

## Graduate job, placement or internship? Understanding the job role and the ideal candidate

There are three main routes to recruit University of Lincoln students and graduates. Once you have identified a vacancy in your organisation, you need to decide whether it best suits an intern, placement student or graduate.

The University of Lincoln has a free job platform for employers to advertise their vacancies and internships. Find out more [here](#).

<b>Internships (UoL Talent)</b>	<p>Periods of short-term work experience for students throughout their degrees or graduates who have completed their studies to assist your business and give them real-world experience. This could be a 6-week internship over summer, a 3-6 month contract for a graduate, insight days in your organisation or a work-based project that students complete for your business.</p> <p>Internships require low commitment from you but bring an extra pair of hands and new perspective into the business. It is also the perfect way to trial a junior staff member in your business before you commit to offering a permanent role.</p> <p>The University of Lincoln offer funding towards student and graduates internships. Find out more here - <a href="#">UoL Talent</a>.</p>
<b>Placements</b>	<p>Placement schemes enable you to employ a university student (usually between their 2<sup>nd</sup> and 3<sup>rd</sup> year of their degree) for approximately 12 months. They are a contracted, paid employee of your business for this period, and as the employer, you will receive support from the university to help recruit and manage the student.</p> <p>Placements are a great way to “test drive” students for future graduate positions – they are essentially a year-long job interview! You can find out more about the placement service at the University of Lincoln <a href="#">here</a>.</p>
<b>Graduates</b>	<p>By employing a graduate, you will be gaining a permanent, full-time employee to work within your business. They should be treated as any other member of the business would, with contractual terms, a salary and other benefits available to staff.</p> <p>By employing someone at the start of their career, they will often bring new and innovative ideas or perspectives, having not had the experience of working elsewhere. They can be a great way to create a long-term talent pipeline for your business and may potentially become future leaders.</p> <p>Advertise your role for free via the <a href="#">UoL Job Board</a>.</p>

## Job and person specification

Job adverts for students and graduates typically do not need to contain a thorough job and person specification and many businesses are quite happy to use the job advert as a sufficient description of the role. However, you may find the process of writing a job and person specification a useful process for you to do to articulate what you are looking for in a student/graduate. Typically, you would create this document first and then write the advert based on the contents of this document.

Job description template			
<b>Job title</b>		<b>Reporting to</b>	
<b>Salary, bonus or incentives</b>		<b>Location</b>	
<b>Working hours</b>		<b>Contract type</b>	
<b>Probationary period</b>		<b>Holidays and benefits</b>	
<b>Job purpose</b>	No more than one paragraph to summarise why the job exists.		
<b>Key responsibilities</b>	Bullet point list of key job tasks and activities e.g. <ul style="list-style-type: none"> <li>• Proactive management of all company social media accounts</li> <li>• Weekly analytics report for customer engagement and impressions</li> </ul>		
<b>Other duties</b>	Anything else they may be required to do in the role but is not a core part of their job e.g. <ul style="list-style-type: none"> <li>• Support the Directors with ad-hoc projects</li> <li>• Cover the reception, dealing with all visitors and deliveries</li> <li>• Attend events on behalf of the business</li> </ul>		
Person specification template			
Criteria	Essential criteria	Desirable criteria	
<b>Experience</b>	E.g., Part-time job or summer job	E.g., Internship or placement	
<b>Qualifications</b>	E.g., Any degree	E.g., Postgrad or Masters' degree	
<b>Training</b>	E.g., None	E.g., Excel course	
<b>Knowledge and skills</b>	E.g., MS Office, data analysis, CAD	E.g., A CRM database, statistics experience	
<b>Competencies</b>	E.g., Communication skills Attention to detail Planning and prioritisation	E.g., Stakeholder management Negotiation and influencing others	

When writing a person specification and job advert, be realistic about what technical skills and experience you are expecting. Remember that graduates will typically be coming to your business with some good skills and experience, but they are unlikely to be the “full package”.

**To widen your pool of potential applicants, you might want to consider:**

- 1. Degree grade:** You can widen your talent pool by considering candidates with less than a 2:1 degree. These students are often overlooked by large employers, but they might have overcome significant challenges in their education or held other positions of responsibility during their degree, and therefore have significant valuable experience.
- 2. Degree background:** Many candidates from less vocational degrees have excellent transferable skills which could be applied in a whole host of professions e.g., self-taught coders with a humanities degree being perfectly suited to a programming role. Being open to “non-linear” degrees will increase the talent pool of potentially great candidates.
- 3. Driving licence:** Data from the Department of Transport’s National Travel Survey in 2019 indicated that only 62% of individuals between the age of 21-29 years of age held a full driving licence. Consider whether holding a driving licence is necessary for the role as it may prevent suitable graduates applying for your role. If travel is part of the role, could the graduate use public transport services?
- 4. Further training needs:** Many graduate roles may require further experience and training not covered in university degree curriculum. For example, graduates of accounting may not have learned how to use accounts and payroll tools such as Sage. Consider whether it is necessary for graduates to have previous experience of this software – could you provide training?