



# RAISE YOUR BRAND ON CAMPUS

**Employer branding and graduate  
recruitment opportunities  
online, in print, in person**



**Careers  Service**  
information • advice • opportunities

# CAREERS SERVICE AT A GLANCE



## GRADUATE RECRUITMENT 2016

Number of Careers Expos



Average Student Attendance at Expos



Stand Bookings



Employers at Expos



Connected Employers



Registered Students, Graduates and Alumni on MyCareer system

56 325

Website Visits



Job Views on Mycareer

122636

## CAREER ADVISORY & CAREER DEVELOPMENT PROGRAMMES 2016

Student Career Consultations Attended

1280

Curriculum and Certificate Events Held



Faculty Engagements

4237



OUR TRAINED CAREER ADVISORS PROVIDE STUDENTS WITH TAILORED RESOURCES AND ADVICE FOR CAREER SUCCESS.

OUR GRADUATE RECRUITMENT SPECIALISTS CONNECT YOUR OPPORTUNITIES TO OUR STUDENTS.

# ABOUT CAREERS SERVICE

UCT Careers Service aims to facilitate students' transition to the world of work. It provides employers with a pipeline to the best and brightest talent by partnering with over 1700 employers and connecting with 28 800 current students, 27 525 graduates and alumni.

Stewarded by the strength of the UCT institution, it is globally rated in the top 150 for the 2017 QS employability rankings.

2014, 2016  
**MACE**  
AWARDS

Position #1  
Best Career Service Rating  
South Africa Student Survey 2015  
**universum**

Position #2  
Career Services Satisfaction  
Global Student Survey 2016  
**universum**

**sagea**  
AWARDS  
Best Career Service  
2010, 2011, 2012, 2013, 2014, 2015, 2016

**sagea**  
AWARDS  
Best Career Service  
2010, 2011, 2012, 2013, 2015, 2016

- Jointly Awarded Best Work Readiness Initiative 2015
- Awarded Best Careers Service 2010, 2011, 2012, 2013, 2014, 2015, 2016
- Awarded Best Careers Fair 2010, 2011, 2012, 2013, 2015, 2016

## CORE DEGREES AND FACULTIES

### Engineering and Built Environment

BSc Eng  
B Arch  
BSc Honours  
PhD  
BArch Honours  
MEng  
MScEng  
PGDip Project Mgt  
PGDip Property Studies

### Commerce

BBusSc  
BCom  
BCom Honours  
MCom  
MBusSc  
MPhil  
PGDipMgt  
PGDipAdmin

### Humanities

BA, BSocSci  
BMus, ACE  
BSW, PGCE  
BA Honours  
BEd Honours  
BSocSci Honours  
Phd  
MA  
MEd  
MSocSc

### Health Sciences

MBChB  
BSc  
BSc Med Honours  
MD  
PhD  
DScMed  
MMed  
MSc  
MPhil  
PGDip

### Law

LLB  
LLM

### Graduate School of Business

MPhil  
MCom  
MBA  
PGDip

### Science

BSc  
PhD



# EVENTS AND SPONSORSHIP

## Careers Expos



The highlight of the graduate recruitment season, we host 8 large-scale expo events for the year. Each event sees 40 organisations display their unique internship and job offerings to more than 2500 student attendees.

## Presentations



Come and talk to UCT students about jobs in your organisation either in person or by video conference. These 45 minute sessions are hosted in easily accessible lecture theatres on campus at 1pm or 5pm in the afternoon.

## Company Showcases



Spend the day on campus engaging with students. You will be given an exhibition space in one of the main student areas to showcase your organisation, and can informally engage with students to talk about a career with your company.

## Interview & Assessment Venues



We have 8 interview rooms and 1 large assessment venue. Our interview rooms are great for one-on-one meetings, and our assessment venue can accommodate up to 30 pax.

## Virtual Interviewing



We have a dedicated virtual interviewing space that is ideal for skype and other virtual interview platforms. The room is equipped with audio-visual equipment and a secure internet connection.

## Sponsorship Opportunities



Capture the attention of candidates with a targeted sponsorship such as a careers expo bag.

Putting your company logo and details on these bags keeps your brand visible throughout the expo. Approximately 2500 bags are distributed to attendees as they enter the exhibition space.

**Sponsorship Includes:** Your company name, logo and website featured on 2500 attendee bags.

**Note:** Company to provide fully branded final product for distribution at expo.

## Bursaries / Scholarships



By target advertising your bursary or scholarship opportunity to the right students at the right time via the Funder Liaison Coordinator, you not only reduce your administrative load, but also ensure that you have the opportunity to secure some of the top talent for your company. This approach also helps to protect your investment as well as assists with your BBBEE score card.

# COSTING SUMMARY

## 1 Registration Fee

Annual Registration Fee: **\*R3000**

\* This is a once-off annual fee of R3000 applicable to all clients who participate in graduate recruitment events for the year. Benefits include a company listing on our careers portal and in the 2017 Careers Service Guide\* and 5 free online ads for the year. Listings in the 2017 CS Guide applies for bookings made before 20 March 2017.

**CUSTOMISED CAMPAIGN**  
Discuss your requirements for your individualised campaign with the Head of the Graduate Recruitment team.

## CONTACT

### Nawaal Boolay

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### Nabeelah Croeser

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## 2 Careers expos

Expo	Date	Cost
Internship	20 April	R4800
Law	10 May	R4800
Africa	23 May	R5000
All Degrees	16 August	R7500
Accounting	17 August	R6500
Business, Finance & Management	21 August	R7500
Banking, Consulting & Asset Management	22 August	R7500
Technology	23 August	R6000
Engineering & the Built Environment	24 August	R6000

### Careers Expo Bag Sponsorship:

· Parameters provided for employer's own production process.

## 3 Value-Added Live and Interactive Experiences

**Presentation:** R2000

**Company Showcase:** R4500 (own exhibition stand)  
R8500 (UCT exhibition stand)

· **Interview Rooms:** R800 (8 hours) and R400 (4 hours)

· **Assessment Venue:** R2000 (8 hours) and R1000 (4 hours)

· **Virtual Interviewing Room:** R150 per hour or daily rate R900

· **Flyer Campaign / PopUps / Poster Campaign**

## 4 Bursaries and Scholarships

Contact the Graduate Recruitment team to discuss the opportunities.

## 5 Digital and Mobile Costs

### MyCareer Graduate job posting:

· January – September: **R1000**

· October: **R500**

· November-December: **R400**

· Alumni Opportunities: **R400**

· Email Blast: **R400**

· **75c** per SMS recipient

### Careers.uct.ac.za – banner advertising

Discuss options and opportunities with the Graduate Recruitment team.

### Targeted Newsletter

· With branded signatures

Discuss options and opportunities with the Graduate Recruitment team.

### Surveys

· Talk to us about a customised survey opportunity

## 6 Careers Service Guide Costs

· 1 Page Ad: **R7500**

· Inside back/front cover - **R14 500**

· Outside back cover - **R17 000**

· Op ed piece – thought leader article by your company - **R5000**

## 7 Cancellation Policy

All cancellation requests must be submitted to Nawaal Boolay via email. You will receive a 100% refund should you cancel by the dates indicated below. If cancelled thereafter, you are liable for the full amount.

Registration Fee 1 March 2017  
CS Guide 20 March 2017  
Careers Expo 1 Calendar month

Presentation 1 Calendar month  
Company Showcase 1 Calendar month  
Interview Room 2 weeks  
Assessment Room 2 weeks



# DIGITAL AND MOBILE

## MyCareer

Advertise your internship, part-time and graduate opportunities, as well as bursary and scholarships, to the UCT community via our online careers portal. With more than 2000 hits per week, this is the ideal location to connect with our students and alumni network.

## Careers.uct.ac.za

Contact the Graduate Recruitment team to discuss advertising opportunities across the careers.uct.ac.za external website for a customised campaign to enhance your on-campus footprint.

## Email Blasts

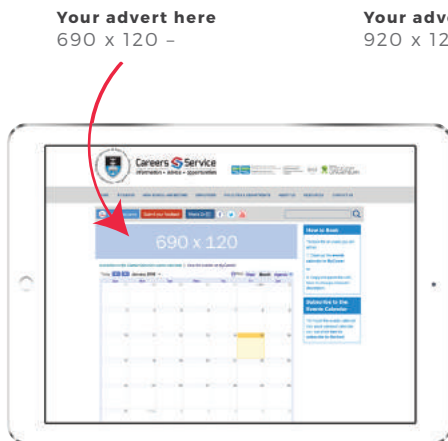
Notify students of your current opportunities with a targeted and branded email blast. You get to choose your target audience according to their academic profile, and can tailor your communication to them. We accept Word, PDF and JPEG/PNG formats.

## SMS service

Send an update or remind students about your opportunities and events via SMS. You can specify the target audience according to their degrees and academic levels. Text must be <160 characters.

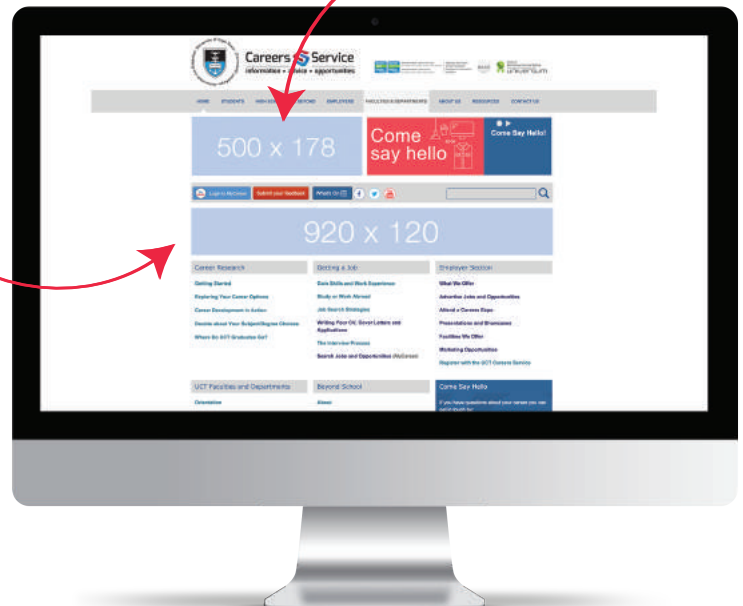
## Sponsored Advertorial / Op Ed Pieces for industry

Discuss opportunities to develop sector-specific content written by one of your company's subject matter experts for our publications with the graduate recruitment specialists.



Your advert here  
690 x 120 -

Your advert here  
920 x 120



Your advert here  
500 x 178



# PRINT

## Careers Service Guide

Opt for a full page advertisement in our annual publication, the Careers Service Guide. With 7 000 copies distributed and over 4000 online reads, the Guide is a great way to advertise your recruitment campaign. Published in May, the deadline for bookings is 20 March 2017.

## Sponsored Advertorial / Op Ed Sector

Discuss opportunities to develop sector-specific content written by one of your company's subject matter experts for our publications with the graduate recruitment specialists.

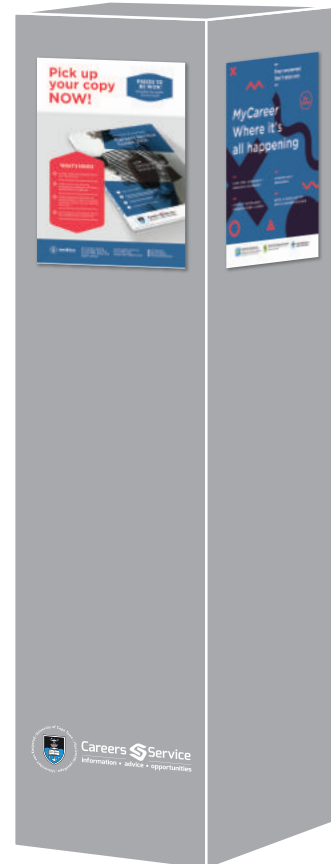
## Poster Campaign

Spread the word with a poster campaign across UCT upper campus and other key UCT buildings and campuses. Supply us with 20 x A3 posters and we'll do the rest.

The cost applies to stand-alone poster campaigns only.



Your poster here  
R300 for 7 day blast





# OUTDOOR

Each Bus Shelter Advertising package consists of 3 key sites, on campus

## NORTH STOP

Large static frame 2  
Tall static frame 2

## SOUTH STOP

Medium static frame 5

## WEST STOP

Large static frame 2

**TOTAL = 11 STATIC FRAMES**

## Jammie Shuttle Audience Numbers



**30 000**  
passenger trips  
per day



**6 days**  
a week (limited  
service on Sundays)



**150 000**  
travelers per week  
(excl weekends)



**600 000**  
travelers per month  
(excl weekends)

## Costs:

The cost per package is R25 000 ex vat and excluding production cost.

The price for an outdoor activation is R4500 ex vat per day.

Production and installation costs are R3500 ex vat per package.



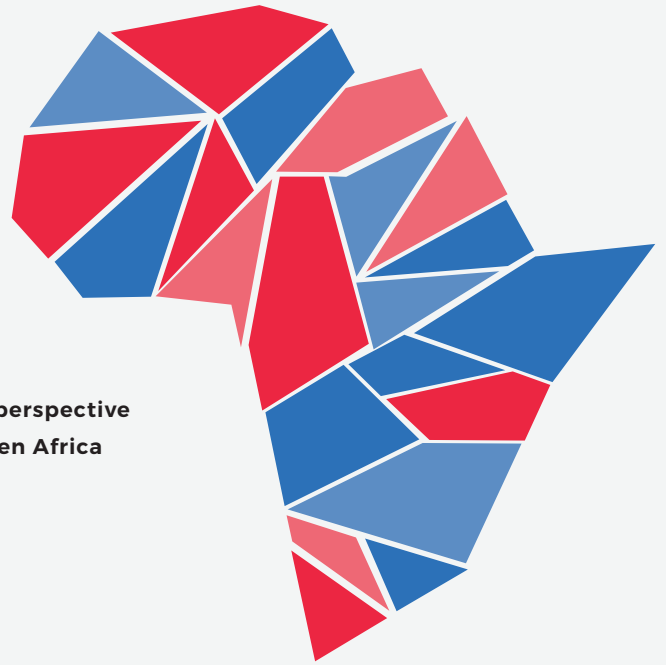


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# UCT IN AFRICA

- Rated top University in Africa
- Unique due to its expertise and networks on the continent
- The go-to place for knowledge, insights, networks and an African perspective
- 'Afropolitan' mission: to be a meeting point for scholarship between Africa and the rest of world
- 3534 students are from African countries outside South Africa  
(2023 - Postgraduate / 1511 - Undergraduate)
- About 1500 from other countries outside Africa



## BECOME AN EMPLOYER PARTNER

Our Employer Partner Programme is an exclusive offering designed to assist employers who would like to consistently recruit high quality students from the University of Cape Town. As a three year sponsorship agreement, it offers employers the opportunity to maximize brand recognition on campus, and build a strong profile within the campus community, thus ensuring that you attract the brightest talent UCT has to offer.

To get involved and find out more about this programme, contact us.

### CONTACT

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