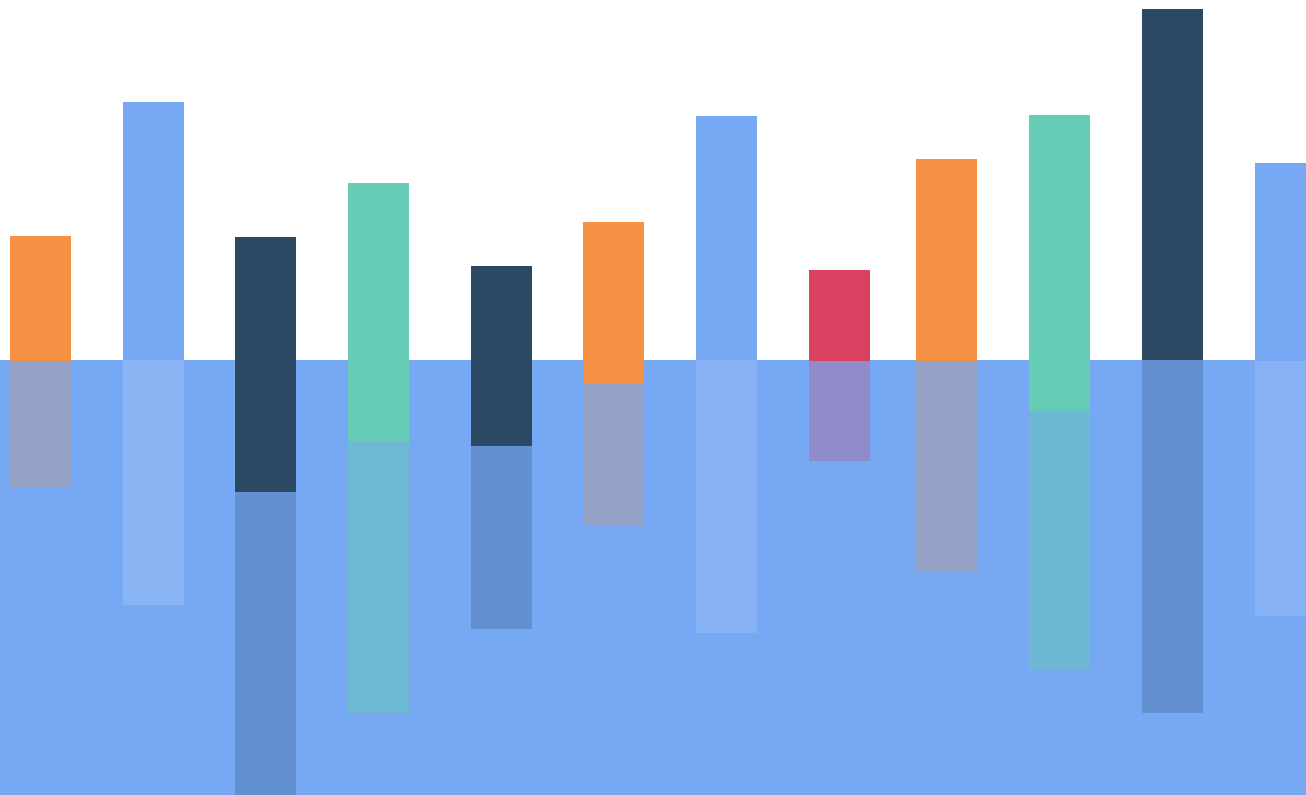


What do graduates want? 2021/22

Sector-focused insights: Banking & Finance





>> The report

We're delighted to share with you some findings from our members interested in pursuing a career in banking & finance. The data presented in this mini-report is taken from our annual survey, *What do graduates want? 2021/22*, of 15,158 members. This report focuses on the 2,347 members who identified Banking & Finance as the sector they are most keen to pursue after university.

We will reference data from the main report to compare to the averages across all students. If you're interested in our main report, find it [just here](#).



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>> About the respondents

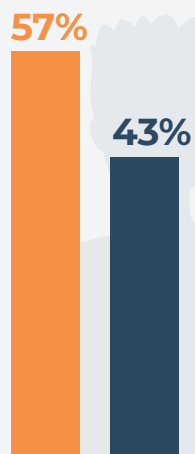
15,158

total
respondents

2,347

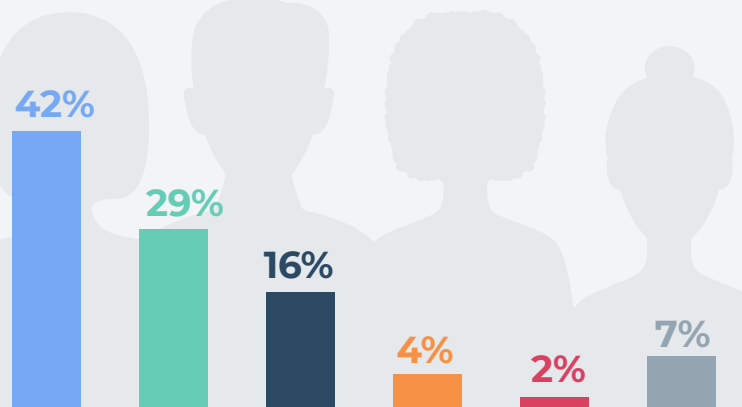
respondents most
interested in going
into banking &
finance

Gender



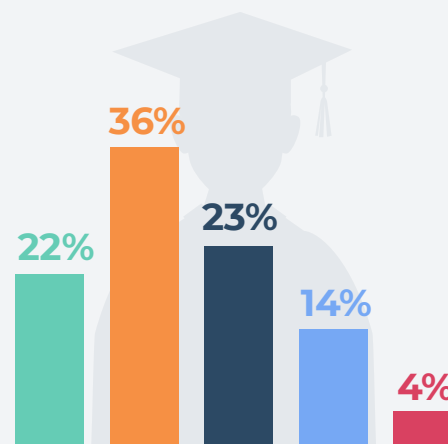
Female Male

Ethnicity



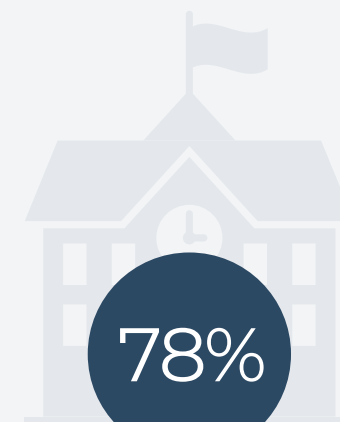
White Asian Black Heritage (BH) Multiple Ethnic background Arab Other / Prefer not to say

Graduation year



2020 2021 2022 2023 2024+

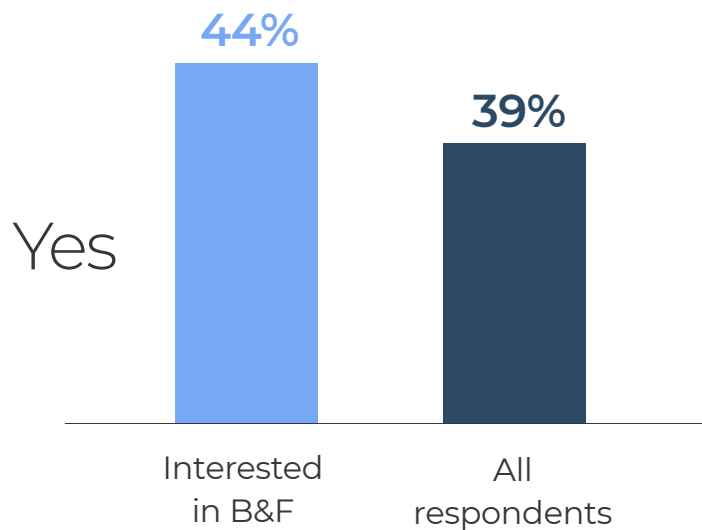
Education background (UK students)



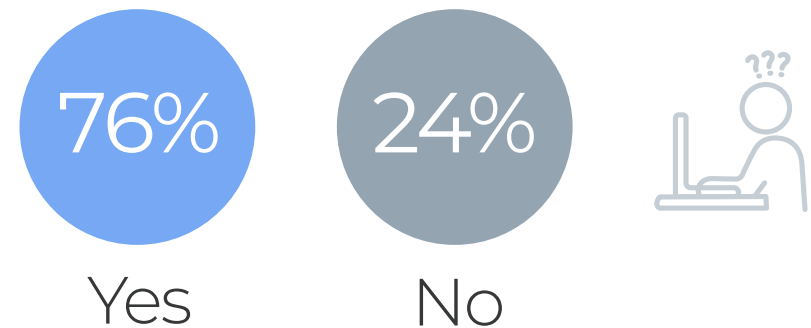
State school
(incl. Grammar)

>> Confidence and barriers

Q Are you confident about **securing a graduate role** after university?



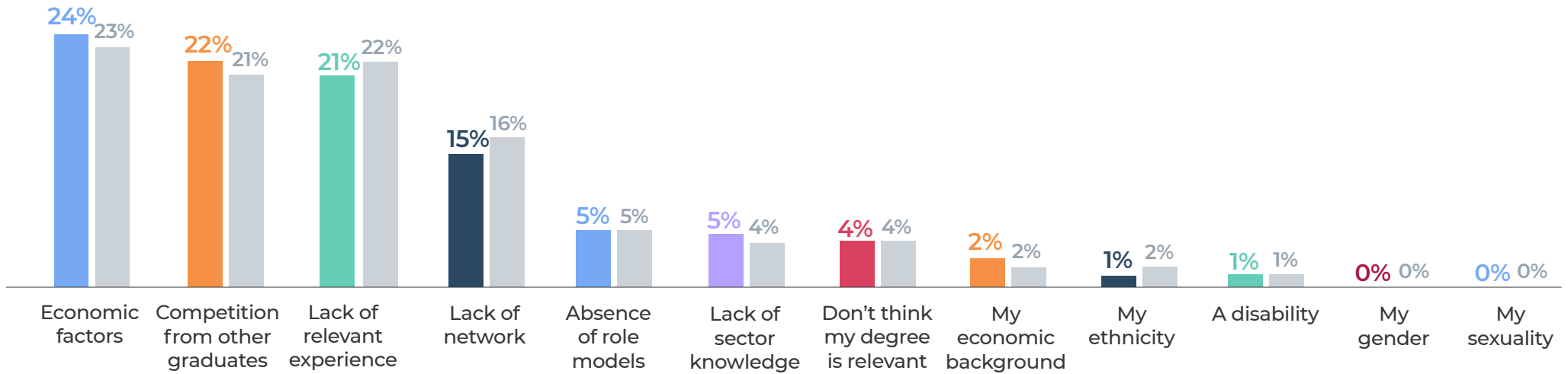
Q Do you feel that you've **struggled to connect with employers** due to COVID-19 restrictions?



Researcher notes

Confidence is slightly higher amongst members interested in banking & finance compared to the average, but there's still a strong feeling that they haven't been able to connect with employers in the sector since the pandemic started. This is something which is likely to have a long term impact on confidence if it continues.

Q What are the **biggest barriers** to pursuing a career in banking and finance?



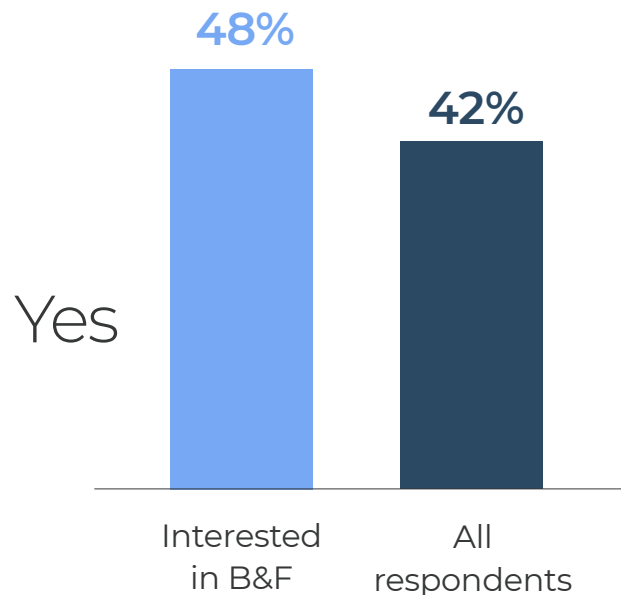
■ Answers from all respondents

Those interested in banking & finance are currently most likely to be worried about economic factors – the pandemic will be having a huge impact on this, but also the uncertainty in the industry caused by Brexit.

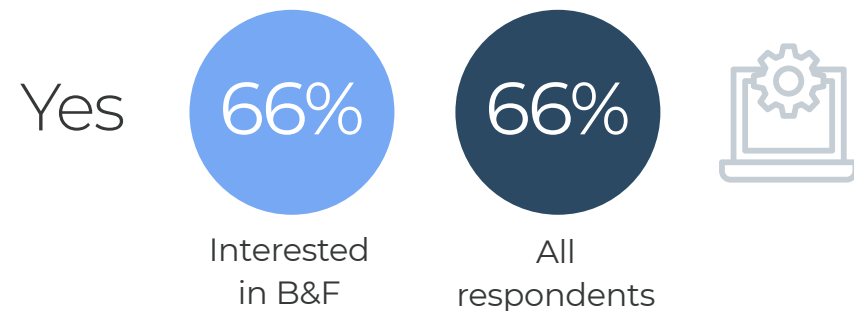


>> Skills to go into banking & finance

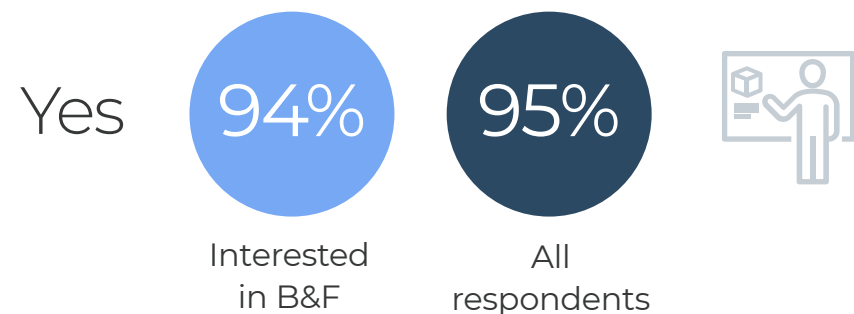
Q Do you **feel prepared** to enter the world of work?



Q Do you feel you have the required level of **digital skills** to enter the working world?



Q Should graduate employers be supporting the student population with **upskilling** during university?



Q What do you think **graduate employers value most** in candidates?

Answers from students

	Interested in B&F	All respondents
Existing industry experience	1	1
A 2.1 or above in their degree	2	2
Communication skills	3	3
Passion for the business	4	4
Confidence	5	6
Problem-solving skills	6	7
Commercial awareness	7	5
Teamwork	8	8
Leadership skills	9	9
Organisation & team management skills	10	11
Resilience	11	10

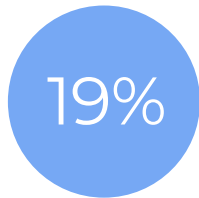


Researcher notes

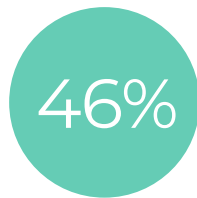
Good academics and existing industry experience are seen as a gateway into a career in banking and finance. Many firms now put higher importance on transferrable skills gained from a range of experience, rather than just formal internships – communicating this clearly will support firms getting more applicants from a range of backgrounds. Also, resilience isn't seen as particularly important by students – something which is likely to be crucial as they start a career in the sector.

>> Being an attractive employer

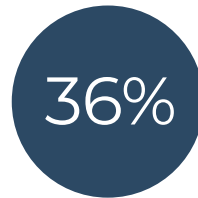
Q How important is it to **meet a firm's representatives** before applying for a role with them?



Not that important

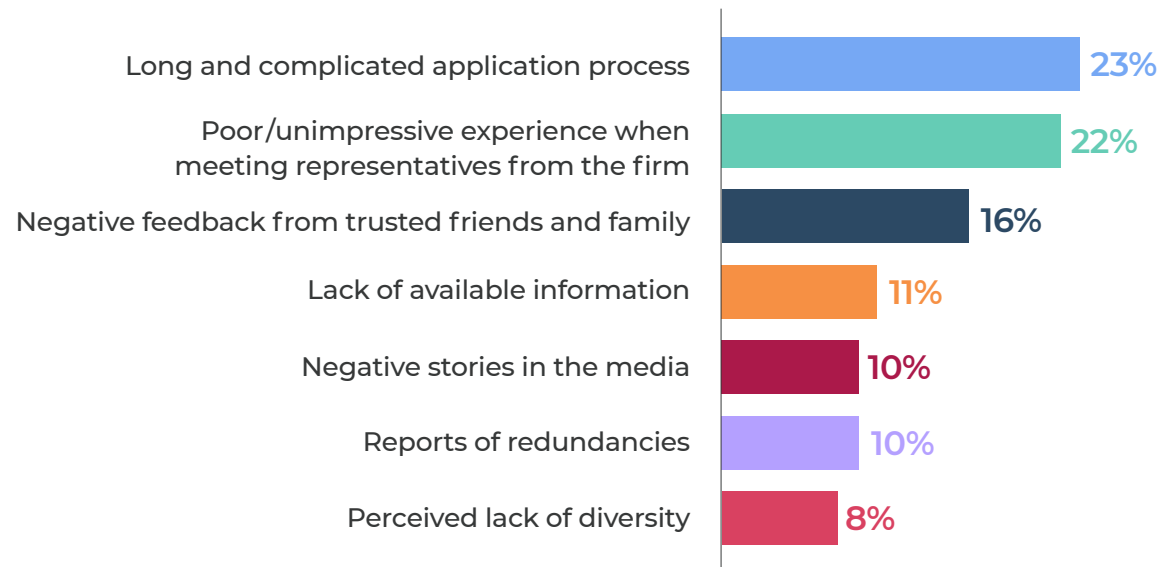


Quite important



Very important

Q What is most likely to **put you off** applying to an employer?



>> The application process

Q Which part of an application process would **worry you most**?

	Interested in B&F	All respondents
A presentation	7%	9%
Application form	5%	8%
Automated video interview	28%	20%
Case study task	6%	6%
Face-to-face interview	20%	21%
Group exercise	7%	7%
Psychometric tests	19%	20%
Situational judgement tests	8%	9%

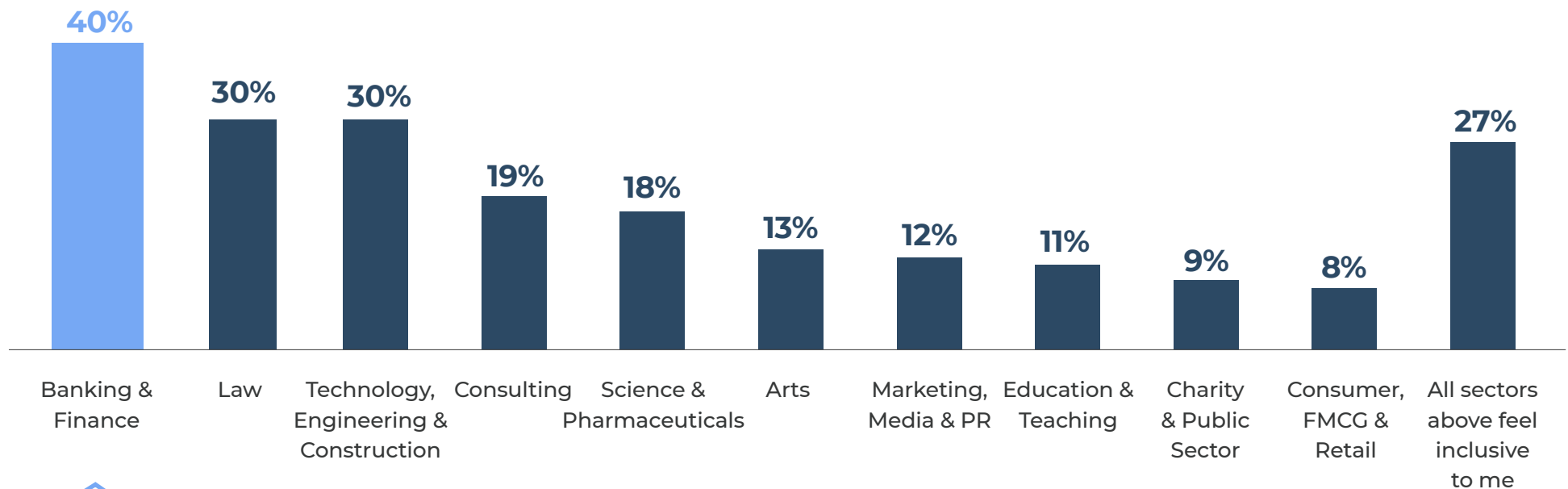
Almost half of those interested in banking are most worried about either a video or face-to-face interview.



>> The importance of diversity and inclusion

Q Are there any sectors which you perceive as **lacking diversity and inclusivity**?

Answers from across the whole student population that were surveyed



4 in 10 of the wider student population perceived the banking & finance sector as lacking diversity and inclusivity.

Respondents ticked all the sectors they felt lacked diversity and inclusion

Case study

A multi-channel approach for hard to reach talent

Goldman Sachs

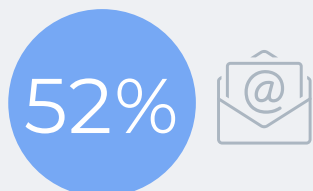
Objective

Goldman Sachs were looking for a multi-touch campaign approach with the aim of engaging with a diverse range of students – STEM students, social mobility, women and Black, Asian or Minority Ethnic talent.

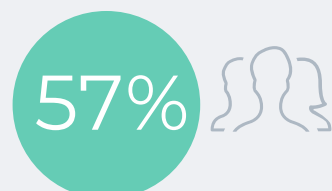
Solution

- ✓ A premium profile on the Bright Network platform, featuring opportunities and showcasing the firm.
- ✓ Targeted digital activation campaign, including seven emails with focused calls to action to diverse groups.
- ✓ Events presence at Bright Network FESTIVAL and targeted diversity events, such as Women in TEC.

Results



average open-rate
on targeted
emails sent



of applications were from
a Black, Asian or Minority
Ethnic background

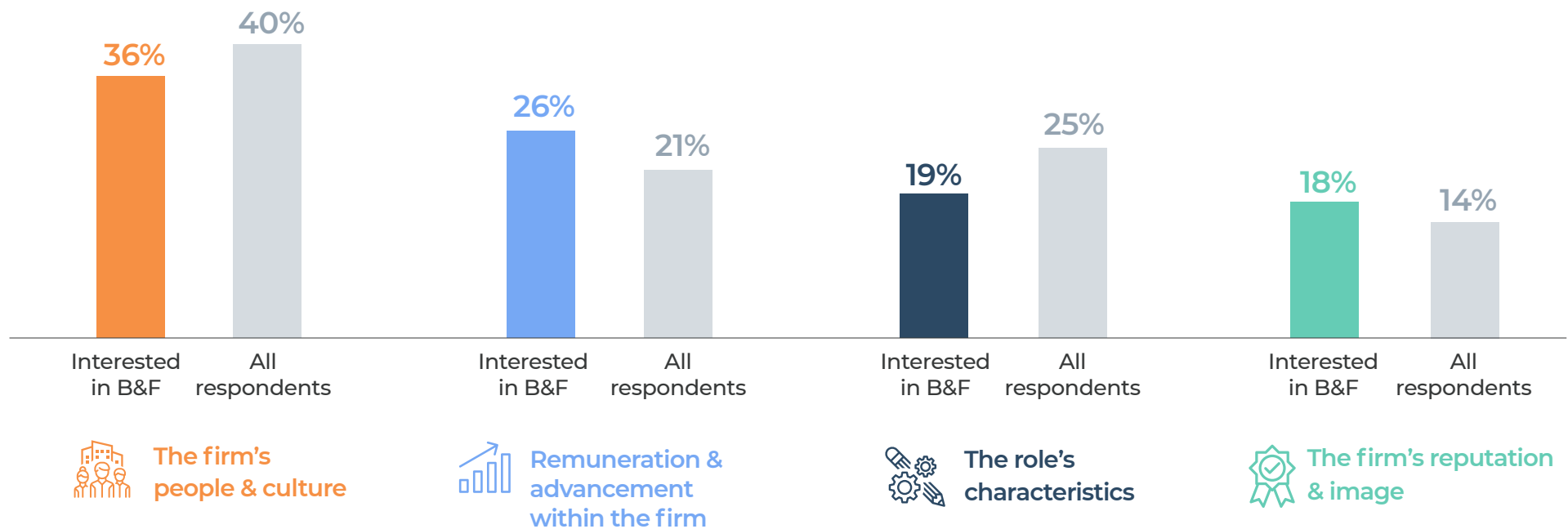


successful hires, who are
still active in the Bright
Network alumni network



>> A graduate role in banking and finance

Q What is **most important to you** when choosing a graduate role?



Remuneration & advancement within the firm is much more likely to be important to members going into banking & finance compared to other sectors.

Q What is your **expected basic annual salary** in your first job after graduating?



Interested
in B&F



All
respondents

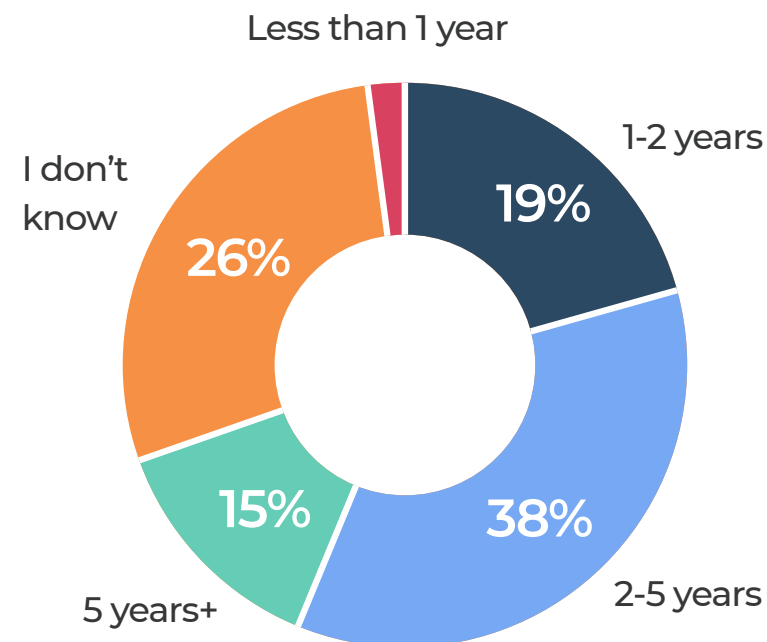


Researcher notes

Given the starting salary for finance and banking graduate schemes tend to be some of the highest around, it's not surprising that those interested in the sector expect a higher salary than average.

*Respondents were asked to enter a figure for their expected salary.
To calculate the respected averages, 10% of the highest and lowest answers
were removed and the remaining figures were used to calculate the averages.*

Q How long do you **plan to stay with your first/graduate banking & finance employer?**



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- » See how you benchmark in your industry
- » Monitor how your diversity initiatives are resonating
- » Get executive reports to enhance your campaigns



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employers@brightnetwork.co.uk
to see it in action.

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