

Procedures for Coordinating Employer Recruitment Campaigns



THE UNIVERSITY OF
MELBOURNE

These *Procedures* are designed to ensure effective communication and collaboration between Careers & Employment, faculty/departmental staff, student societies and employers in the coordination of employer recruitment campaigns across campus and off-shore. This includes advertising employment opportunities and conducting career and employment related events and activities.

At all times, it is important that the University community provides employers with a unified and systematic approach to their recruitment campaigns in order to facilitate optimal employment outcomes for our students.

Your cooperation is vital in ensuring that the procedures are followed for the benefit of all key stakeholders.

Careers & Employment (C&E) holds the **key responsibility** within the Parkville campus of the University of Melbourne for liaising with employers to coordinate and/or organise their **recruitment** campaigns on campus and off-shore*. This includes **providing advice on the appropriate disciplines for their employment sector, devising marketing plans and developing effective strategies such as mailouts/emails, careers fairs, information sessions, industry events, on-campus interviews, barbecues/networking sessions and career workshops/presentations.** (It does not extend to faculty/department placement programs, industry liaison for curriculum development, research, scholarships, sponsorship and commercialisation, and contact with alumni.)

- **Planning and scheduling of events/activities**

C&E's *Careers Online* database incorporates a calendar, which displays all career and employment related events/activities occurring on any day or evening throughout the year. Faculty/departmental staff and student societies organising such events/activities are required to view the calendar to ensure their events/activities do not interfere with the academic timetable, and do not clash with or negatively impact upon the scheduling of other similar events/activities.

Student Societies can complement the work of C&E by organising their own industry events, barbecues and networking sessions. However, they must **not duplicate** the employer recruitment sessions, events/activities conducted by C&E and the timing of these events needs to be coordinated through C&E

It is also important to allow adequate lead-up time to market events/activities, provide employers with an opportunity to prepare their presentation and enable students to juggle their commitments so they can attend.

Faculty/departmental staff should lodge their career and employment related events/activities directly on *Careers Online*. Student societies should advise C&E's Graduate Employment Coordinator, Ms Kate Lefoe (phone 8344 6549; email klefoe@unimelb.edu.au) of the proposed timing of their career and employment related events/activities. She can then list them on the *Careers Online* calendar (please contact C&E as soon as possible, in case re-scheduling is required). Employers should check with C&E to determine if there are any event clashes, which may affect them.

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CRICOS Provider Code: 00116K

- **Critical times when clashes occur**

Lunchtime (12-2pm) and after hours (particularly 5-7pm) employer information sessions/events/activities need to be closely coordinated through C&E. This is where **clashes** are most likely to occur and where it is critical that appropriate scheduling is in place. Employers can then be assured of maximum attendance and students will have the opportunity to learn about opportunities from various employers of interest.

- **Assistance with organising and advertising events/activities**

C&E can advise on how best to organise career and employment related events/activities including the most appropriate theatre bookings, equipment requirements, compliance issues and parking arrangements.

Faculty/departmental staff and student societies organising career and employment related events/activities can choose to capitalise on the enormous student usage of *Careers Online* to advertise their events/activities. Alternatively, viewing of these events/activities can be restricted to C&E only, if promotion is not required. Events/activities can also be advertised via C&E's weekly, *jobs_careers@unimelb* electronic bulletin, if requested.

C&E provides a mailout/email service to targeted groups of students on behalf of employers. Employers are advised that it is not possible to target only the top 5% or 10% of academic achievers as the University expects that employment opportunities will be open to all suitably qualified students.

- **Advertising of employment vacancies**

C&E's *Careers Online* database is the central point for advertising employment opportunities for undergraduate and postgraduate students and recent graduates. Faculty/departmental staff and student societies who are notified by employers of employment opportunities are required to forward the vacancies to C&E for lodgement on *Careers Online* where they will receive maximum exposure. Internal faculty/departmental vacancies that are relevant to students and recent graduates can also be advertised on this site. A University staff member can register as an employer to lodge the vacancy. Vacancies advertised must comply with the *Terms and Conditions for Employers* for advertising, and include certain mandatory information.

Access to *Careers Online* and the Careers & Employment website is via <http://www.services.unimelb.edu.au/careers/>

*The Careers & Employment central role in coordinating core university-wide employer recruitment programs including those conducted by faculties and student societies has been endorsed as part of the implementation of the Melbourne Model 2007.

Barbara Hammond
General Manager, Careers & Employment

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