



GRADUATELAND

How to recruit the future of your company?

Thomas Swan Bittencourt
Head of International Business



GRADUATELAND

Who am I?

Why should you listen to me?

Goal

Update you on the main **recruitment trends** and **best practices** in the junior recruitment industry and provide you with a **recommendations** on how to recruit the future of your company.

Why?

Expectation

Reality





Agenda

- Candidate trends
- Company best practices
- University development
- Recommendations

COMMUNITY



GRADUATELAND

Candidates



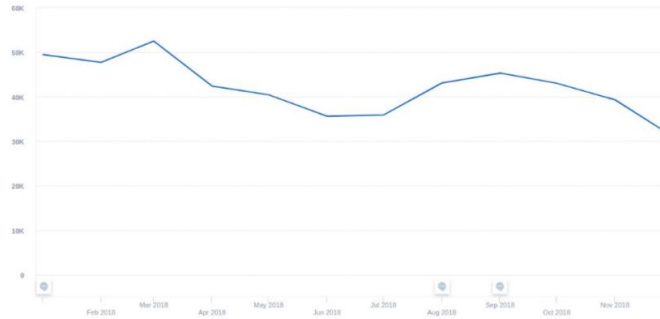
Yearly European Activity



Viewed job post

Jan 1, 2018 — Dec 31, 2018

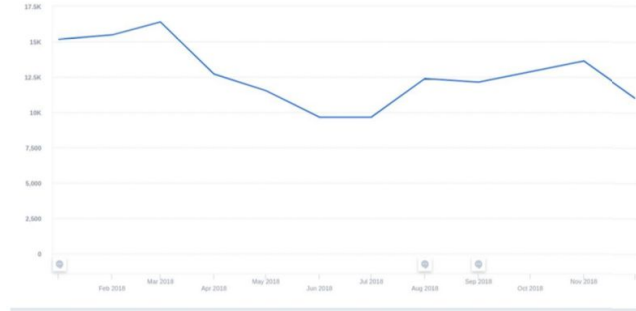
Linear



Apply for job

Jan 1, 2018 — Dec 31, 2018

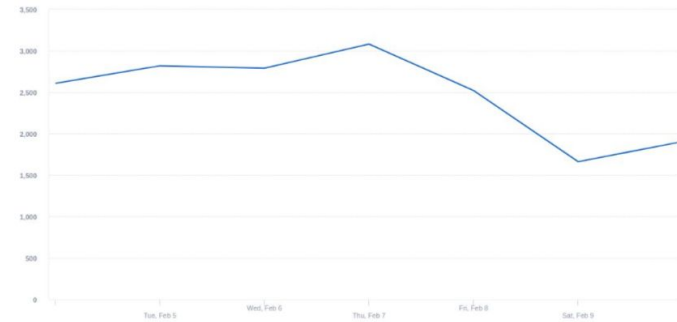
Linear



Viewed job post

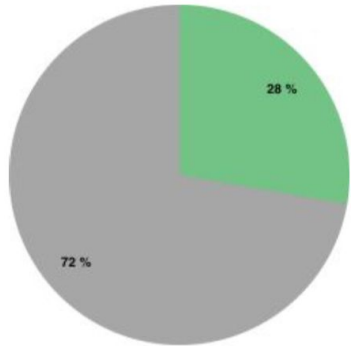
Feb 4, 2019 — Feb 10, 2019

Linear



User Behaviour 2019

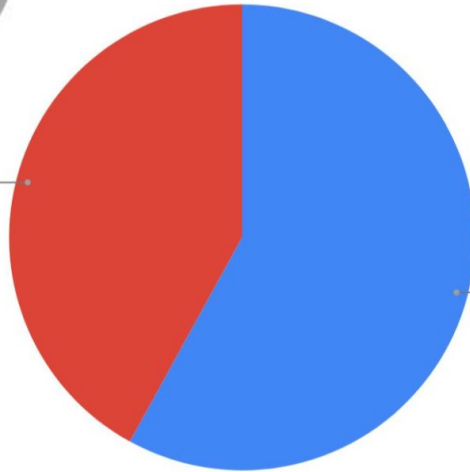
2017



● Mobile ● Desktop

Mobile
42.0%

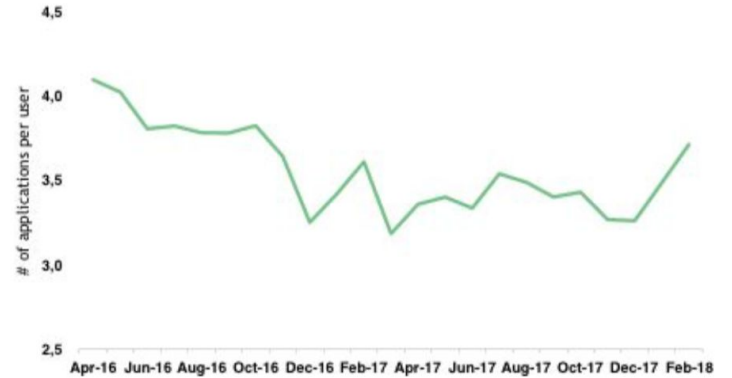
2019



Desktop
58.0%

14% increase

How many applications do they send out monthly?



On average **4** applications monthly per candidate

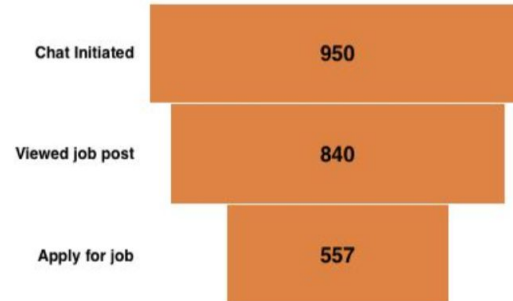
User Behaviour 2019

How many candidates seek information on the employer before applying?

1 in every **4** candidates

Does online engagement increase the chances of candidates applying for a job?

58% of candidates that engage online continue to apply to the opportunity







COMMUNITY



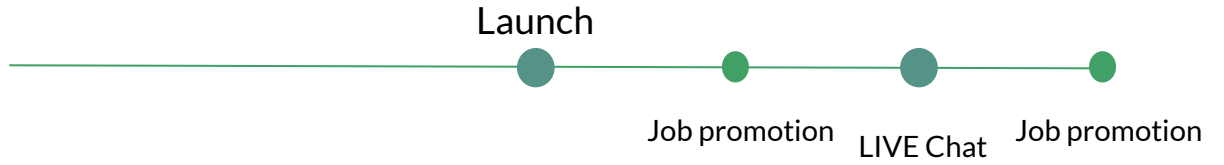
GRADUATELAND

Employers



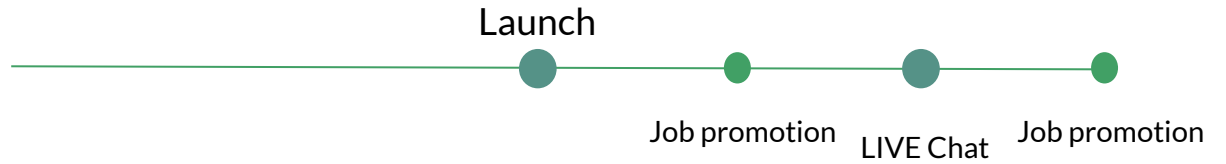
Their **challenge** was to deal with the **salary gap** and the difference in **work conditions** for **temporary jobs**.

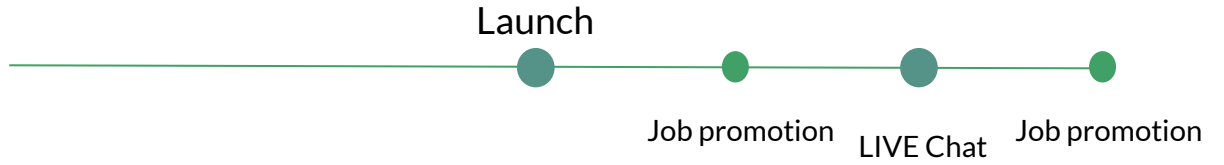




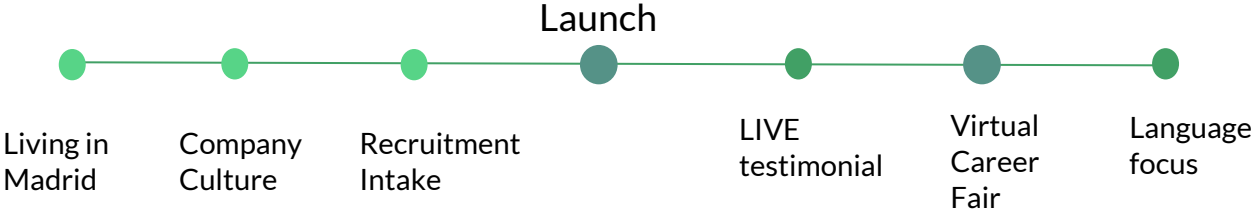
2018

- 6,864 total job views
- 84 total apply clicks





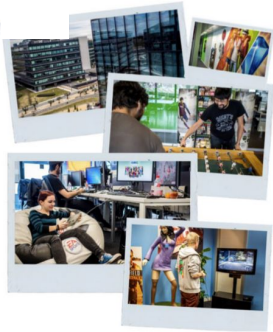
2019



2019

 GRADUATELAND

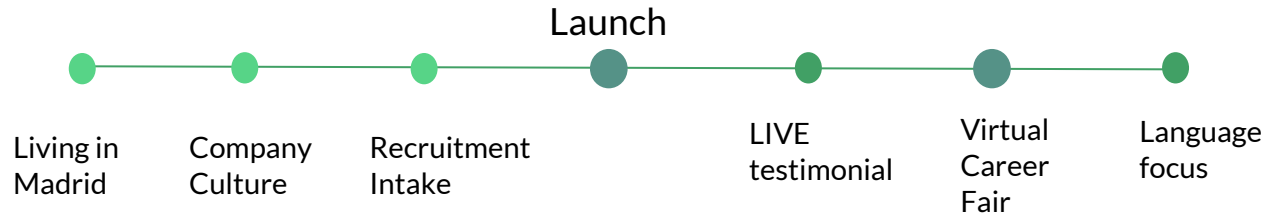
WELCOME TO



is looking for Videogame Testers to work in Madrid

is the most important international localization studio for video games in Europe and we want YOU to join us this summer! We need candidates with superb language skills, attention to detail and above all...candidates that can play as hard as they work!

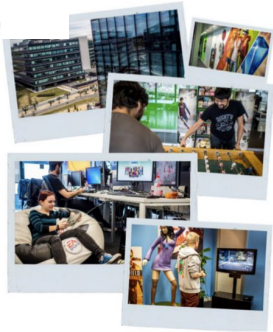
Working in another country provides a unique opportunity to get to know a new place, new people, and enjoy new experiences. is home to a mix of cultures, creating a unique and engaging workplace. As a global company, offers a multicultural working environment and the Madrid office has the highest number of nationalities working alongside each other.



2019

 GRADUATELAND

WELCOME TO

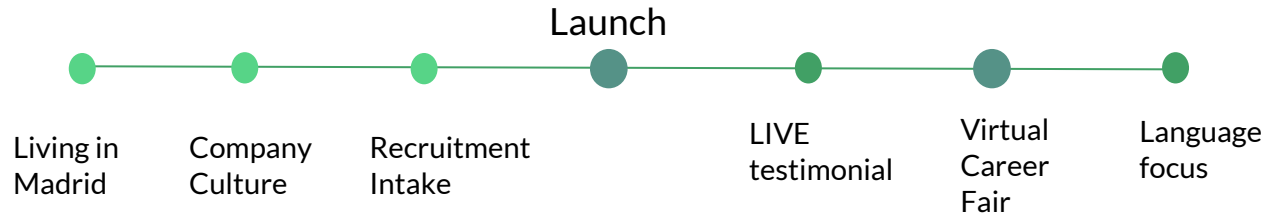


is looking for Videogame Testers to work in Madrid

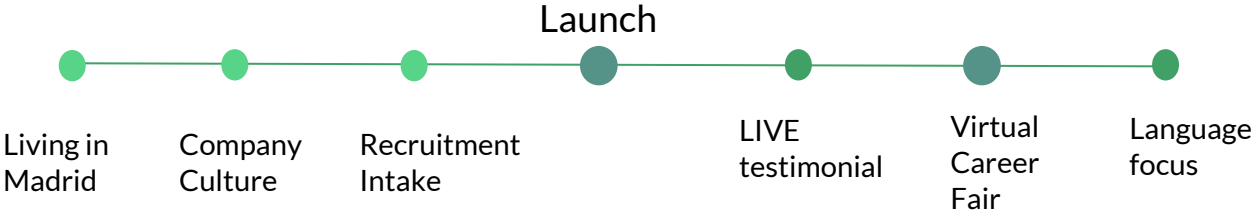
is the most important international localization studio for video games in Europe and we want YOU to join us this summer! We need candidates with superb language skills, attention to detail and above all...candidates that can play as hard as they work!

Working in another country provides a unique opportunity to get to know a new place, new people, and enjoy new experiences. I

is home to a mix of cultures, creating a unique and engaging workplace. As a global company, offers a multicultural working environment and the Madrid office has the highest number of nationalities working alongside each other.



2019



2019



Overview Jobs (887) Video (5) More

Open role

28 1,438 followers 1 job in electronic
Video game Tester in Madrid

View my profile
Follow Electronic Arts (EA)



EA's main localization studio sits in Madrid, Spain, a city full of diverse cultures, modern buildings, and the beauty and beauty of activity. The office is located in a modern business park on the outskirts of the city. Close to major roads and public transport, the business park offers a wide range of options during and after business hours. From landscaped terraces to a jogging circuit, tennis courts, restaurants and a hotel.

The localization studio works hard to provide hundreds of localized versions of EA's titles to countries in Europe, the Near East and South America. EA has built a leading edge technology center in Spain that covers needs for both current and next-generation platforms.

EA Madrid is also home to many of EA's other important teams, including Compliance & Certification, International Publishing, HR & Facilities, IT and Finance.

On any given day in our Madrid office, you're likely to hear conversations in anything from French or Arabic to Hungarian or Turkish. With a multicultural launch team in Madrid, with over twenty different nationalities represented, and even more during the summer months. Each year between May and August, we hire over 200 Video Game Testers to test our latest releases, making sure they are nothing less than perfect before launch! Here you'll find a dynamic, young and multicultural environment where each employee plays an important role in this exciting organization.



Where is the job located?

The job will be based in Madrid where you would enjoy the fantastic weather and the amazing view of the city during the summer. Our office is located at the Avda de Pablos de Elanco in Madrid about 30 minutes from the city center.

How long does the contract last for?

The contract usually lasts for 3 months depending on the project. Based on your performance and new projects coming your contract might be extended but this is not guaranteed.

How much will I get paid?

The annual gross salary will be 18,000€. If you are starting outside of Spain you will also get in addition to the salary a relocation package (flight & hotel) & a grant to cover the passport depending where you come from. You can learn about living costs and the Spanish labor laws here: <https://www.expatica.com/usa/ea/working-in-spain/ea-2/>

Launch

Living in Madrid

Company Culture

Recruitment Intake

LIVE testimonial

Virtual Career Fair

Language focus

2019



Snak med ansættende leder 🗨️ 🔊 🔒 ✓ Close chat

29 August 2018

PREETHA VAREED *7 months ago*
Through communication I understand the custom...

Ali Ahsan *7 months ago*
Have a nice day

Zacharias Polonius *7 months ago*
Jeg tror at jeg kan bedst bidrage med det service...

Oscar Tecer *7 months ago*
You wrote: Tak for dine spørgsmål Oscar - vi ser fre...

Sarah Akbari *7 months ago*
Mange tak

Raisa Alahi *8 months ago*
Det er i orden. Mange tak for svar. Med venlig hil...

Hej. Jeg hedder Sarah Akbari. Jeg fik Email om i er interesseret at tale med mig om ledige stillinger I har
Sent at 14:03

Hej Sarah, tak for din besked. Det er helt korrekt! Vi søger 3 profiler til vores afdeling
Sent at 14:04

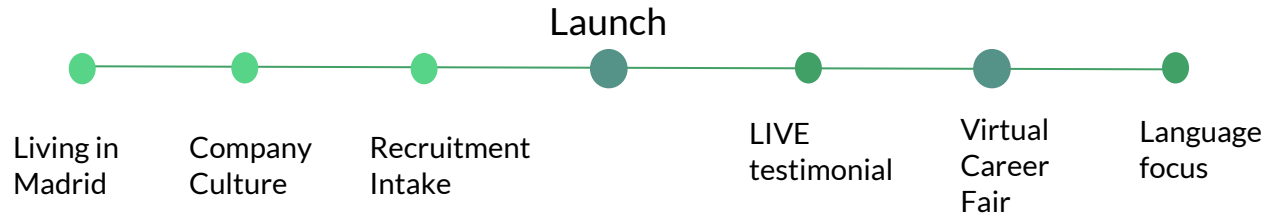
Dejligt
Sent at 14:04

Men jeg er lidt forvirret. Har i set mit cv her ?
Sent at 14:05

Type your message... Send

2019

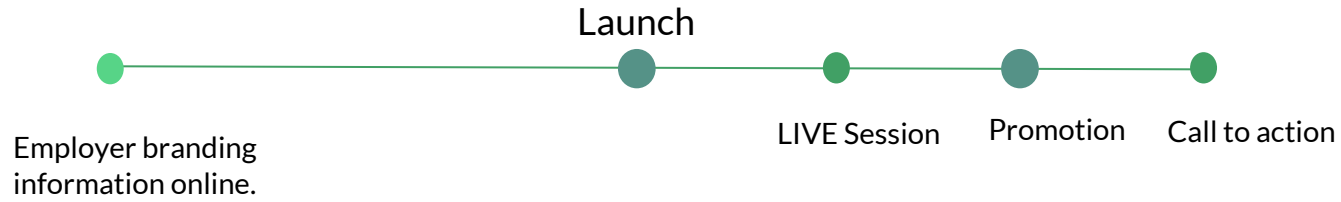
- 28,930 total job views
- 127 total apply clicks





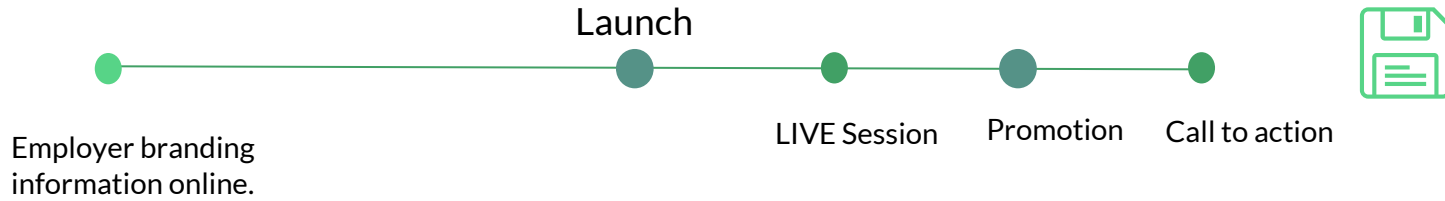
Deconstruct the formal barrier of an older, more **traditional** organization





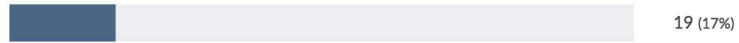
2018

- 13,182 total job views
- 351 total apply clicks



How come you did not apply for a spring internship position at the EIB?

A. *I am not interested in internship positions*



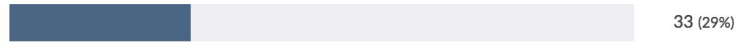
B. *I do not want to work for the European Investment Bank*



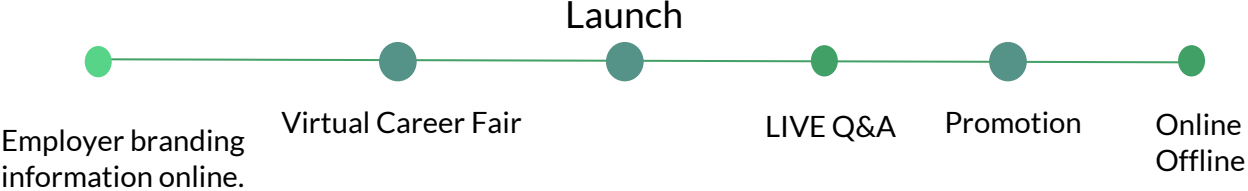
C. *I did not find the internship(s) interesting*



D. *I did not meet the application requirements*



2019



Graduateland Virtual Career Fair 2017

Start conversations with companies and learn about new opportunities.
The companies are filtered by relevant jobs that matches your profile.

Conversations started
59 +9 this hour

Total companies online
42 -3 this hour

Current participants
294 +32 this hour

CBRE

Deloitte

accenture

ACCURA

42 companies online now

Sort by Relevant jobs

Career Fair **accenture** Online ✓

Accenture
Consulting

Relevant jobs	Followers	Currently waiting
24	5.112	11 users

Career Fair **ACCURA** Online ✓

Accura
Multiple industries

Relevant jobs	Followers	Currently waiting
21	1.389	5 users

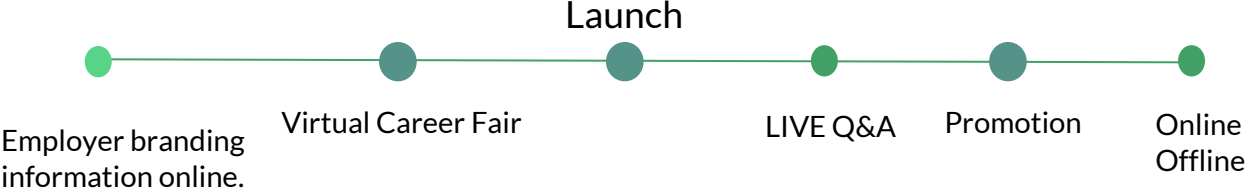
Career Fair **BRITISH AMERICAN TOBACCO** Online ✓

British American Tobacco
Tobacco

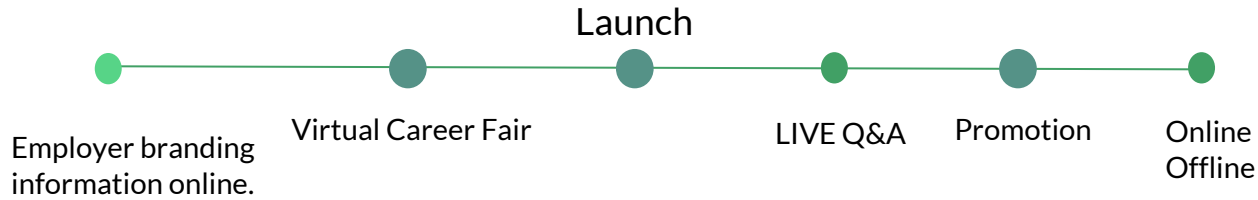
Relevant jobs	Followers	Currently waiting
18	71	1 user



2019



2019



Hi Mathilde,

ACT Commodities is hosting an **in-house event on May 9th at 18:00 CEST in Amsterdam.**

If you're interested in knowing more about ACT Commodities, have a look at their offices, and learn more about **career opportunities** in the company this is a great opportunity to do so.

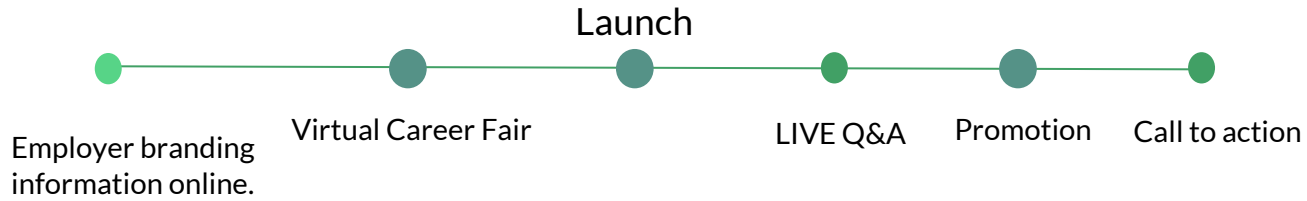
You've been handpicked for this event based on ACT Commodities preferred profile so don't miss this chance to learn more and **stand out!**

Click the button below to learn more and sign up for the event.

[Sign up for the event here](#)

2019

- 13,415 total job views
- 626 total apply clicks



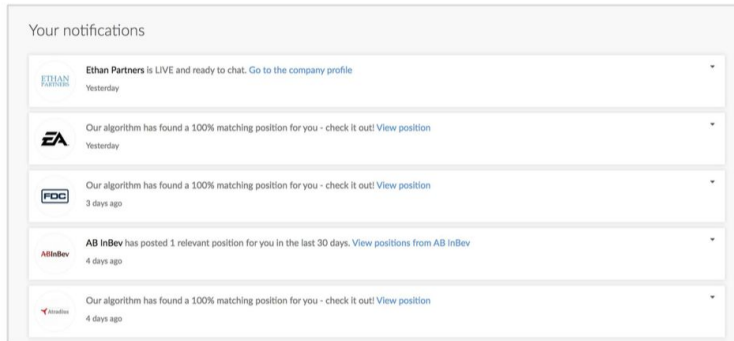


Best Practices - How to go digital

1. Be online when your talent is:

14:00 - 17:30

2. Keep candidates in the loop via our notifications



Your notifications

- Ethan Partners** is LIVE and ready to chat. [Go to the company profile](#)
Yesterday
- EA** Our algorithm has found a 100% matching position for you - check it out! [View position](#)
Yesterday
- FOC** Our algorithm has found a 100% matching position for you - check it out! [View position](#)
3 days ago
- AB InBev** has posted 1 relevant position for you in the last 30 days. [View positions from AB InBev](#)
4 days ago
- Our algorithm has found a 100% matching position for you - check it out! [View position](#)
4 days ago

3. Approach them digitally

Develop **LIVE Sessions** and Join **Virtual Career Fairs** to have an active Employer brand.

Minimizing the gap between expectations and reality by having old trainees sharing their experience.



23
jan

GRADUATELAND

13:00 tot 16:00 CET 58 bedrijven

Graduate VCF 2019

Join the Virtual Career Fair for new and soon-to-be graduates and find the right graduate programme to kickstart your career in 2019/20

COMMUNITY



GRADUATELAND

Universities





- How are you keeping your candidates updated with the industry?
- How are you attracting more students for the future intakes?
- Give the employer a tip on recruiting these candidates.

İTÜ



- Meet companies as part of lectures - practical examples
- Companies develop workshops
- High Tech Summit



- Constantly updating content of education
- Employer's panel (small, medium and large) - employment ticket
- Project collaboration (mini thesis)



İTÜ



- New Study lines "artificial intelligence and data" Increase the number of intake from 30 to 45 and aiming at 65.
- Developing more Masters line, to further develop candidates (show future path).
- 1-2 days events to high school girls



- Branding student life.
- Events and activities: Coding cafe, IT Camp - all girls, Student for a day (aiming at high school students) and having students available online.
- LIFE after İTÜ - instagram take over.



İTÜ



- More Junior opportunities
- More touch points
- Provide candidates with knowledge



- All students are already getting headhunted so be proactive
- Be flexible with profiles because they can learn new skills
- Digital with a touch of focus on group work.

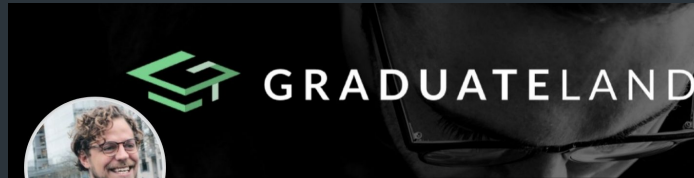



Concrete takeaways

- **Be proactive** - start early
- **Don't be corporate** - be casual
- **Be flexible** - candidates have a hard time fitting into boxes
- **Increase your reach** - go for motivation
- **Be online but be human ;)**




GRADUATELAND









Thomas Swan Bittencourt
Head of International Business at Graduateland
Copenhagen, Capital Region, Denmark

[Add profile section](#) [More...](#)

 [in](#)

-  Graduateland
-  Copenhagen Business Academy
-  See contact info
-  See connections (500+)



GRADUATELAND

Thank you