing interview experiences on platforms such as Glassdoor.

And our **2022 data** revealed that 88% of graduates research a company's reputation. So, providing feedback is vital in protecting your employer brand.

Employer branding solutions >

Our 360 managed recruitment services handle the feedback process for our clients, ensuring all candidates know the status of their application, and if they're unsuccessful, the reasons why.

Managed recruitment solutions >

# A glimpse of our year wrapped up.

## Awards



In 2023, we won multiple awards for some of the stand out work we've been doing across the early career space.

The Webby 'People's Voice Award', commends our new website and branding. Our revamp has been a huge success, ensuring we provide a seamless experience for graduates starting their job hunt and companies looking to expand.

## Charities

We have continued to work closely with The Talent Tap, supporting and empowering students from lower socio-economic backgrounds.

We also raised over £4,000 for a range of causes close to our hearts, including Mind, Maggie's, and LGBTQ+ Foundation.



## Employer branding



Our employer branding services have expanded in 2023 and we continue to provide marketing support for a range of clients, including BAT.

We manage their LinkedIn channel and ads campaigns for the entire North-Western Europe area, gaining 2.4m+ impressions across the web and encouraging a record number of entries from UK graduates to their global Battle of Minds competition.

## Upcoming events

### gals who

Behind the scenes, we've been working with Gals Who Graduate on an innovative and exciting career event.

We're inviting women and non-binary graduates to hear from inspirational female speakers during an evening of socialising and networking. Unlike traditional, corporate career fairs, this is a fun, relaxed event where Gen Z graduates can feel comfortable to make better connections with potential employers.

If you're interested in making a commitment to building an inclusive team, reach out to Jess Hart ([j.hart@giveagradago.com](mailto:j.hart@giveagradago.com)).

# 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](#)



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Or get in touch at  
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graduates?

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**Enquire  
now**

