



SOLUTION GUIDE

# PeopleScout Early Careers Talent Solutions

Future-proof your workforce with award-winning early careers and graduate recruitment solutions from PeopleScout.



# Connect More with PeopleScout's Graduate Recruitment & Early Careers Talent Solutions

As Gen Z enters the workforce, leading organizations are investing in attracting university graduates and early careers professionals to prepare their workforce for tomorrow. Whether it's recent college or university graduates, MBAs, interns, apprentices or young professionals, emerging talent is crucial for shaping the future of every sector.

Every year, PeopleScout connects with more than 100,000 graduates and apprenticeship candidates all over the world. Our deep understanding of early career talent means we're uniquely positioned to help you tap into this enthusiastic and highly trainable talent pool.

Through our unique blend of experience, insights and action we help clients to attract, engage and retain top graduate and apprentice talent, maximizing the long-term impact of these emerging professionals.

Whether you need to define your early careers value propositions, boost attraction, host campus recruitment events, develop graduate recruitment assessments, or manage the candidate experience, we deliver forward-thinking [early careers and graduate recruitment solutions](#) underpinned by market-leading talent technology.

## Full-Service Early Careers Recruitment Solutions

Bringing fresh ideas to you with our early careers and graduate recruitment solutions, including:

- Early careers employer brand & EVP development
- Talent market insights, benchmarking & competitive audits
- Attraction campaign planning & design
- University recruitment & campus recruitment strategy
- Early careers websites & microsites
- Job board, search engine & programmatic advertising
- Social media, content marketing & video
- Campus recruitment events
- [Assessment design & execution](#)
- Offer and post-offer candidate management
- Diversity, equity & inclusion (DE&I) consulting
- Leadership pipeline building

## Candidate Management

### Candidate Experience Enhancement:

Focusing on the candidate experience minimizes drop-off and ensures a positive journey through the selection process.

### Pipeline Management and Scalability:

Managing a steady flow of qualified candidates while optimizing resources for scalability and efficiency.

### Brand Ambassadors:

Amplifying your employer brand and creating meaningful connections with early career talent.

### Diversity Focus:

Promoting diversity and inclusion throughout the recruitment process, ensuring a diverse and qualified workforce.

## Employer Brand and Recruitment Marketing

### Audit and Benchmarking:

Auditing and benchmarking to understand your current employer brand and to identify areas for improvement.

### Competitor Review:

Analyzing competitors' strategies to develop unique and compelling employer branding initiatives that stand out in your markets.

### Candidate and Market Insights:

Uncovering segmented and targeted talent and market insights to ensure your employer brand resonates with the right candidates.

### Authentic Brand Storytelling:

Capturing success stories of your real employees to showcase your organization as a destination employer for early career talent.

### University Engagement:

Looking beyond traditional job boards and career fairs and engaging with universities to tap into emerging talent pools.

### Social Media Strategy:

Amplifying your brand presence and attracting passive candidates through social media initiatives.

## Assessment

### Selection Process Review:

Reviewing and optimizing the selection process to improve quality, efficiency and candidate engagement.

### Job Analysis and Success Profile:

Collaborating with your internal stakeholders to define job roles and success profiles, aligning recruitment efforts with organizational objectives.

### Engaging Tools:

Recommending assessment tools to increase fairness and engagement for candidates.

### Realistic Job Preview:

Providing candidates with a realistic job preview to set clear expectations and improve retention.

### Data-Driven:

Providing actionable insights for informed decision-making.

## Affinix™: Student Engagement Platform

### Integrated Candidate Journey:

Uniting an ATS, CRM, digital interview tools, AI-sourcing and analytics through [Affinix™](#), our talent acquisition suite, to support the end-to-end candidate journey, from attraction to onboarding.

### Automation & Self-Service:

Streamlining processes with automated workflows and self-service options to ensure timely pipeline management and a seamless candidate experience.

### Targeted Communications & Content:

Deliver targeted and tailored automated communications, from pre-application engagement, to keep candidates engaged and informed.

### Tech-Powered & High-Touch:

Combining technology with a high-touch approach to deliver personalized experiences that that emerging talent loves.

# PeopleScout's Early Careers Talent Solutions in Action

Finding Early Careers Engineering Talent for an Australian Construction Giant

18

weeks cut from the recruitment process

50%

of graduate hires identified as women in a male dominated field

50%

reduction in candidate drop-off

"The process was very well run, and we had strong candidates. It was a very thorough process with great results."

– Talent Acquisition Leader at the Australian Construction Firm

[READ THE CASE STUDY](#)



## Boosting Diversity with a Bold New Influencer Campaign for the Civil Service Fast Stream

**3,200+**

applications from candidates  
from diverse backgrounds

**18,000+**

views of influencer video on  
YouTube in less than 48 hours

**350,000+**

impressions across social  
media in just four weeks

“Our new attraction strategy, particularly in the innovative use of working with influencers, really captured our vision of a skilled, innovative and ambitious Civil Service equipped for the future—one that reflects the country we serve.”

- Talent Acquisition Leader at the Civil Service

[READ THE CASE STUDY](#)

## Supporting STEM Graduate Recruitment in EMEA and India for Dow

15

countries and 5  
languages

63

candidate NPS score  
which is considered  
“great”

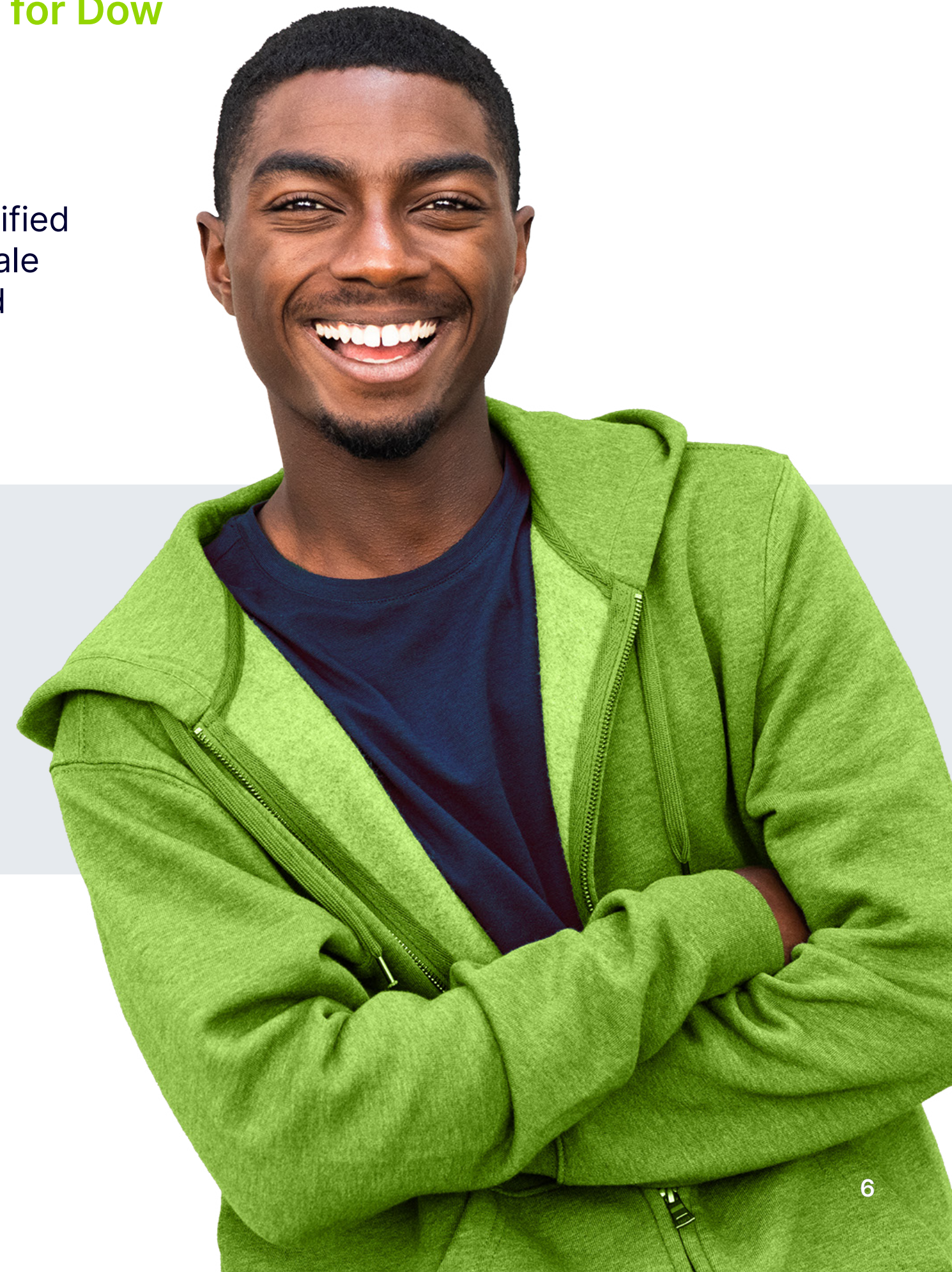
25%

of candidates identified  
as women in a male  
dominated field

“PeopleScout has been fast in responding to every email, and it’s clear that they value meeting their clients’ needs. The roles they’re working on are very niche and technical, but they’ve been able to align to what hiring managers need.”

- Hiring Manager at Dow

[READ THE CASE STUDY](#)





# The PeopleScout Difference

Partnering with PeopleScout brings numerous benefits, including:

## Wealth of Experience:

With extensive experience with graduates, interns, and apprentices, we bring a wealth of knowledge of the challenges you face, enabling us to provide targeted solutions.

## Access to Experts:

Gain access to a range of experts to help your program remain cutting-edge and effective.

## Single Point of Contact:

You'll have a single point of contact for all aspects of the solution, streamlining communication and ensuring seamless collaboration.

## Candidate Journey Mapping:

We map early career recruitment journeys to forensically evaluate and refine the candidate experience, ensuring continuous improvement.

## High-Touch Candidate Experiences:

We deliver high-touch, personalized candidate experiences that resonate with early career talent, enhancing engagement and retention.

## Award-Winning Talent Consulting:

Our award-winning talent consulting programs, from social media and attraction to websites and assessment, create innovative and impactful solutions.

## Best-in-Market Technology:

We own our recruitment technology, digitizing recruitment processes to reduce costs, standardize and meet today's candidate expectations.

**Future-proof your workforce with award-winning early careers and graduate recruitment solutions from PeopleScout.**

LET'S CONNECT



# CONNECT MORE.™

PeopleScout, a TrueBlue company, is a global talent solutions leader, providing unmatched scalability to meet the professional, specialist, volume and contingent hiring needs of organizations of all sizes and sectors. We connect clients and talent through Recruitment Process Outsourcing (RPO), Managed Service Provider (MSP), Total Workforce Solutions (TWS), and talent and technology advisory services.

[www.peoplescout.com](http://www.peoplescout.com)



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