

Unilever is Best Graduate Employer in the FMCG sector again

Unilever has taken the lead as the Best Graduate Employer in the FMCG sector for the fourth year, in the South African Graduate Employer Association (SAGEA) survey.



The study, encompassing 2019 prospective graduates from 86 organisations, was conducted by independent researcher High Fliers Research during April and May 2014 and reflects the latest student trends, key preferences and focus areas of leading South African employers.

Antoinette Irvine, Unilever's vice-president for human resources, said: "Amidst tough competition, earning the number one FMCG spot in the SAGEA survey has landed us in an exclusive group of talented employers and is an achievement we do not take for granted. We are committed to ensuring Unilever remains attractive and top of mind as an employer in the eyes of up-and-coming talent."

Other participating FMCG companies included Procter & Gamble and Nestlé, which took second and third places, respectively. The criteria for the survey included candidate's applications; job hunting techniques; factors that influence application and offer acceptance decisions; and future plans of candidates.

"People are at the heart of our business and we believe in making an investment in the learning and development of graduates, whilst also creating an enabling environment in which best-of-breed graduates can be produced," said Irvine.

Organisation candidates most aspired to work for

When asked to name the one organisation candidates most aspired to work for - irrespective of their qualifications - Unilever was ranked number three, moving up four notches from last year's seventh position, leaving behind PricewaterhouseCoopers and Google in first and second places, respectively.

Responses were entirely at the discretion of participants without a predetermined list of organisations from which to choose.

Unilever was also ranked number two in the manufacturing sector and obtained recognition for the best graduate recruitment literature, website, online campaign and best integrated graduate recruitment campaign.

Highlights from the SAGEA Employer Survey 2014

According to highlights from the SAGEA Employer Survey 2014, graduate vacancies are set to increase by 11.5% in 2015 as compared with the numbers recruited in 2014. In addition, vacancy levels have increased in eight of the 10 industries or business sectors.

SAGEA is a professional body dedicated to connecting and advancing the graduate recruitment industry by using synergies, resourcefulness and insights to bring global best practice to its members, and elevate the profession.

Conducted annually, the survey enables Unilever to review the success of their current graduate campaign, strategise and further improve their future recruitment programmes.

As the blueprint for growing the business sustainably, Unilever's Sustainable Living Plan (USLP) represents the company's business strategy to double the size of the business while reducing the environmental impact by half.

"The student insights obtained from the survey will be used as an external benchmark to determine the efficacy of our graduate campaign and to establish how our target audience relates to the employer brand.

"It will also help craft and enhance our Unilever Future Leaders Programme, which is about developing tomorrow's leaders, today. So far, the results of the feedback have been positive and very reassuring," concluded Irvine.

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