gradintelligence

Online Talent Matching
Product prospectus

Contents

The Problem

"Conventional job boards are often ineffective..."

"We really struggle to attract candidates because they all look to the larger, more established firms."

Our Solution

A quick, easy-to-use yet powerful online talent matching engine, which connects employers of all sizes, across multiple sectors, with the best-suited candidates from our university-verified talent pool of students and graduates.

Send targeted communications, via SMS and email, to candidates who meet your requirements based on highly-specific criteria. Then receive detailed online application forms which provide an in-depth insight into the suitability of the candidate for your opportunity.

How it works: create organisation profile

Your profile

Introduce your candidates to your organisation

This information is used by us to verify your organisation.

This information is matched to the interests of candidates in our talent pool.

Top tip

Look out for our example campaign for inspiration!

Test organisation

- Primary location

Organisation logo (optional)

- Primary industry type
- Organisation website
- Organisation size
- Contact details
- Additional contact
- Facebook URL
- Twitter URL
- LinkedIn URL
- Instagram URL

- Secondary industry types
- Does your organisation hold a sponsor license?
  - Yes ○ No ○

BACK   NEXT   SAVE DRAFT

Introduce your organisation to candidates

VIEW AN EXAMPLE

This is information about your organisation, you can include a brief introduction, your core values, your growth story, and what it is like to work with you.

Once you hit "Save & next", you will be able to preview how this looks to your targeted candidates.

Image   Image

BACK   NEXT   SAVE DRAFT

Get creative with our text editor tool and design an appealing campaign for your candidates.

How it works: build your opportunity

Tell candidates about your opportunity

This information is matched to the interests of the candidates in our talent pool.

Information you enter here will be presented to your targeted candidates.

Top tip

Change header font colours to keep in line with your branding!

Build your opportunity

- Opportunity title
- Opportunity type
- Business function
- Business sector
- Opportunity location

- Salary range

£20,000

£30,000

- Salary text/benefits package
- Job description and entry requirements

Graduate Sales Executive

Location: London

Salary: £20,000 - £30,000

BACK   NEXT   SAVE DRAFT

Add application questions

Create application questions

1. Please confirm that you are located within or commutable to London, or are willing to relocate to this area for the role.

2. Based on your skills, experience and personality, please explain your suitability for the role.

3.

Specify answer word limit:

Answer type: Free text

Add new question

Edit the question by clicking the pencil icon.

Remove the question by clicking the cross icon.

To add a new question, click this button.

Type your question into the text box.

Remember to specify a word limit so that we can inform candidates how much they should write!

How it works: specify requirements

What can you filter by?

Personality Fit

- Year(s) of graduation*
- Degree subject(s)*
- Minimum degree level

- Institution(s)
- Minimum degree classification
- Previous education

*If you specify requirements for Year(s) of graduation or Degree subject(s), these become core requirements, meaning candidates who do not meet these criteria will not be matched. Any other criteria will become desirable requirements, and will be used to prioritise potential candidates. Those who meet both core requirements and desirable requirements will be placed at the top of your matching queue!

Location

Filtering by location allows you to give preference to candidates who are local to your opportunity.

Skills and experience

- Work experience
- IT skills

- Soft skills
- Additional language(s)

Personality and ability

- Personality type

- Assessed ability

Sound interesting? Find out more about filtering by personality and assessed ability on the next page!

Describe your ideal candidate

- ● EDUCATION
- ● LOCATION
- ● SKILLS
- ● PSYCHOMETRICS

BACK NEXT SAVE DRAFT

Top tip

Tell us what you're looking for in your ideal candidate.
Remember: All of these fields are optional, so if you're not interested in filtering candidates by particular criteria, you don't have to!

How it works: specify requirements

Filtering by personality and ability

Our partnership with psychometric test experts SOVA enables employers to identify suitable candidates based on personality fit and ability.

Personality Fit

All students and graduates with a Gradintelligence account can take a Personality Questionnaire and, based on their answers, they will be matched to a particular role-type using intelligent algorithms. Each role-type, which you can select from our dropdown list, has been defined based on years of extensive research by the SOVA team.

Ability

All students and graduates with a Gradintelligence account can also take Ability Assessments, which include verbal reasoning, numerical reasoning and logical reasoning ability tests.

To find out more about our assessment partner SOVA, click here.

Some examples of the role-types which you can choose from:

- Community & soical service
- Customer services
- Retail
- Sales (acquring new business)
- Creative arts & design
- General management
- Hospitality & tourism
- Human resources - learning & development
- Law enforcement & security
- Education, training & library
- Consulting
- Healthcare

How it works: specify requirements

Prioritise your desired candidate characteristics

Priorities your candidate requirements

Year of graduation
Degree subject
Minimum Degree Level

Desirable requirements

Degree level
Distance
Ability
Experience
Minimum Classification
IT Skills
Personality type
Soft Skills

BACK NEXT SAVE DRAFT

These are core requirements for your opportunity, so they are fixed and cannot be ranked lower than desirable requirements.

You can rank your desirable requirements in order of preference by clicking and dragging each characteristic.

What is happening behind the scenes?

Once you have placed your desired candidate characteristics in order of preference, the powerful Gradintelligence matching engine gets to work. To match your requirements with the best suited candidates, the system searches and filters candidates and academic achievements.

Remember, the results from the matching engine are only as good as your input so take some time to prioritise your requirements. Some of your requirements are treated by the system as mandatory so any potential candidates not meeting these will be removed. All other requirements can be prioritised so that the system is not only aware of the requirement but can make decisions based on your view of their importance. If it all sounds a little complex, don't worry – the system does the work!

How it works: targeting

Once your campaign is approved by our verification team, it will be sent directly to the best-suited candidates in our talent pool. These candidates will receive a **text message**, an **email** and a **Gradintelligence system message** notifying them about your opportunity. Within their Gradintelligence account, they will be able to view the campaign you created, and find out more about your organisation and your opportunity. If they are interested, they will then answer any of the questions you have asked them, and **agree to share their Gradintelligence profile data** with you. You will receive their answers and profile information as an **application form**.

This is where candidates will view your appealing and informative campaign!

A look into the candidate view

Review your campaign

SHARE

ORGANISATION DETAILS —

OPPORTUNITY DETAILS +

CANDIDATE DETAILS +

BACK   NEXT   SAVE DRAFT
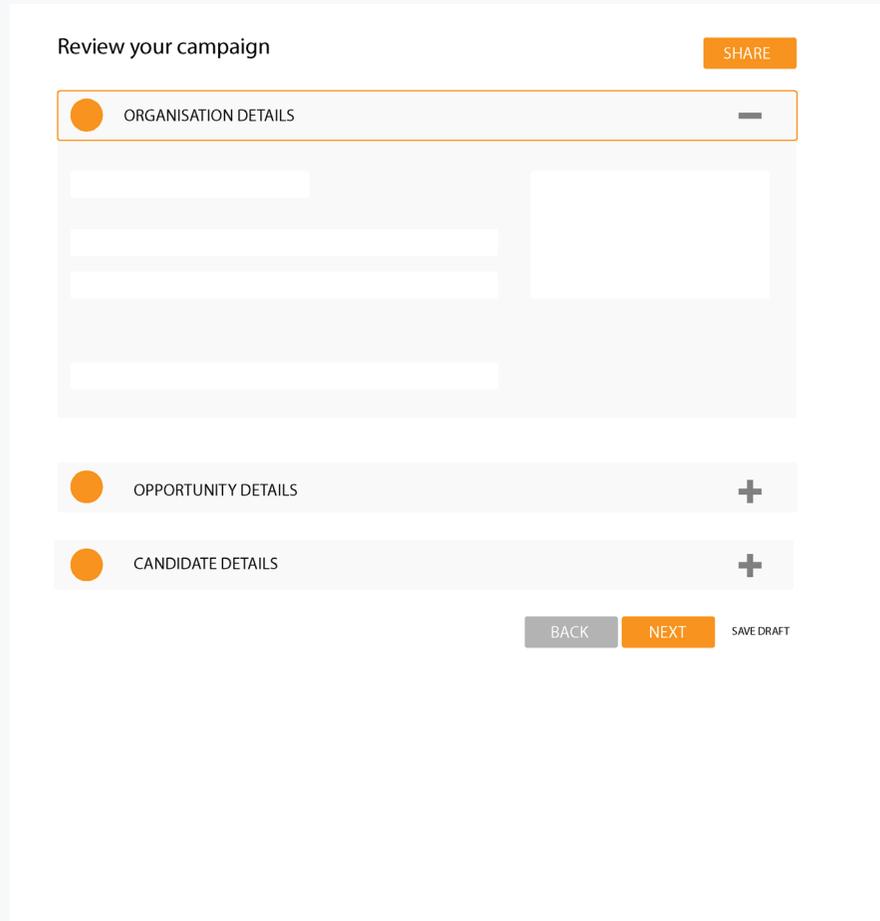
Information included

- Application end date
- Opportunity type
- Salary text/benefits packages
- Opportunity location

How it works: applications

## Candidate applications arrive directly in your account
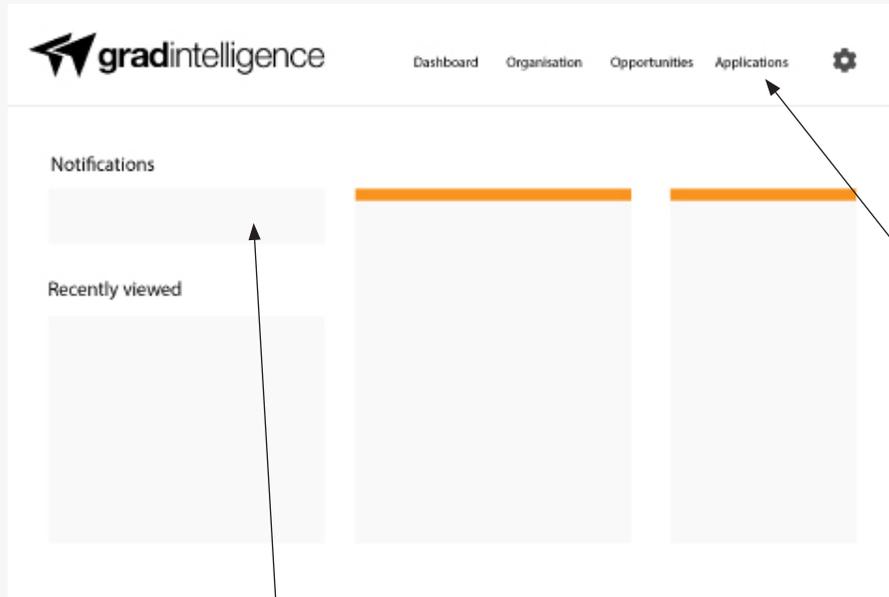
You can access your applications by clicking on your notification, or by clicking here in the navigation.

You will be notified about new applications via email and your notifications menu.

On your applications page, you can manage candidates through the following stages: **Viewed**, **Shortlisted**, **Hired** and **Rejected**. Each time you move a candidate to another stage, they are notified via email that their application status has been updated.

Receive high quality, in-depth, downloadable candidate profiles
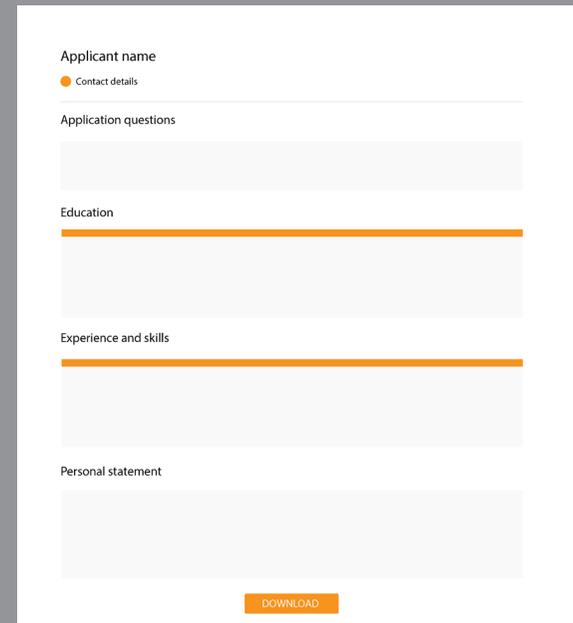
What's included?

- Contact details
- Answers to application questions
- University course summary
- Achieved awards
- Previous education

- IT skills
- Soft skills
- Work experience
- Life experience
- Personal statement

Feature overview
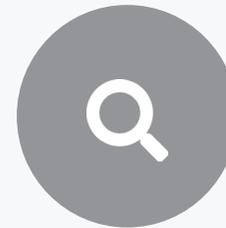
- Access to a verified university talent pool
- Prioritise your desired candidate characteristics
- Create organisation and opportunity profiles
- Notify candidates through their Gradintelligence account
- Design appealing visual campaigns
- Manage your applications through the selection process
- Search based on highly-specified criteria
- Receive dedicated customer support

The company behind the technology

Behind our powerful talent matching engine is a team of individuals who are passionate about university student data and how it can transform graduate recruitment. Our management team are experts in this field, with more than 50 years experience. Our founding vision is one of transforming the student journey from education into the workplace. We are the first UK company to offer a national platform which matches verified university student data with highly-tailored employer needs. Our employer matching engine is available to companies of all sizes, in all market sectors.

Our data source: The higher education achievement report (HEAR)

Gradintelligence is proud to be the leading provider of the HEAR to UK higher education institutions. The HEAR is an electronic document produced by a higher education institution that provides a record of student achievement during their period of study.

The HEAR enables institutions to provide a detailed picture of a student's achievements throughout their studies at university. It can include academic work, extracurricular activities, prizes and employability awards, voluntary work, offices held in student union clubs and societies, all of which have been verified by the institution. This means that recruiters can create highly-specific candidate profiles based on the rich source of data held within the HEAR.
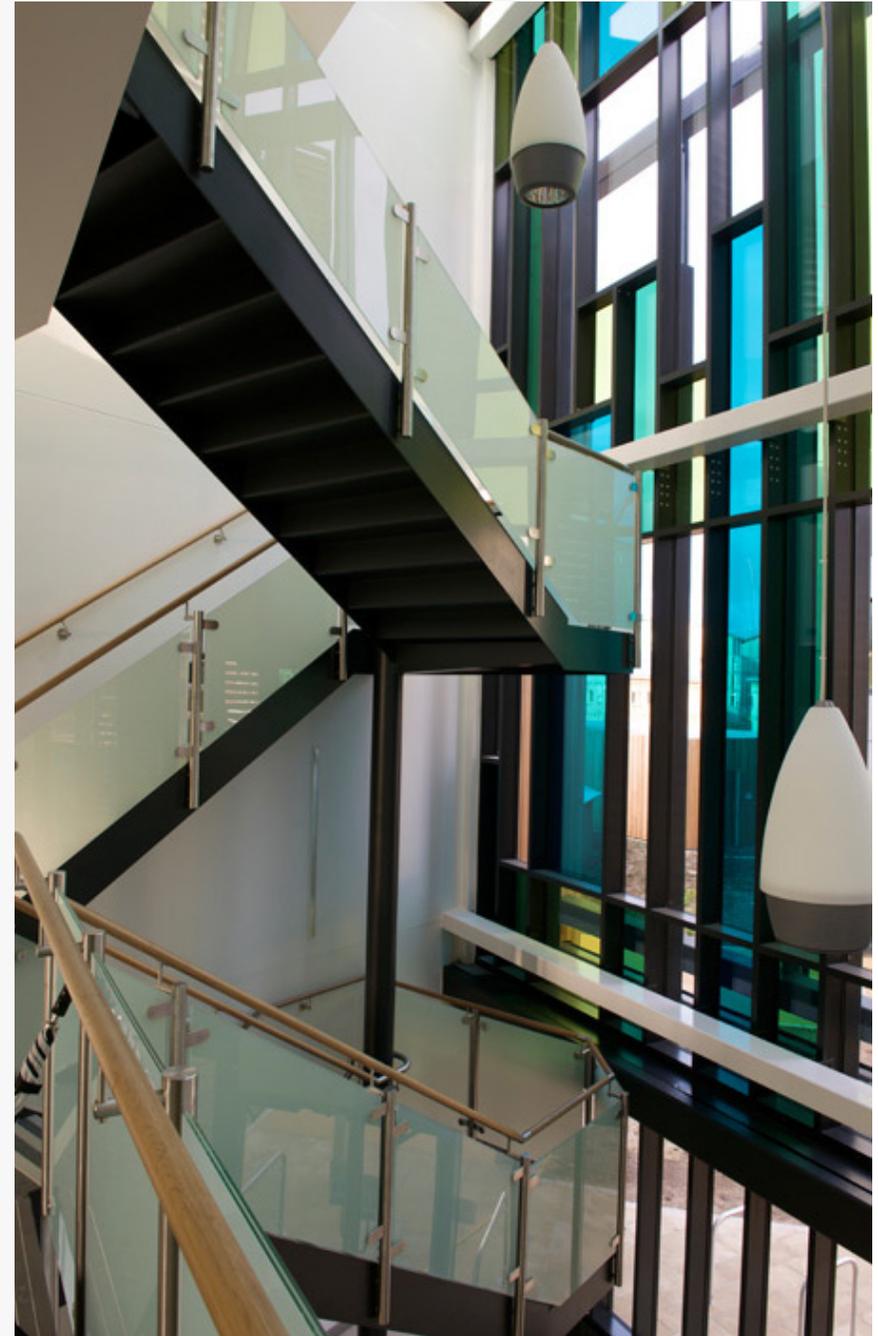
Our packages

Find the perfect packages for your graduate recruitment needs

GI:MATCH6

£249 + VAT

Target 1250 candidates
6 applications guaranteed*
Includes core features

GET STARTED

GI:MATCH12

£449 + VAT

Target 2500 candidates
12 applications guaranteed*
Includes core features

GET STARTED

GI:MATCH24

£745 + VAT

Target 5000 candidates
24 applications guaranteed*
Includes core features

GET STARTED

GI:BESPOKE

POA

Create bespoke campaigns
with the support of a dedicated
account manager

GET STARTED

*Our application guarantee
We promise to provide a minimum number of applications for your chosen package. In the unlikely event that you receive insufficient applications, we will refund a percentage of your payment based on the amount of applications received. For example, if you choose our GI:MATCH12 package and only receive 6 applications, you will be refunded 50% of your payment.

With every package you can:

- Access a verified university talent pool
- Prioritise your desired candidate characteristics
- Design appeasing visual campaigns
- Create organisation and opportunity profiles
- Notify candidates through their Gradintelligence account
- Design appeasing visual campaigns
- Manage your applications through the selection process
- Search based on highly-specified criteria
- Receive dedicated customer support
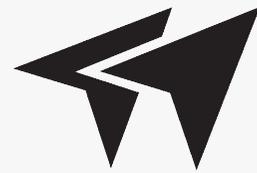
If you have any queries or would like us to manage one of your campaigns, please get in touch.

Email us at: recruiters@gradintel.com