

Employer Engagement Strategy 2024-2027

Enhancing outcomes for employers,
students and graduates

Careers Team

Higher Education and the business world are more connected than ever before.
We continue to support and prepare a talented, skilled and confident graduate







Through the ISE Recruitment Survey 2022¹, we know that the



Pillars

Four pillars will shape our approach to achieve our vision. These have been identified through the successes of the previous two strategies as well as the work from the past academic year.



1. Collaborate to Achieve

We will collaborate with a variety of key stakeholders to help drive success. These stakeholders include:

• Employers

- Our account management model is key as it enables a needs-led approach of each relationship. Naturally striving for mutual benefit through all engagement, each relationship will be treated as individual and therefore something of value for all – centered around activity to raise awareness, achieve recruitment goals and reciprocal support.

• Careers Team

- Including, but not limited to the Career Development Teams, Placement Teams, Enterprise Team and Internships Team. With a high trust model, we will rely upon these colleagues to promote our organised activities to students. As well as needing them to promote our activities to their students and academics, we provide a route into employer engagement for them.

• University departments

- Alumni
- DMUSport
- Procurement
- Commercial

• De Montfort Students' Union (DSU)

- Regularly meeting with colleagues in the DSU and establishing some key touch points of collaboration is vital to increase the reach of our service to the student body, but also to further widen and vary the offer to our key employer partners.

• Local universities

- Continuing to run collaborative events and activities with local universities aims to address a multitude of agendas including regional graduate retention. Through the Civic Partnership we will continue to work closely with teams at University of Leicester as well as Loughborough University. Outside of this, we will engage with colleagues across the east midlands as well, sharing opportunities to help employers maximise their reach.

Continuing to provide a flexible, agile partnership approach to employer engagement, we will:

- **Directly support employer needs**

- Continuing to adapt our offer, and not simply offer a 'menu' for employers to pick from, but create bespoke solutions that respond to individual employer needs and opportunities for all continues to enhance our service and be popular.

- **Gather and utilise Labour Market Information**

- This is not only about keeping abreast of Labour Market Information. It is



Why we're set up for success

To get this right and deliver genuine progress and success, we need to build on the foundations and processes developed during the 2022/23 academic year:

Account Management Model

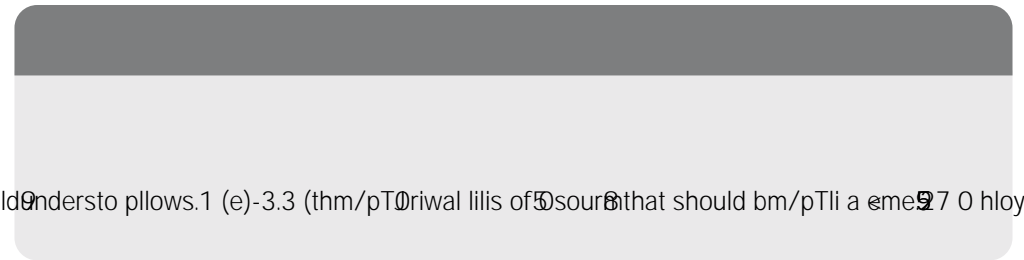
- We've developed a model which utilises a customer value proposition, thus becoming employer centric.

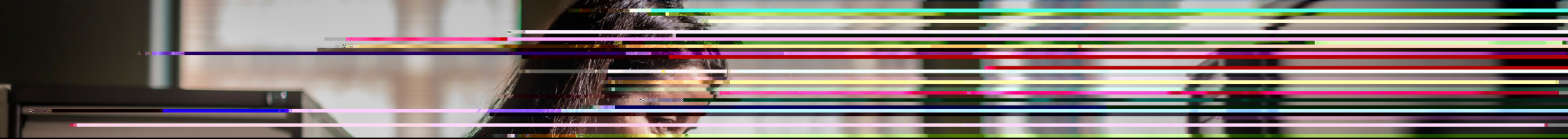
- It allows us to place a greater emphasis on the customer's needs and expectations.

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Tailored Approach





Our KPIs and KPTs

The success of DMU in sector specific and relevant awards, either shortlisted or winning, will allow us to test the success of our employer engagement initiatives in competitive processes against best practice institutions.

Example awards would be:

- ISE (Institute of Student Employers)
- AGCAS (Association of Graduate Careers Advisory Services)
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