



The Open
University

How we work with employers

Our statement of service



Open University Careers Advisory Service

Why recruit Open University students and graduates?

We have approximately 175,000 students in the UK and the Republic of Ireland and nearly 16,000 students studying internationally. Thirteen per cent of Open University (OU) students are aged 18–25, and sixty per cent are in the 25–44 age group. They come from a wide variety of backgrounds and are studying at undergraduate and postgraduate level, mainly for career reasons. We offer a wide range of subjects including business and management, health and social care, IT, humanities, science, law, and technology.

For details of OU courses, go to **www.open.ac.uk/study**



Our students have considerable work and life experience as well as the wide range of skills they develop through their OU study. Many of these students are actively looking for graduate vacancies. For an employer wanting to recruit experienced and motivated staff our students offer a huge pool of talent to draw from.

Employer services

We can help you to:

- ▶ advertise your vacancies on our online vacancy service (see page 4)
- ▶ showcase your organisation on our website (see page 7)
- ▶ feature in our student magazine (see page 8)
- ▶ interact with our students via online careers forums (see page 8)
- ▶ place video and audio clips about your organisation on our website (see page 8)
- ▶ promote your organisation on our Screensaver or by quotes on our website and in our publications (see page 9)
- ▶ create case studies to go on our website or in our publications (see page 10)
- ▶ advertise your recruitment events (see page 11)
- ▶ engage with staff in our academic departments or our Centre for Professional Learning and Development (see page 11)

Online vacancy service

Our vacancy handling service is free of charge. You can use it to advertise your vacancies to over 200,000 students and graduates.

Advertising your vacancy

The simplest way to advertise your vacancies to our students is to enter the details directly onto our system via Prospects Net at **<http://open.prospectsnet.com>**. However, if you send us the details in writing by post or email, we need to know the following:

- ▶ Name, address, telephone number and website of your organisation
- ▶ Contact name: their direct telephone number and email (which will not be put onto the vacancy details unless requested)
- ▶ Job title of the vacancy and description of duties
- ▶ Person specification and qualifications needed
- ▶ Type of vacancy (e.g. full time, part time, temporary, voluntary)
- ▶ Location of job(s)
- ▶ Salary
- ▶ Start date
- ▶ Number of jobs available
- ▶ Method of application
- ▶ Closing date (or the removal date if recruitment is ongoing).

It is your responsibility to ensure that the information you supply is accurate, up to date and complies with current employment legislation. Please do not send us multiple copies of recruitment literature. Note that we do not pre-select or sort applicants for any employer. Once an advertisement is listed on our site, students will be told to contact you directly.

Recruitment agencies

Recruitment agencies need to supply the same information as outlined above. However, please note that:

- ▶ We will only advertise vacancies notified by recruitment agencies or intermediaries acting on behalf of a third party if the name of the client company is disclosed to us. The identity of the client company can be withheld from the vacancy details where the client company wishes to initially remain anonymous. If the identity of the client company is not disclosed to us, we reserve the right not to advertise the vacancy.
- ▶ Our website has links to the Recruitment and Employment Confederation (REC) website, which has a searchable database of recruitment agencies. We advise students to check this website before dealing with recruitment agencies.

What we provide

- ▶ A professional and efficient service from our employer liaison team in Nottingham.
- ▶ Access to the Prospects Net vacancy service in partnership with Graduate Prospects, where we will advertise your vacancies on a password-protected section of our website. You can enter the vacancy details yourself via **<http://open.prospectsnet.com>** or send us the details in writing.
- ▶ We will advertise vacancies that are based in the UK, the Republic of Ireland or overseas, which can include:
 - immediate and future job vacancies (both full and part time)
 - funded postgraduate opportunities
 - voluntary work
 - work experience
 - placements and paid internships.
- ▶ Vacancies will remain on our vacancy website until the specified closing date, unless you instruct us to remove them prior to this. If there is no closing date (i.e. recruitment is 'ongoing') we may contact you to check whether the vacancy is still current.
- ▶ We may share your vacancies with other regional vacancy partnerships that we work with. Please let us know if you object to this.
- ▶ All vacancies advertised will be displayed with a standard disclaimer.



We reserve the right

- Not to promote recruitment methods based solely on a requirement for UCAS points. Because of the diverse nature of our student and graduate population, we are happy to advertise as wide a range of vacancies as possible, including vacancies for finalists, graduates and non-graduate students at various stages in their OU study. However, because of our 'open' mission, many OU students may not have UCAS points but instead will be able to offer alternative qualifications and/or a number of years of work-related experience.
- Not to advertise, or to withdraw, any notified vacancy about which we have concerns.
- To refuse to support any organisation whose practices or activities would not be in the best interests of the OU, its mission, its students, or where discrimination is identified.
- To make a decision (based on UK law) on whether or not to advertise a vacancy, if the vacancy or the company is not situated in the UK or the Republic of Ireland. We only advertise vacancies that comply with UK Employment and Equal Opportunities legislation (if the vacancies are UK based). Vacancies that are not voluntary work must pay at least the national minimum wage.
- Not to advertise a vacancy if we cannot verify it comes from a legitimate company.

Employer Showcase

We have established an Employer Showcase on our website for employers interested in recruiting OU students and in raising their profile with the OU community. Because OU students study at a distance, the Employer Showcase is an alternative and more appropriate way for you to promote your organisation than the face-to-face events on campus you may be used to at other universities. The employers featured in the Employer Showcase are like you: they understand and value the nature and attributes of OU students and graduates.

An entry on the Employer Showcase is free. You just need to provide the following details.

Basic entry

- ▶ Your website url – graduate/recruitment url if appropriate
- ▶ Your company logo
- ▶ A short introduction to your organisation (50 words maximum)
- ▶ A longer piece about what you offer (500 words maximum).

Enhanced entry

In addition to the basic entry you can include:

- ▶ Up to six key facts about your company
- ▶ The types of opportunities available
- ▶ Case studies from graduates
- ▶ Audio and video content
- ▶ PowerPoint presentations.

Please note:

- ▶ It can take up to three to four weeks to add your entry to our website during busy periods.
- ▶ The Employer Showcase is *not* a vacancy handling system, and we cannot promote recruitment and selection procedures that are based solely on a requirement for UCAS points (see page 6).
- ▶ The Employer Showcase is on a password protected area of our website, so please contact us to request a password if you wish to view it.

Feature in our student magazine

The OU student and alumni magazine, *Sesame*, is published four times a year, and now has a readership of 500,000. The careers page in each edition features an employer of our choice, profiling their company and their links with the OU. If you would like to be featured, you will need to answer some general questions about your organisation and submit a photograph. You can also supply a case study of an employee who has OU connections. There is no cost to you. The decision about the content of the final article is at the discretion of the editor of *Sesame*.

Online forums

We run our own online forums every year with students. The forums are moderated by our careers advisers and cover a range of topics. We have also successfully had forums involving employers, where the employers and a careers adviser were available to answer questions submitted by students. Our 2009 forum with public sector employers had over 250 discussion topics.

Forums are an excellent way for you to have contact with OU students and graduates who cannot always attend face-to-face events, and to promote your organisation to a wider audience. You can log in to the forum from your home or office and it is very simple to use.

There will be opportunities for employer participation in future forums, and there is no cost to take part. In future we may also collaborate in regional or national online forums. Contact us for more details of forthcoming opportunities to promote your organisation via an Open University online forum.

Employer audio and video clips

A number of employers (KPMG, Logica and Enterprise) have worked with us to produce filmed interviews on a range of career-related topics. These interviews are featured on our website in the form of video and audio clips. We hope to work with other employers in the future on similar projects. Please contact us if you are interested in taking part.

Screensaver

The OU screensaver is a carousel of slides containing adverts about events and services of interest to OU students and staff. The screensaver allows direct access to computer screens, and the user can click through from web links on the screensaver direct to the featured website.

You can use the OU screensaver to promote your organisation to OU students and staff. The screensaver is administered by an external organisation, Oxigen (**www.oxigen.net**). Note that there is a charge for this. All queries about the OU screensaver can be addressed to Alun Johns at Oxigen (alunj@oxigen.net) or telephone 020 7491 6404.



Quotes

The Careers Advisory Service is always on the lookout for quotes from employers to go on relevant sections of our website and in our publications. Students find these of value, as they enhance the content and it helps them to know which employers might be interested in them. We can send you a list of areas or topics to look at for which you might consider providing some quotes.

Case studies

If your company has any employees who are OU students, graduates, or alumni, we can profile them on our website, in an Employer Showcase entry, or feature them in our student magazine or other publications. Our students tell us that they like to see positive stories from other OU graduates who have 'done well', and case studies can also help them to find out more about your organisation, which they may not have considered before. Please contact us for an outline for a case study.



Advertising your events

If you are holding events for students and graduates we can advertise these free of charge in the News section on the homepage of our careers website. These may be general graduate recruitment events or specialised industry-related events. Please email details to **ss-cas-careers@open.ac.uk**.

Contact with academic departments and CPLD links

If required, we can help you engage with relevant academic departments for input onto courses, or for the purposes of recruitment. We can also facilitate links with our Centre for Professional Learning and Development (CPLD) who work with employers to create solutions for specific training and development needs, as well as offering a range of online courses for employee development that can be studied at any time. For more information, go to **www.open.ac.uk/cpd**

How to contact us

For more information on any of these opportunities to promote your organisation to OU students and graduates, please contact our employer liaison team:

- ▶ By email: **ss-cas-careers@open.ac.uk**
- ▶ By post: **Careers Service Development and Leadership Team, The Open University in the East Midlands, Clarendon Park, Clumber Avenue, Sherwood Rise, Nottingham, NG5 1AH.**
- ▶ By telephone: Enquiries are welcome on **0115 971 5664**. However, if you are submitting vacancies please either enter the details onto our system yourself or send the details to us in writing by post or email.

Our service standards

We are committed to developing and improving the quality of the service we offer to employers. Our service standards are published on our website at **www.open.ac.uk/careers**. We welcome any comments, constructive feedback or suggestions you may have to help us maintain and improve our standards of service.



Useful websites

The Careers Advisory Service:

www.open.ac.uk/careers

(Winner of the AGCAS Careers Advisory Service Website of the Year 2008–9)

The employers' section of our website:

www.open.ac.uk/careers/employers.php

Study at the OU lists all the courses the Open University offers:

www.open.ac.uk/study

Centre for Professional Learning and Development:

www.open.ac.uk/cpd

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