

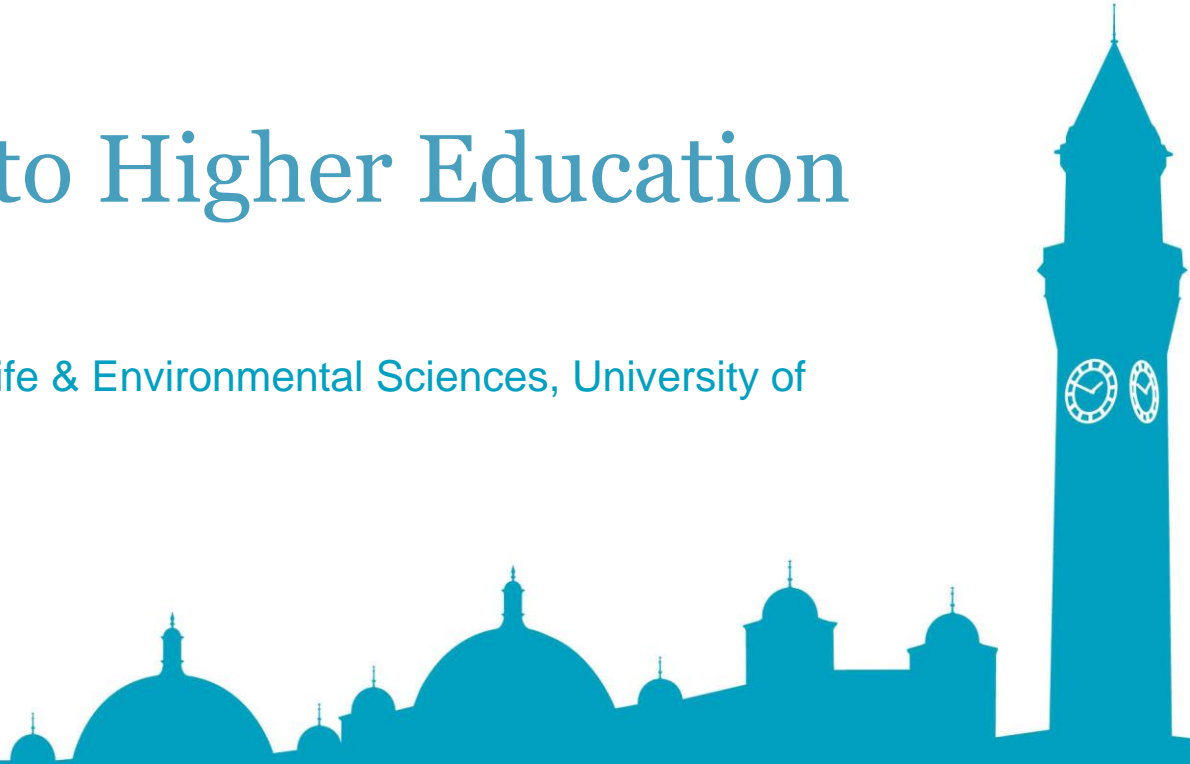


UNIVERSITY OF
BIRMINGHAM

Insight into Higher Education

Phill Williams

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Birmingham



Today's Webinar

- What you might expect from a role in Higher Education
- Overview of my current role
- What you might not expect!
- Advice for your applications to H.E. jobs



**What you might
expect from a role in
Higher Education**



UNIVERSITY OF BIRMINGHAM **CN CAREERS NETWORK**



Quick Guide to WRITING A PERSONAL STATEMENT (FOR MASTERS-LEVEL COURSES)

The personal statement is an important part of the postgraduate application process, and it is essential that you get it right. Here are your top tips to show off your skills, motivation and attitude for studying a particular course.

DIFFERENCE FROM PERSONAL STATEMENTS FOR UNDERGRADUATE:
The word length is higher so you are expected to provide more detail. It is advisable to provide evidence of a wider reading of your degree subject where there are more opportunities to demonstrate broader academic commitment to further education.

WRITING THE FOUR P's

PERSONAL STATEMENT: Demonstrate your academic strengths, the further reading, research interests, motivation and why you want to study. **PERSONAL STATEMENT:** Why do you plan to pursue a particular course, including career plans.

PRESENTATION: Always make sure to be able to read it if any requirements are listed. Use a clear, simple font and make sure you have been consistent with the font throughout. Use bold text to highlight key points. Use a clear, simple font and make sure you have been consistent with the font throughout. Use bold text to highlight key points.

RESEARCH: Research the course, the institution and the location. Think of other courses you may want to do in the postgraduate space. Read through the entry requirements and demonstrate how you plan to meet them. Research the institution and location, and think about how you can provide evidence of these points.

THINGS TO REMEMBER:

- Do not exceed the word limit.
- Do not repeat information such as your degree subjects, grades, or achievements in the application.
- Use a clear, simple font and make sure you have been consistent with the font throughout. Use bold text to highlight key points.

STUDENT HELP:

- For more information, visit www.birmingham.ac.uk/careers
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Quick Guide to PREPARING AN APPLICATION

RESEARCH THE ROLE: Read job adverts to see what is required. What general skills and attributes would you need to do this job? What does the role involve? Research the company using the website and social media. Find out information on the company, its products, services, competitors, news, and more.

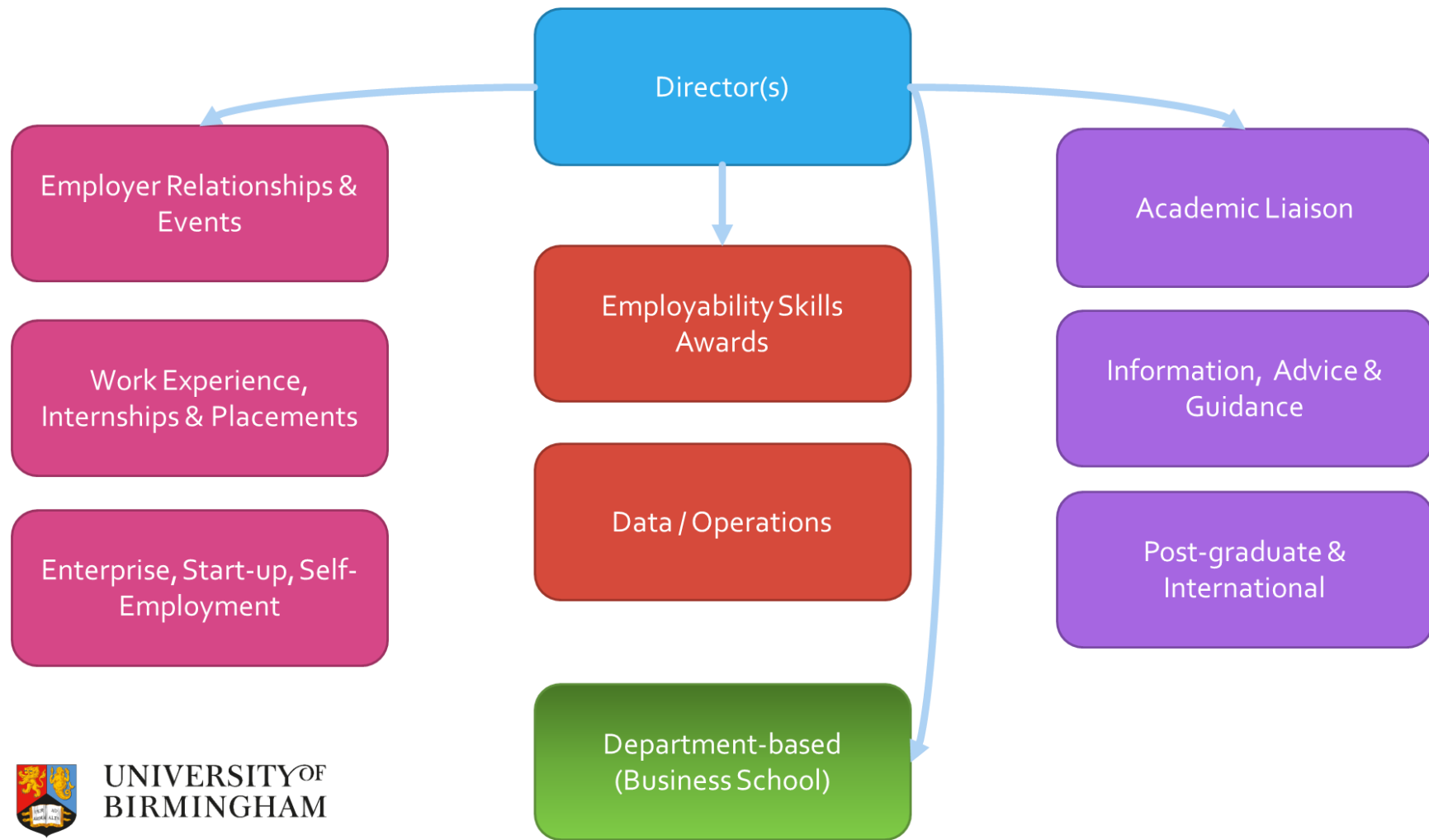
IDENTIFY YOUR SKILLS: Identify the skills required for the job. Compare your own skills and experiences to the job requirements. List your skills and experiences, including academic, work, and life skills.

ANALYSE THE QUESTIONS: Identify the skills required for the job. Compare your own skills and experiences to the job requirements. List your skills and experiences, including academic, work, and life skills.

THINGS TO REMEMBER:

- Do not exceed the word limit.
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**A little bit about
me...**

My Career Journey



UNIVERSITY OF BIRMINGHAM

BA: Culture, Society & Communication (Europe) 2.1



Management Trainee



Account Manager

Careers Officer



UNIVERSITY OF LEICESTER



Coventry University

PGDip: Career Guidance

Careers Consultant

Project Officer (Employer Relationships)

Project Manager: Finalists



UNIVERSITY OF BIRMINGHAM

Careers Consultant (Life & Environmental Sciences)



My current role

- Developing and implementing an employability strategy for the College of Life & Environmental Sciences (Geography, Environmental & Earth Sciences; Psychology; Sports, Exercise & Rehabilitation Exercises; BioSciences)
- Consultation with: designated 'careers leads'; department heads; lead academics to implement a tailored careers & employability provision for each school
- Lead a small team of 3 (2 x Careers Advisors; Internships officer)
- Report directly into Assistant Director for Guidance & Employability
- Project Lead: Birmingham 2022 Commonwealth Games
- University Adviser: UoB Enactus Group
- Also spent 9 months as 'Interim Advice & Guidance Manager'



**What you might not
expect from a role in
Higher Education**

Long live the new Data king...

- **Career Registration Data:** implemented at many institutions
- **Graduate Outcomes:** how successful are our students?
- **Student and Graduate Engagement:** who is attending and who isn't
- **Student Demographic:** indicator of additional support?
- **Employer Data:** How do our students perform in recruitment & selection processes?



Data indicates that certain students need more support

Locally
domiciled

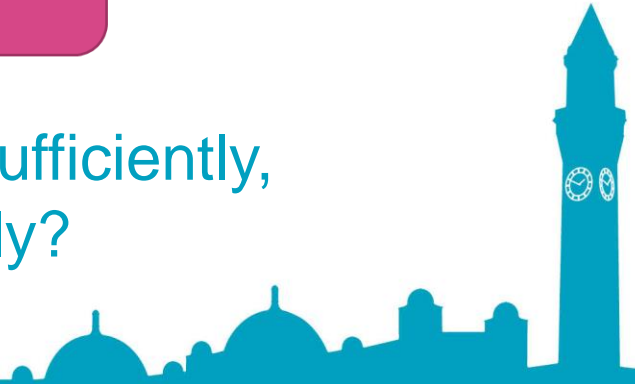
BAME

Disability

Gender

Social Mobility

How can we support all students sufficiently,
and target certain groups effectively?





2023	2022	Institution	Guardian score/100	Satisfied with course	Satisfied with teaching	Satisfied with feedback	Student to staff ratio	Spend per student/10	Average entry tariff	Value added score/10	Graduates over 15 months	Continuation
1	3	St Andrews	100	91.6	91.6	77.8	11.8	7	200	6.6	88	98.5
2	1	Oxford	99.4	n/a	n/a	n/a	10.5	10	199	5.8	92	99
3	2	Cambridge	98.1	n/a	n/a	n/a	11.6	9.9	207	5.6	92	99.3
4	4	London School of Economics	95.2	78.8	82	67.2	13.4	8.7	189	7.4	92	98
5	7	Imperial College	89.3	83.1	85.8	60.6	11.7	9	198	5.1	95	98.2
6	5	Durham	87	80.7	83.9	65.6	13.7	6.5	185	6	88	98.5
7	8	Bath	85.8	86.1	84.6	61.1	15.4	6.2	177	5.4	90	97.5
8	6	Warwick	84.2	82.9	84.6	69.8	14.2	7.1	173	4.7	88	97.6
9	9	UCL	83.5	76.6	81.2	61.1	11.1	7.8	179	6.4	88	97.2
10	10	Loughborough	82.6	84.6	82.9	64.8	13.8	5.2	156	4.4	85	97.5
11	11	Glasgow	82.1	81.5	84	61.6	13.7	5.8	206	6.2	82	96.3
12	12	Edinburgh	81.8	72	80.6	52.4	11.5	8.9	191	6.6	85	97.7
13	20	Aberdeen	81.2	85.2	85.3	67.4	15	4.7	187	7.8	82	96.4
14	13	Lancaster	80	83.1	84.1	66	14.8	7.6	150	5.3	84	97.8
15	15	Exeter	76.3	79.6	82.3	62.8	16.2	3.5	161	5.7	85	96.7

QUICK VIEW		FULL TABLE				
University ranking	University name	Overall score	Entry standards	Student satisfaction	Research quality	Student respect
1	University of Oxford VIEW COURSES →	100%	96%	n/a	87%	88%
2	University of Cambridge VIEW COURSES →	99%	99%	n/a	88%	88%
3	London School of Economics and Pol... VIEW COURSES →	96%	92%	77%	88%	90%
4	University of St Andrews VIEW COURSES →	93%	100%	86%	83%	79%
5	Imperial College London VIEW COURSES →	91%	95%	81%	91%	92%
6	Durham University VIEW COURSES →	90%	90%	78%	83%	83%
7	Loughborough University VIEW COURSES →	88%	74%	81%	83%	79%
8	University of Bath VIEW COURSES →	87%	85%	80%	83%	86%
9	UCL (University College London) VIEW COURSES →	86%	90%	77%	87%	85%
10	University of Warwick VIEW COURSES →	84%	80%	80%	86%	83%
11	Lancaster University VIEW COURSES →	84%	72%	79%	84%	76%



GRADUATE OUTCOMES

- Introduced five years ago
- Centralised Administration (HESA)
- 15 month vs previous 6 month post-graduation census date
- Lower response rate target (50% - 60%)
- Home, Undergraduate Focused.



**But it's not just
about Graduate
Outcomes...**



Some further reading...

- *Careers 2032. Looking at the Careers Sector of 2032 and the role Technology could play in facilitating human connections.*
<https://www.joinhandshake.co.uk/careers2032>
- *Institute of Student Employers (ISE)* <https://ise.org.uk/>
- *Association of Graduate Careers Advisory Services (AGCAS)*
<https://www.agcas.org.uk/>
- *WonkHE* <https://wonkhe.com/>

Finally...
Some advice for
your applications

- **Do your research!** Use LinkedIn & informal enquiry channels to find out more about the context of the role, the service, and the institution.
- **Be specific!** Phrases such as “I want to join XXX because you are a well renowned University” won’t cut it.
- **Analyse & Provide Evidence.** Demonstrate how your experience & qualifications link to the role, and provide specific evidence. “Non-Careers experience” can be very valuable!
- **Demonstrate Industry Awareness!** Keep up to date with the latest news on the H.E. sector.
- **Practice what you’ll preach!** Can you structure a personal statement, or a set of competency questions appropriately?



Thank you for listening

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- LinkedIn: www.linkedin.com/in/phill-williams

