Graduate Market Survey 2018

University of Limerick
Ollscoil Luimnigh

University of Limerick
Cooperative Education & Careers Division
Empowering Through Employability

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Introduction

Welcome to the University of Limerick Graduate Market Survey 2018. Research results compiled by the University of Limerick Cooperative Education and Careers Division (CECD) represent an annual snapshot of graduate recruitment across Ireland. Participants of this survey are graduate employers who have engaged with the University of Limerick Careers Service in 2018. These include local, national and global companies, multinational and SMEs, from all sectors and disciplines. 220 graduate employers participated in this year's survey, the fourth year of the survey. UL surveys graduate employers between May and July 2018. Feedback from the organisations proves to be highly beneficial in preparing our graduates for their future careers. The 2018 survey captures graduate recruitment trends including graduate:

- Employment by sector
- Employment by location
- Job vacancies
- Recruitment levels
- Disciplines in demand

220 graduate employers participated in the survey

- Recruitment processes
- Top technical and soft skills, ranked by employers
- Recruiter challenges
- Employment sectors - overview of top four

The Graduate Market Survey 2018 provides employer participants and UL CECD with invaluable insights into the graduate recruitment market. We would like to thank everyone who took part in the survey. We invite you to view the results and trends, as part of your ongoing exploration of the graduate recruitment market.

Reach
Your
Potential

The Graduate Market Survey is entirely confidential. A request for company details is included and of the 220 companies who took part, the following 102 provided their company name.

accenture
capSpire
DAWN MEATS
FocusonChina 聚交・中华
Perfecting the Art of Electronics ALPS
CARBERY
Deloitte.
GlobalMeats S.L.U.
aws
CARL STUART GROUP
DEEPAK FASTENERS LIMITED
GRANT EFFICIENT HEATING SOLUTIONS
ANALOG DEVICES AHEAD OF WHAT'S POSSIBLE™
CHARTERED ACCOUNTANTS IRELAND
DOLMEN RECRUITMENT
HDS partnership Audit • Tax • Advisory
DORNAN
HLB McKeogh Gallagher Ryan Chartered Accountants
post
CIMA
ARUP
CISCO
IPS Financial Advice
Ei Electronics fire + gas detection
ARYZTA Passion for good food
CITCO
IGEES Irish Government Economic & Evaluation Service
elementsix a De Beers Group Company
Aspire Recruitment
enterprise rent-a-car
Irish Tax Institute
ATS
An tSeirbhís Chúirteanna Courts Service IRELAND
European Commission
Johnson Controls
Baby Erasmus
CPA IRELAND CERTIFIED PUBLIC ACCOUNTANTS
Fingleton White
jpa brenson lawlor chartered accountants
BD
Crowe Horwath
FireEye
JRI America
CTS Cahill Taxation Services
dairygold Golden Valleys, Growing Naturally
First Derivatives plc FD DATA | TRADING | RISK
KELLY SERVICES
CAMPION INSURANCE
Datapac
Flynn
KEMP

KEOGH RYAN TIERNEY
CHARTERED ACCOUNTANTS

kirby
engineering & construction

le chéile
Mentoring & Youth Justice
Support Services

LIMERICK
SPORTS PARTNERSHIP
SPORT IRELAND

limerick youth service

LK SHIELDS
YOUR LEGAL COUNSEL

L&M
KEATING

M&M WALSHE
GROUP

medichem

MetLife
Navigating life together

MODULAR
AUTOMATION

molex
one company › a world of innovation

EMBAJADA
DE ESPAÑA
EN IRLANDA
CONSEJERÍA DE EDUCACIÓN

Oifig an Ard-Reachtaire Cuntas agus Ciste
Office of the Comptroller and Auditor General

OMB

ONF

PIONEER & BEYOND

Positive Care

Prodieco
Advanced Engineering Solutions

publicjobs.ie

pwc

QTP
Quality Tractor Parts Ltd.

randstad

Rentokil
Initial
Experts in the Essentials

SABIS®
1886

SANMINA

SANOFI
Empowering Life

SeekTeachers
educating the world

Shannon Precision
Engineering Limited

SiteMinder

SMBC
AVIATION CAPITAL

SQS

Strategy
Education

teamwork.com

Three.ie

Teaching
in Thurrock

Tradewind
RECRUITMENT

Uniform
EDUCATION

USIT

Uteach

VERSION 1

viagogo

VistaMed
innovative catheter solutions

vodafone

walls

WORLDTEACHERS
International Education Recruitment

WP engine

XILINX

ZURICH

Where
will you
land ?

Sectors Surveyed

The Graduate Market Survey uses NACE, which is also used by the CSO and HEA to ensure the standard classification of economic activity. NACE is an acronym derived from the French title Nomenclature générale des Activités économiques dans les Communautés européennes. NACE is the statistical classification of economic activities in the EU. For NACE classifications go to https://www.cso.ie/px/u/NACECoder/NACEItems/searchnace.asp

19%
Manufacturing

18%
Professional, scientific and technical activities

16%
Financial and insurance activities

11%
Education

10%
Information and communication

6%
Construction

6%
Other services activities

3%
Human health and social work activites

3%
Wholesale and retail trade; repair of motor vehicles and motorcycles

2%
Agriculture, forestry and fishing

1%
Administrative and support services activities

1%
Public administration and defence; compulsory social security

1%
Transportation and storage

1%
Electricity, gas, steam and air conditioning supply

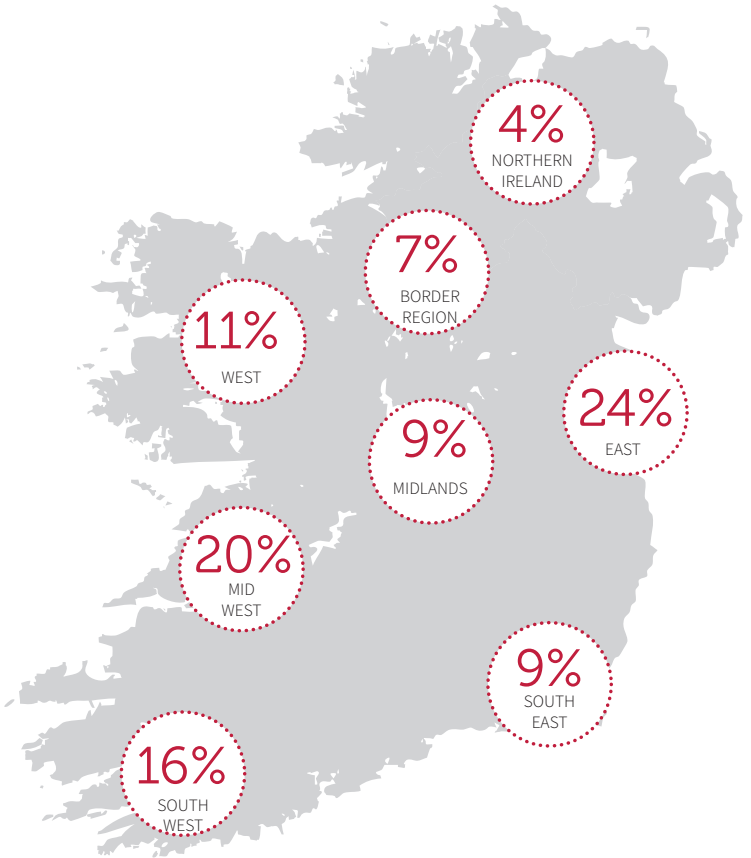
Location of Graduate Vacancies

18%

Nationwide

10%

Global



Number of Graduate Vacancies

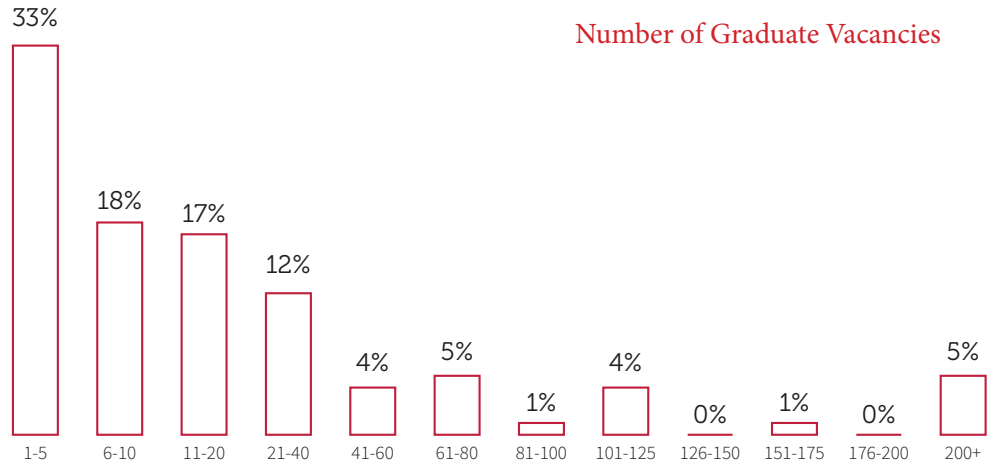
Location of graduate vacancies

Results for the jobs available in the graduate market in 2018/2019 reveal the highest percentage of jobs available is in the East region at 24%, the Mid-West at 20%, and the South-west at 15%. This reflects the national trend of strong economic growth in the east of the country, and increased regional economic activity in Cork and Limerick cities. Interestingly, 10% of the graduate jobs available are outside Ireland, down 10% on 2017.

Expected number of graduate vacancies: 2018 results

Q. How many graduate vacancies does your organisation expect to have for 2018/19, and how does this compare with 2017/18?

In 2018, 33% of respondent employers aim to recruit between 1 and 5 graduates, a 7% increase on 2017. 5% seek to recruit greater than 200 graduate positions, a drop of 4% on 2017. Overall the number of graduate vacancies remains buoyant. 83% of respondents indicate they will recruit approximately the same number of graduates as last year, and possibly more, a 1% increase on 2017.



Recruitment Level

11%

Many more graduate vacancies than in 2016/2017

26%

Slightly more graduate vacancies than in 2016/2017

46%

About the same graduate vacancies than in 2016/2017

3%

Slightly fewer graduate vacancies than in 2016/2017

14%

Don't know yet

Salary Range

What do you expect the graduate entry salary to be in your organisation for 2018/19?

	€17,000 to €20,999	€21,000 to €24,999	€25,000 to €28,999	€29,000 to €32,999	€33,000 to €36,999	€37,000 to €40,999	€40,999+
Undergraduate	14%	23%	28%	18%	11%	2%	4%
Postgraduate Masters	9%	13%	27%	24%	18%	6%	5%
Postgraduate PhD	7%	10%	20%	17%	24%	12%	11%

This table presents the average starting salaries on offer to graduates, based on their level of educational qualifications. It clearly illustrates the correlation between a graduate's level of education and the starting salary he or she can command in the market. Average salary for Undergraduates is **€26,848** for Postgraduate MSc is **€28,961**, and for Postgraduate PhD is **€30,408**.

Who Should Apply?

20%

of respondents said they are looking for graduate applications from all disciplines

Results for 2018 indicate that 20% of respondent employers are looking for graduate applicants from all disciplines. This highlights the general aim of employers to diversify their talent pool, as the competition for suitable candidates heats up. Of the companies surveyed, 26% are looking for engineering graduates, 21% for business graduates, and 16% for informatics and electronics graduates.

26%
Engineering

7%
Law

21%
Business

6%
Education

16%
ICT & Electronics

6%
Health & Science

12%
Science

6%
Humanities

Graduate Application and Recruitment Process

Q. Does your organisation use any of the following application/ selection tools in your graduate recruitment activities?

Application stage

Results highlight the importance of having an excellent CV and cover letter with 80% of respondent employers indicating the requirement for a CV and cover letter at the application stage.

Online applications are popular, used by 56% of the organisations surveyed. 35% of respondents are now using pre-screening questions at application stage. The use of aptitude tests and personality questionnaires is consistent with 2017.

CV and covering letter

Online application form

Aptitude tests (e.g. verbal, numerical abstract)

Personality questionnaires (e.g. behavioural, workstyle)

Selection stage

The 2018 survey examined the most widely used selection methods. Survey participants could select more than one method from the list. The survey results reveal 65% of the organisations use competency/ behavioural-based interviews. This is an increase of 12% on 2017. Telephone/Skype interviews remain popular with 43% of companies surveyed using this method in their recruitment process. 21% of respondents use presentations, and 23% of respondents use assessment centres. 19% of organisations use strengths-based interviews. Other recruitment screening methods include reference checking (51%) and social media checks (5%).

Global Technical Skills

Global Technical Skills Ranked 1 – 12

Respondent employers were asked to rank **12 global technical skills**, according to the value of those skills to their organisation.

Economic and technological changes are facilitating an internationalisation of business. Many companies, large and small, have international customers/operations and international recruitment patterns. The jobs market for highly-skilled graduates is becoming increasingly global.

Top five global technical skills 2018:

1. Analytical thinking
2. Self-motivated
3. Collaborative
4. Flexibility
5. Time management

Top five global technical skills 2017:

1. Qualifications related to job
2. Self-motivated
3. Analytical thinking
4. Collaborative
5. Flexibility

Global Soft Skills

Respondent employers were asked to rank **12 global soft skills**, according to the value of those skills to their organisation.

Organisations are challenging the national expectations of the graduate workforce. As the requirements of employers for their global workforce continue to change, graduates – and providers of higher education – must adapt to succeed.

The top five global soft skills 2018:

1. Open to new ideas/ways of thinking
2. Works effectively in diverse teams
3. Demonstrates respect for others
4. Listens/observes to deepen understanding
5. Seeks opportunities for continuous learning

Top five global soft skills 2017:

1. Demonstrates respect for others
2. Works effectively in diverse teams
3. Builds trust
4. Open to new ideas/ways of thinking
5. Seeks opportunities for continuous learning

Global Soft Skills Ranked 1 – 12

Graduate Recruitment Challenges

Q. Please rank the challenges you face in your graduate recruitment this year

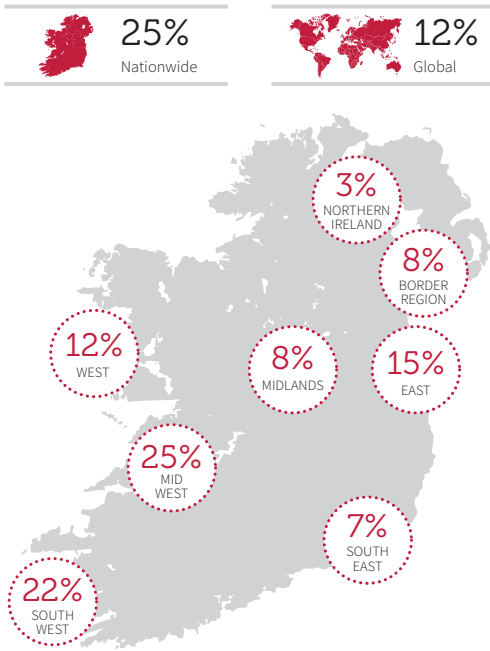
2018 survey results reveal graduates' expectations at entry-level stage as the most significant recruitment challenge for employer respondents. The next challenge is the number of available graduates from specific degrees/skill sets, and managing their on-campus profile. Employers are responding to this challenge by significantly increasing their on campus presence, by engaging with potential graduates through multiple channels including digital media, pop-up information stands, competitions, and by advising on how to differentiate themselves in a very competitive marketplace.

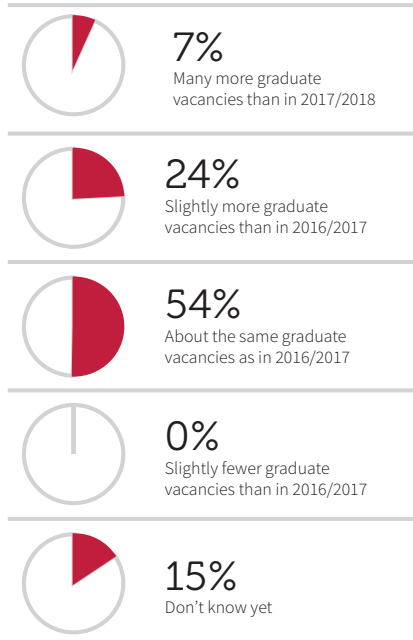
1. Graduates expectations at entry level stage
2. Number of available graduates from specific degrees/skillsets
3. Managing your on-campus profile
4. Work readiness level of graduates
5. Setting and achieving diversity targets
6. Managing the employer – university relationship

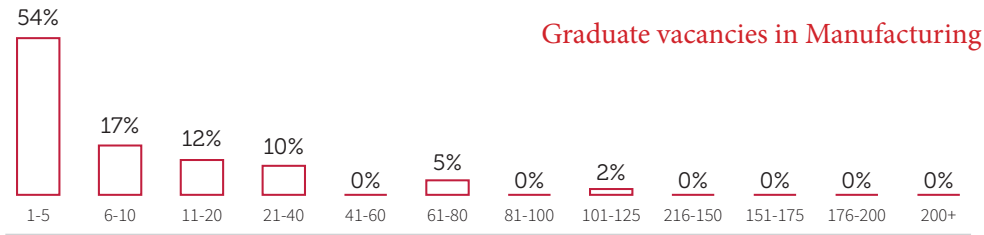
Sector Analysis

Manufacturing

Survey results reveal the Mid-West as the primary location for jobs in the manufacturing sector with 24% of jobs on offer, followed closely by the South-West with 22%, and the East with 15%. In addition, 54% of respondent employers aim to hire 1–5 graduates. A comparison with 2017 results reveals 54% of companies will hire the same number of graduates as before, and 31% of companies will hire more. Results also reveal the average starting salary for undergraduate students of **€28,756,** for master students of **€31,195** and for PhD students of **€33,536.**

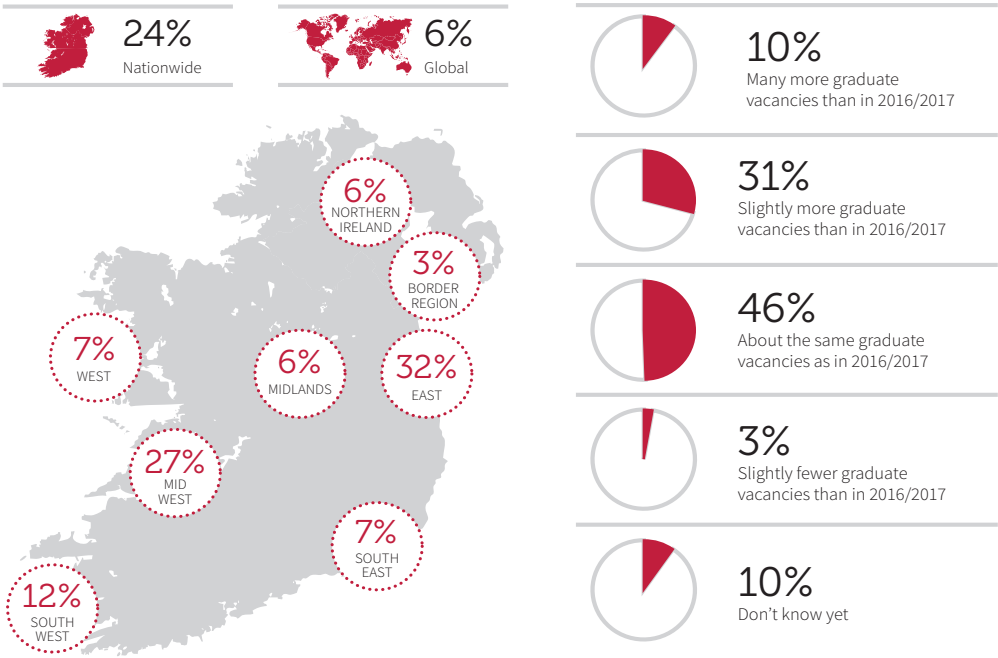


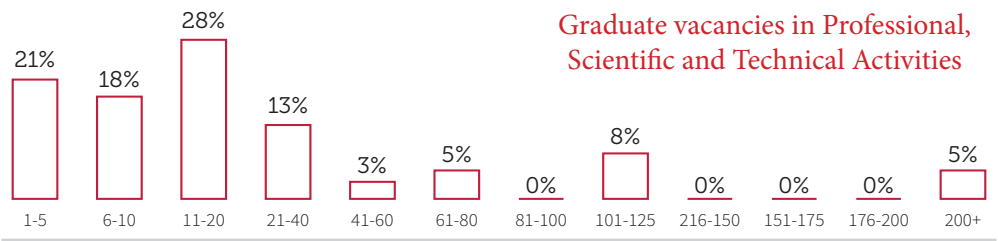




Professional, Scientific and Technical activities

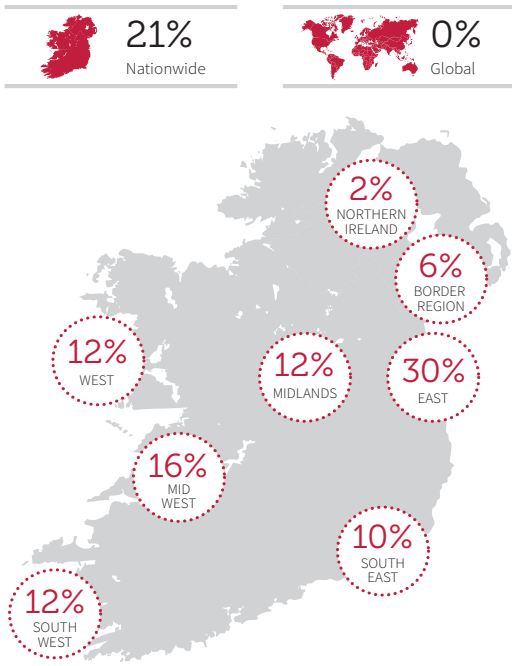
Survey results reveal the East as the primary location for professional, scientific and technical activities with 31% of jobs on offer, followed closely by the Mid-West with 27%, and next the South-West at 12%. In addition, 21% of employers aim to hire 1–5 graduates, and 28% aim to hire 11 - 20. A comparison with 2017 results reveals 46% of companies will hire the same number of graduates as before, and 41% will hire more graduates. Results also reveal the average starting salary for undergraduate students is **€28,846,** master students is **€30,384** and PhD students is **€31,923.**

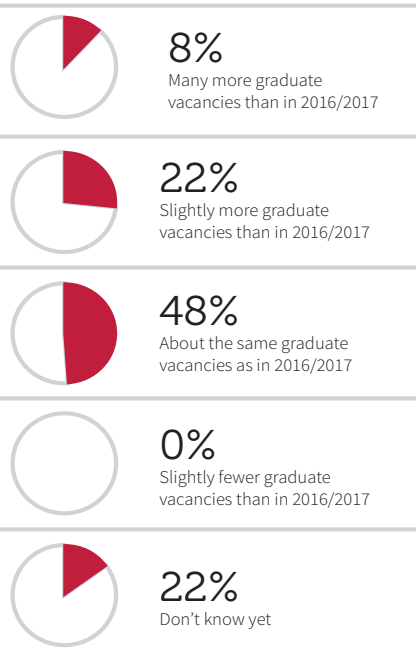


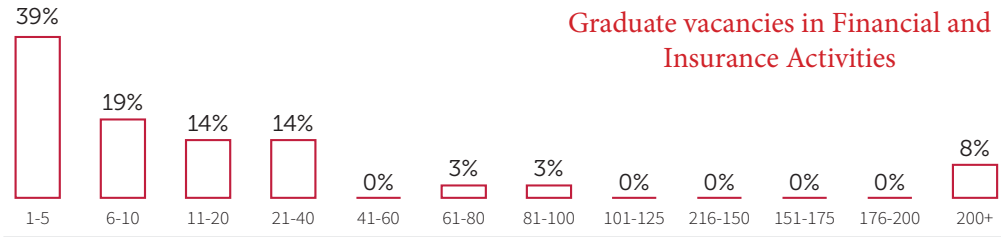


Financial and Insurance Activities

Survey results reveal the East as the primary location for jobs in the financial and insurance activities sector with 30% of jobs on offer, followed by the Mid-West at 16%, and the West and Midlands at 12%. In addition, 39% of respondent employers aim to hire 1–5 graduates. A comparison with 2017 results reveals 47% of companies will hire the same number of graduates as before, and 30% of companies will hire more. Results also reveal the average starting salary for undergraduate students is **€25,333,** for master students **€26,888** and for PhD students **€28,222.**

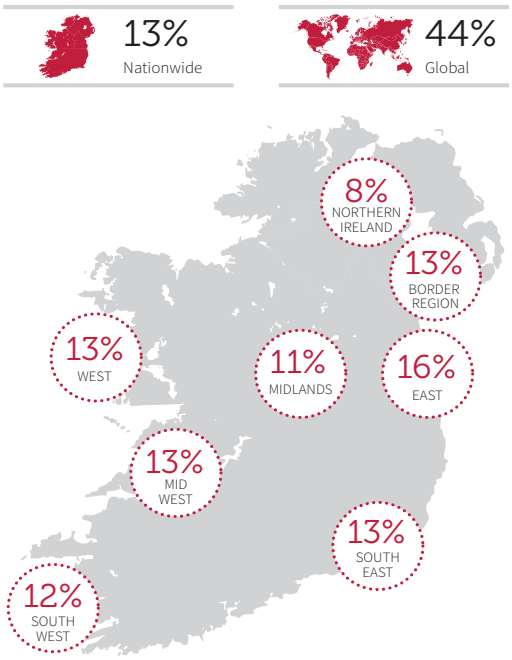


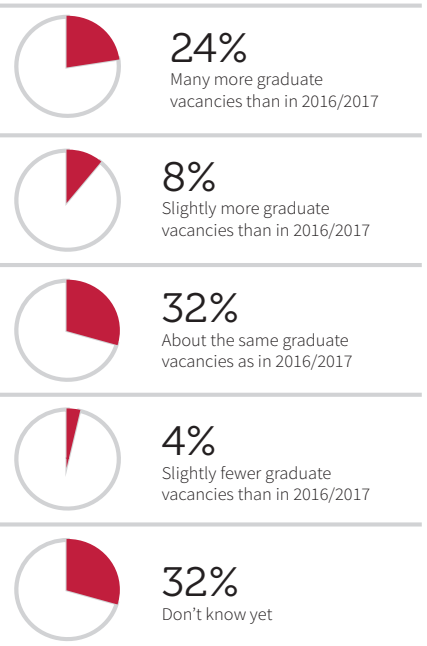


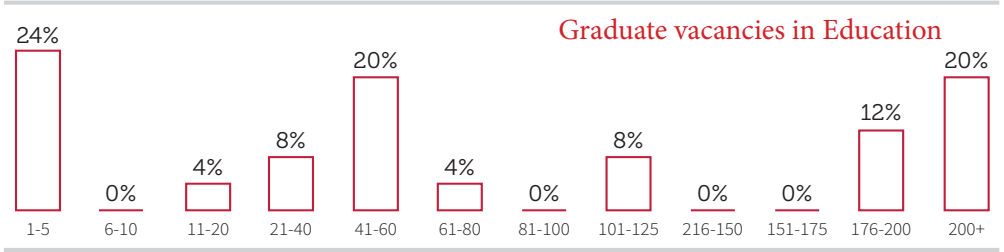


Education

Survey results reveal outside Ireland, as the primary location for jobs in the education sector with 44% of jobs on offer, followed by the East at 16% and the Mid-West at 13%. In addition, 24% of respondent employers aim to hire 1–5 graduates. A comparison with 2017 results reveals 32% of companies will hire the same number of graduates as before, and 32% of companies will hire more. Results also reveal the average starting salary for undergraduate students is **€24,440**, for master students **€26,520** and for PhD students **€27,480.** *The average starting salaries within Education in Ireland are consistent with the public service pay bands and are higher than these averages.







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