



GRADUATE  
MARKETING:  
UNDERSTANDING  
HOW GRADUATES  
SEARCH FOR JOBS

Executive Summary

**Prepared for:**

The ACCESS Disability Network  
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*“Banking is about people - their goals and their money. Lloyds Banking Group makes business sense but we also need it to make sense for people. We are creating an organisation that attracts, retains and develops the best talent in the industry and one that embraces diversity too.”*

Lloyds Banking Group

*“When you know how many people are applying for each job it seems like there isn’t any point; not with a disability’.*

Undergraduate, Oxford University

Organisations are continually looking to attract and recruit the very best graduates; to do so means having to be totally inclusive in all their recruitment practices.

Whilst much progress has been made to recruit more female graduates and graduates from Black and Minority Ethnic (BME) groups into industries such as finance and banking, law and professional services little, if any, progress has been made to attract and recruit graduates who have a disability or long term health condition.

The reasons for this are many and varied including not knowing how to approach it, a fear of getting it wrong, and not feeling comfortable about how to interact and engage with disabled people. However the overriding reason is that graduate recruiters do not understand this target group of candidates and therefore do not know how to best engage with them and market their opportunities to them. To make real progress in attracting and recruiting disabled graduates employers first have to understand how they search for graduate job and also how they choose their graduate employer.

This piece of independent research has been carried out by Lloyds Banking Group to understand how disabled graduates search for jobs. It is the first time this subject has been explored in any depth and the results provide crucial information that can be used to more effectively engage with this talent group and encourage them to apply to the organisation. The results highlight what is important to disabled graduates, provides insights into how best to engage to with them, and details the types of support and guidance they are looking for and which, if provided, will encourage them to view a prospective employer more favourably.

It is hoped that this ground breaking piece of research will provide Lloyds Banking Group with the information it needs to make real progress in attracting and recruiting talented disabled graduates to its organisation.



## EXECUTIVE SUMMARY

The following summarises the key points of the research including the main findings and key recommendations.

### Background

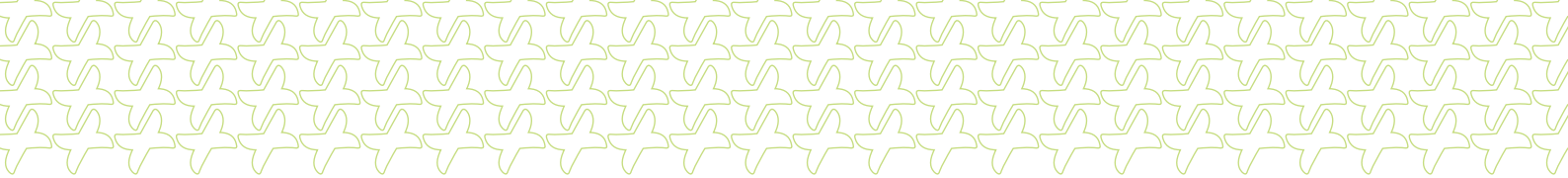
- 1,509 individuals completed the online survey of whom 665 indicated that they had a disability or a long-term health condition.
- The disabilities covered by the respondents was very broad and included, but was not limited to: dyslexia, Autism / Asperger's Syndrome, learning difficulties, wheelchair users, hearing impairments, speech impairment and long term or progressive health conditions.
- Over 50 universities were represented by respondents in the survey with 48% of the respondents attending Russell Group universities.

## Key Findings

- Banking and Finance was most endorsed as the first choice of industry sector for a career with 11% overall selecting it as their first choice. However, whilst 13% of non-disabled respondents identified it as first choice, only 9% of disabled respondents did. Similarly, 39% of non-disabled said it does not appeal compared with 56% of disabled respondents.
- The most common method used by disabled students to search for a job is the university careers service and / or careers advisers; this is followed by graduate websites, employer recruitment websites and careers fairs.
- Where disabled respondents were consulting a Careers Adviser in their search for a job, 74% said that they were much more likely to apply to an organisation if their Careers Adviser / Service said that an organisation is 'disability confident'.
- A much higher % of students said that they were consulting their Disability Officer in their search for work than those who said they were consulting their Careers Adviser; 91% versus 22%.
- Whilst only 3% of respondents used specialist diversity or disability press, 54% of respondents said that having a presence on diversity websites made an employer either more attractive or much more attractive.
- 74% of disabled respondents said that they had either attended or planned to attend Graduate Careers Fairs.
- 49% of disabled respondents said that they were either more likely or much more likely to apply to employers that explicitly talk about disability or have disabled staff profiles.
- 57% of respondents stated that they would be encouraged to apply to a company if they were able to explain other mitigating circumstances about their application.
- 71% of respondents stated that they were either concerned about declaring their disability or would prefer not to disclose it at all.
- 57% said that they would be more likely or much more likely to apply to a company if they had the opportunity to speak to someone about their disability or health requirements.

## Key Recommendations

- Lloyds Banking Group (LBG) must market their graduate opportunities to universities outside of the Russell Group. Failure to do so will exclude high calibre candidates from being aware of the graduate opportunities that exist.
- Disabled students rely heavily on searching an employer's website to find graduate opportunities. Lloyds Banking group must greatly improve the messaging and content of its website if it is to be an effective tool which actively welcomes and encourages disabled graduates to apply. The website must also be more effective at addressing the concerns disabled graduates have about disclosing their disability and requesting the necessary support.
- LBG must build upon the existing relationships it has with University Careers Services to proactively promote its career opportunities to disabled graduates. This will involve identifying and working with specific Careers Advisers who provide support and guidance to disabled graduates.
- Since many disabled students are consulting their Disability / Welfare Officer in their search for work; Lloyds Banking must work with them to proactively promote its career opportunities to disabled graduates.
- LBG need to more effectively promote banking as a career to disabled students who are studying business related subjects yet are not considering it as a career.
- LBG must also more effectively promote banking as a career to those disabled students who are not studying a business related degree. There is an opportunity to educate these students as to what a career in banking involves and to encourage them to consider it as a option.
- To encourage more disabled students to apply to LBG and to ensure that applicants are not unfairly screened out of the process due to their disability or for a reason related to it, it is important that LBG provide the opportunity for them to explain any mitigating circumstances about their application.
- To gain a competitive edge Lloyds Banking Group must implement activities and initiatives which are not currently occurring. These may include sponsorship of the Disability / Welfare Office or the National Association of Disabled Students, a greater presence at relevant events, articulating existing partnerships with assisted technology organisations such as Microlink, etc



- Lloyds Banking Group should provide someone for applicants to contact regards their disability and what their requirements are. This would build the confidence of, and actively encourage, disabled graduates to apply for career opportunities.
- LBG should have a presence on Milkround.com/diversity as a way of enhancing its reputation as a disability confident organisation.