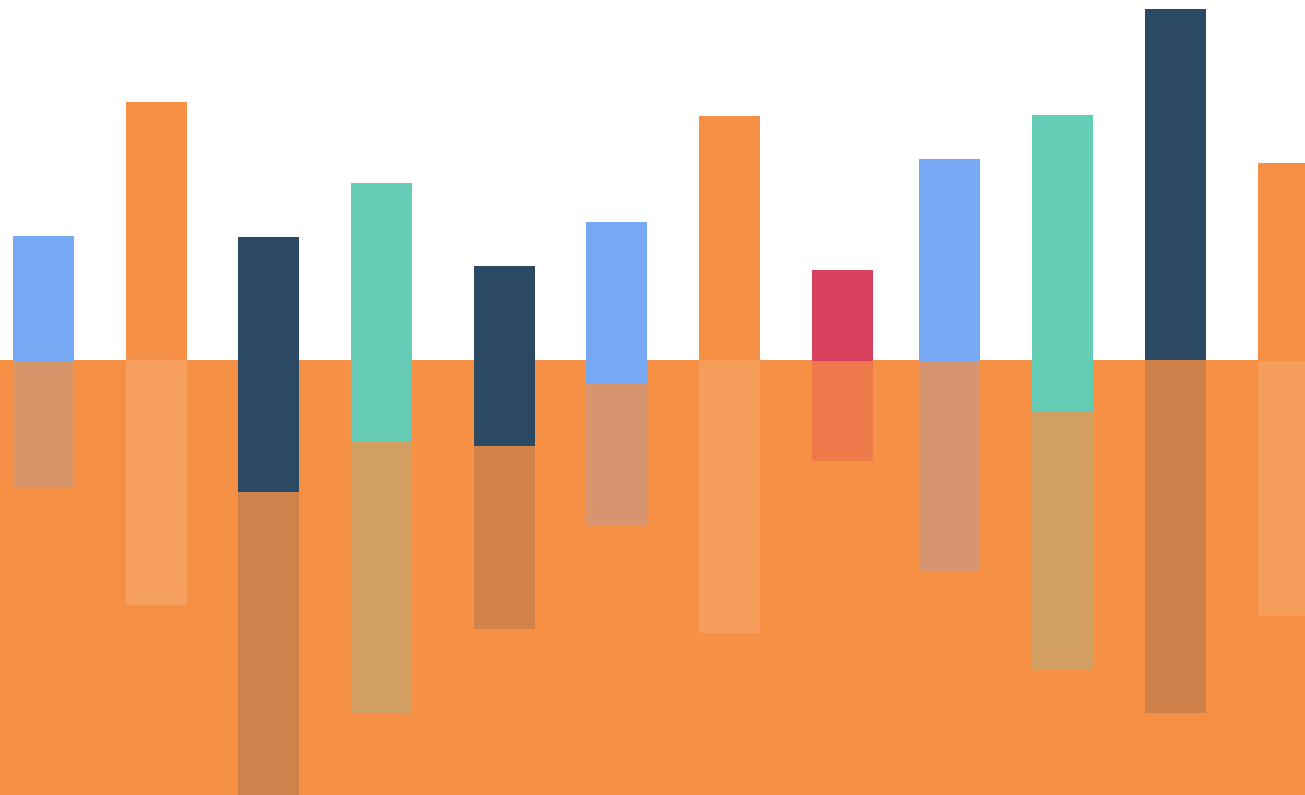


What do graduates want? 2021/22

# Sector-focused insights: Charity and Public Sector





## >> The report

We're delighted to share with you some findings from our members interested in pursuing a career in the charity & public sector. 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 703 members who identified Charity & Public Sector 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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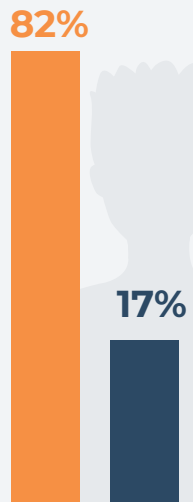
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Marketing Director & Head of Research  
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# >> About the respondents

15,158  
total  
respondents

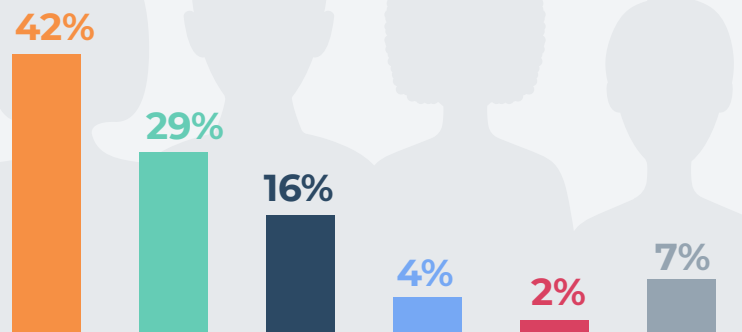
703  
respondents most  
interested in going  
into charity &  
public sector

Gender



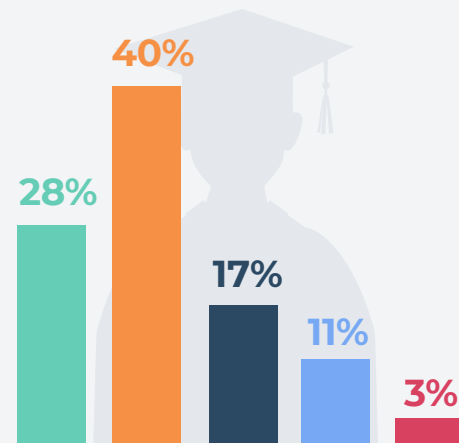
Female Male

Ethnicity



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

Graduation year



2020 2021 2022 2023 2024+

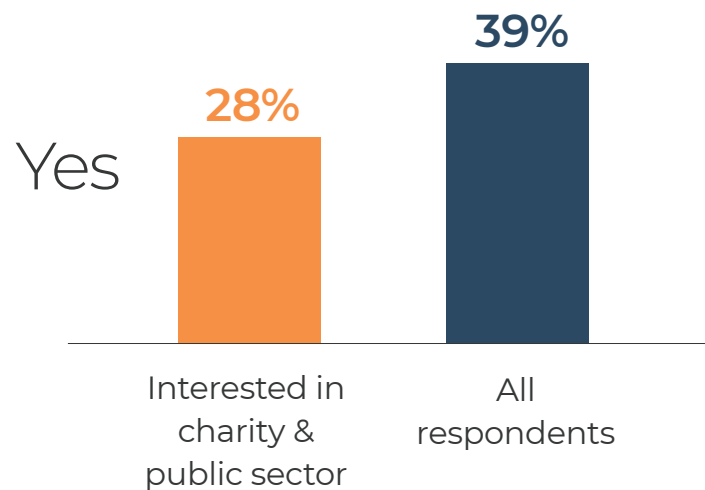
Education background  
(UK students)

83%

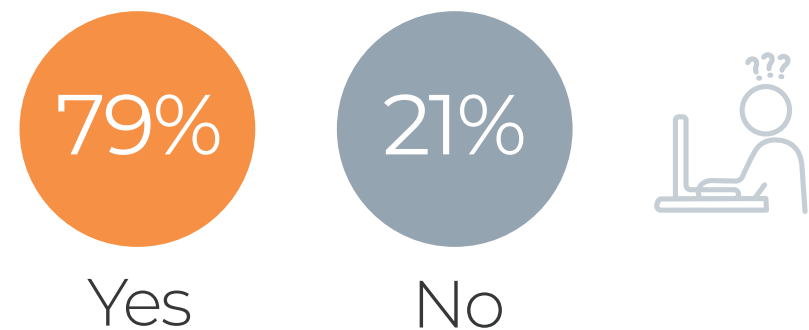
State school  
(incl. Grammar)

# >> Confidence and barriers

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



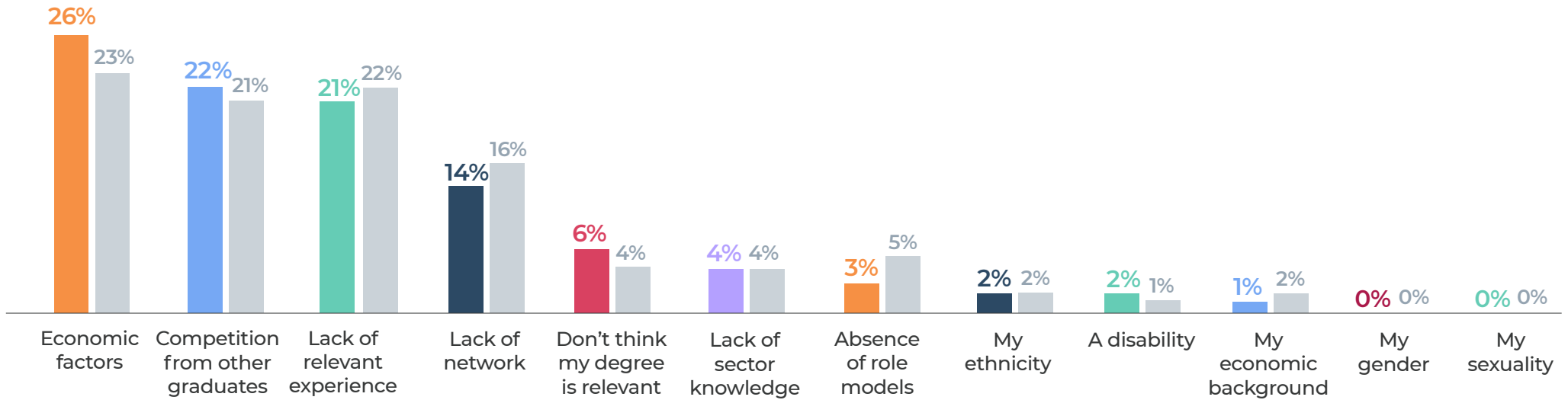
**Q** Do you feel that you've **struggled to connect with employers** due to COVID-19 restrictions?



## Researcher notes

Confidence is significantly lower amongst those most interested in the charity and public sector. Graduates are struggling to connect with employers and lack information about the opportunities available in the "new normal".

**Q** What are the **biggest barriers** to pursuing a career in charity & public sector?



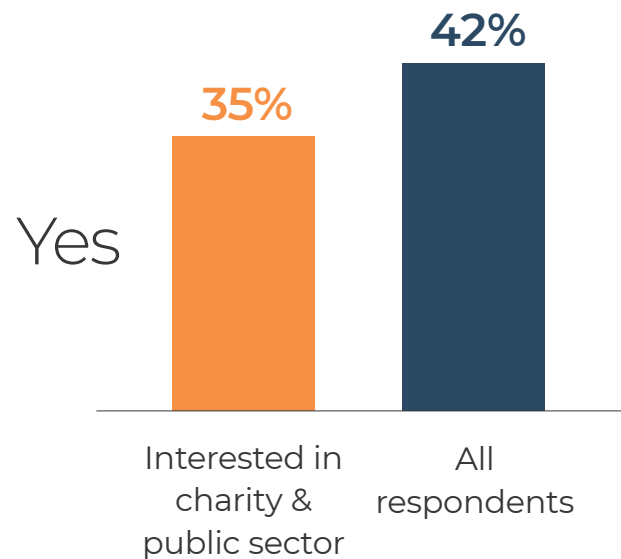
■ Answers from all respondents

Those interested in the charity and public sector are currently most likely to be worried about economic factors, but there's still many most worried about competition from others, especially if they feel they lack experience.



# >> Skills to go into charity & public sector

**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?

Yes

64%

Interested in  
charity &  
public sector

66%

All  
respondents



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

Yes

94%

Interested in  
charity &  
public sector

95%

All  
respondents



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

*Answers from students*

	Interested in charity & public sector	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
Leadership skills	8	9
Organisation & team management skills	9	11
Resilience	10	10
Teamwork	11	8



### Researcher notes

Good academics and existing industry experience are seen as a gateway into a career in the charity and public sector. Many organisations 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 and teamwork aren't seen as particularly important by students – attributes which are likely to be crucial as they start a career in the sector.

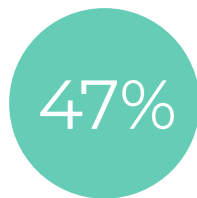


# >> Being an attractive employer

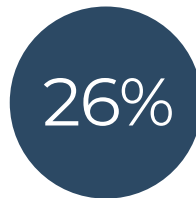
**Q** How important is it to **meet a firm's representatives** before applying for a role with them?



Not that important

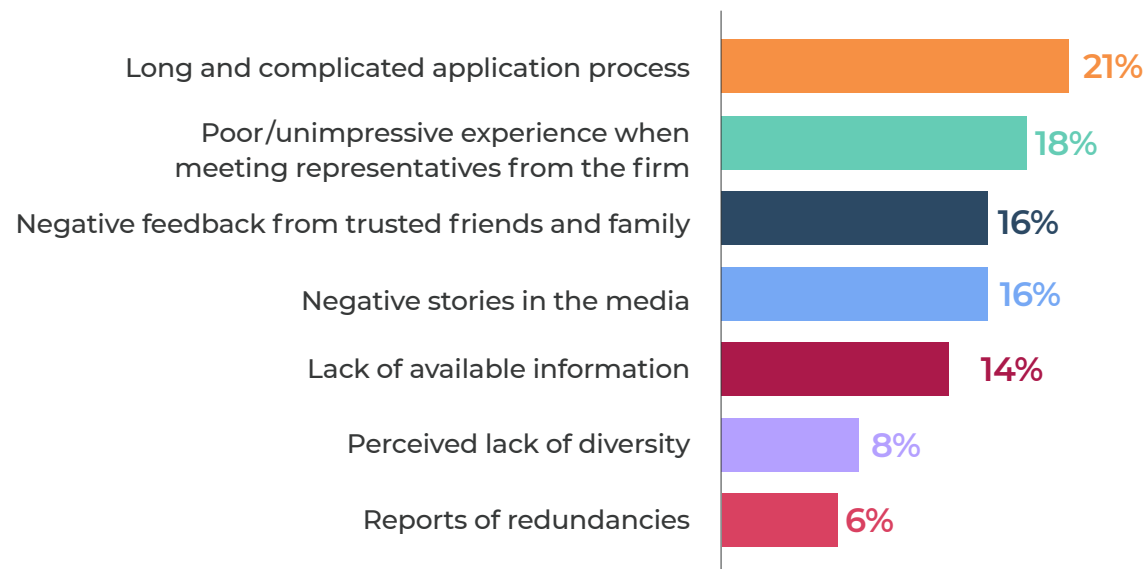


Quite important



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 charity & public sector	All respondents
A presentation	9%	9%
Application form	7%	8%
Automated video interview	20%	20%
Case study task	3%	6%
Face-to-face interview	19%	21%
Group exercise	10%	7%
Psychometric tests	18%	20%
Situational judgement tests	14%	9%

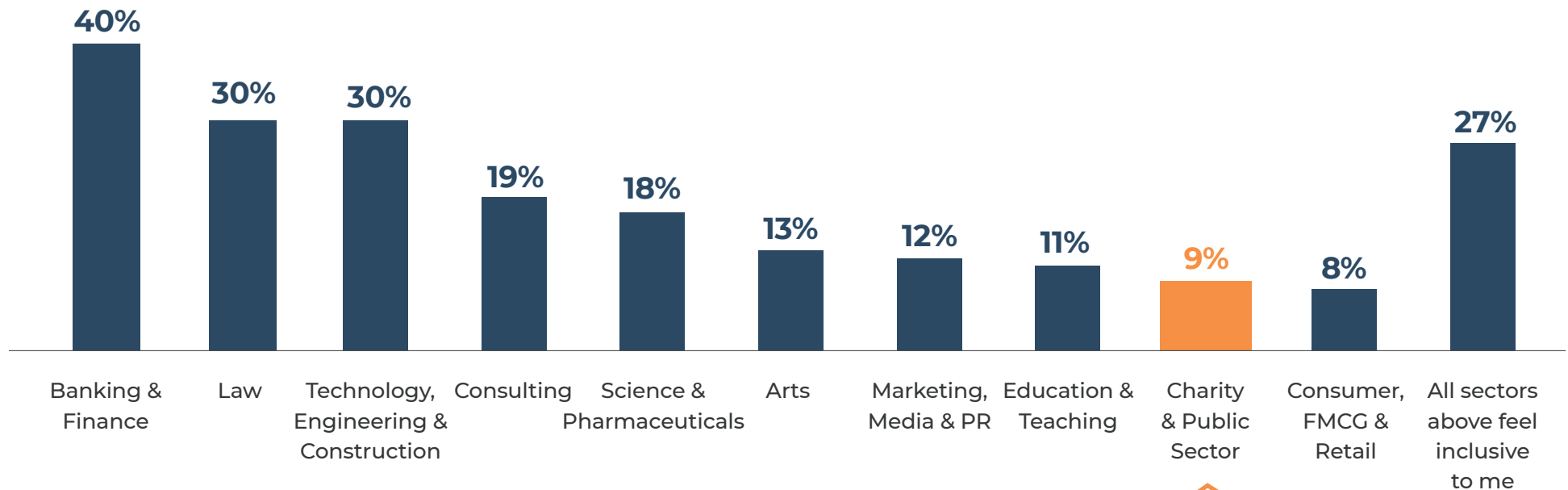
Almost those interested in the charity and public sector, there's a real mix of what graduates are most worried about when it comes to the application process.



# >> 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*



Generally, the charity and public sector is seen by many as being inclusive, but there's still work to be done to ensure everyone has this view.

*Respondents ticked all the sectors they felt lacked diversity and inclusion*

# Case study

**POLICE:NOW**  
INFLUENCE FOR GENERATIONS

## Police Now focus group

### Objective

Run a focus group with 12 attendees from diverse backgrounds, a mix of grad years and sector interests to give feedback on Police Now's 2019/20 marketing campaign.

### Solution

- ✓ Comparing the marketing of three campaigns, the group of 15 participants were disengaged with one
- ✓ The campaign significantly changed as a result, including a new tagline – “You’ll be there. Visible, reliable, proud”
- ✓ Full report and recording sent to Police Now’s team

### Results



attendees on  
the day



of the Police Now  
team were  
involved

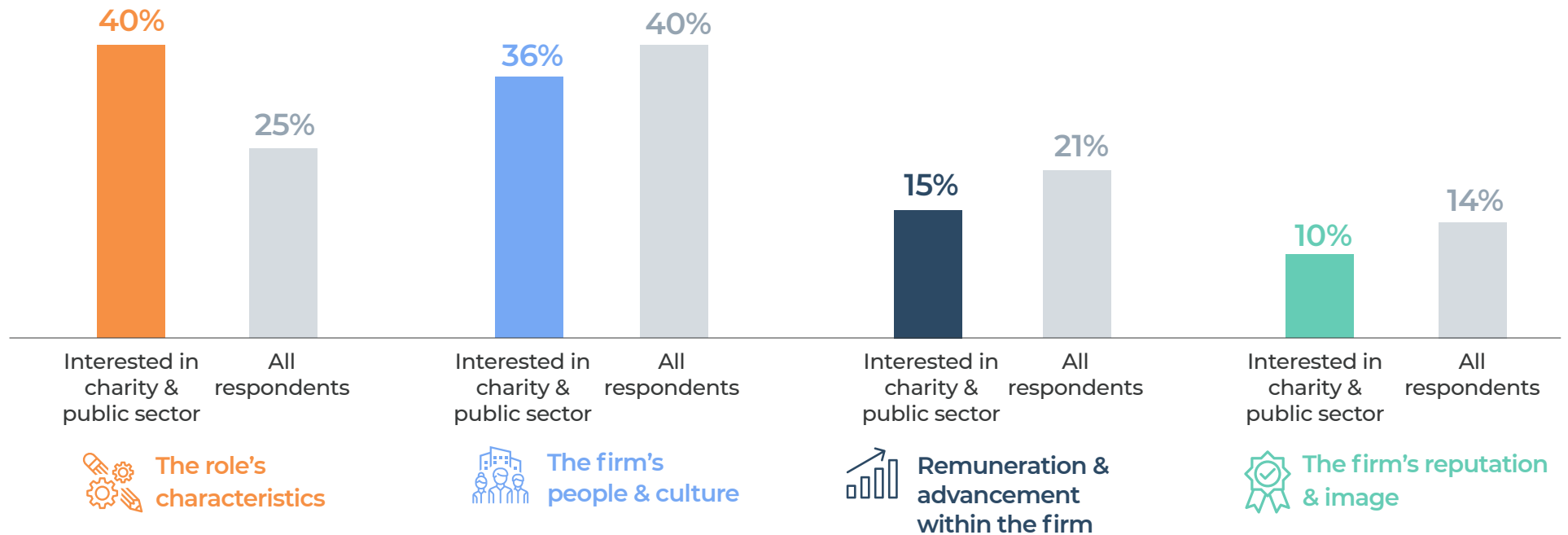


won by Police Now  
for their marketing  
campaign



# >> A graduate role in charity & public sector

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



The role's characteristics are much more important to those interested in the charity and public sector – employers need to really define their graduate offering to attract talent.

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



Interested in  
charity &  
public sector



All  
respondents

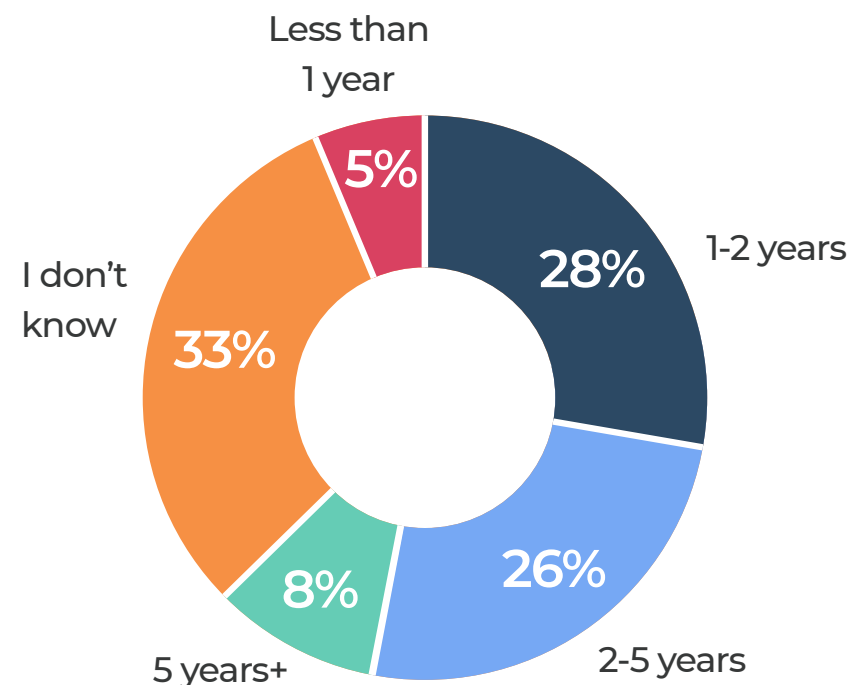


#### Researcher notes

On average, those interested in the charity and public sector expect a less good salary than across the whole student population.

*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 charity & public sector employer?**



# Bright Network TALENT TRACKER

Your real-time analytics tool to track marketing and attraction campaigns

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



Contact your account manager or  
**[employers@brightnetwork.co.uk](mailto:employers@brightnetwork.co.uk)**  
to see it in action.

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