



Employability for marketeers: showcasing our strengths

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Employability – what we know

Natalya Ravdina, British Council

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*HESA Destinations of Leavers from Higher Education (DLHE) survey 2011-12, July 2013, compared to full university status HES for full-time study first undergraduate degree leavers.

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the replies to Bernard Warner of U.C.L., the guardian of the outline of the facts which will emerge from the fuller report. but from a study of them

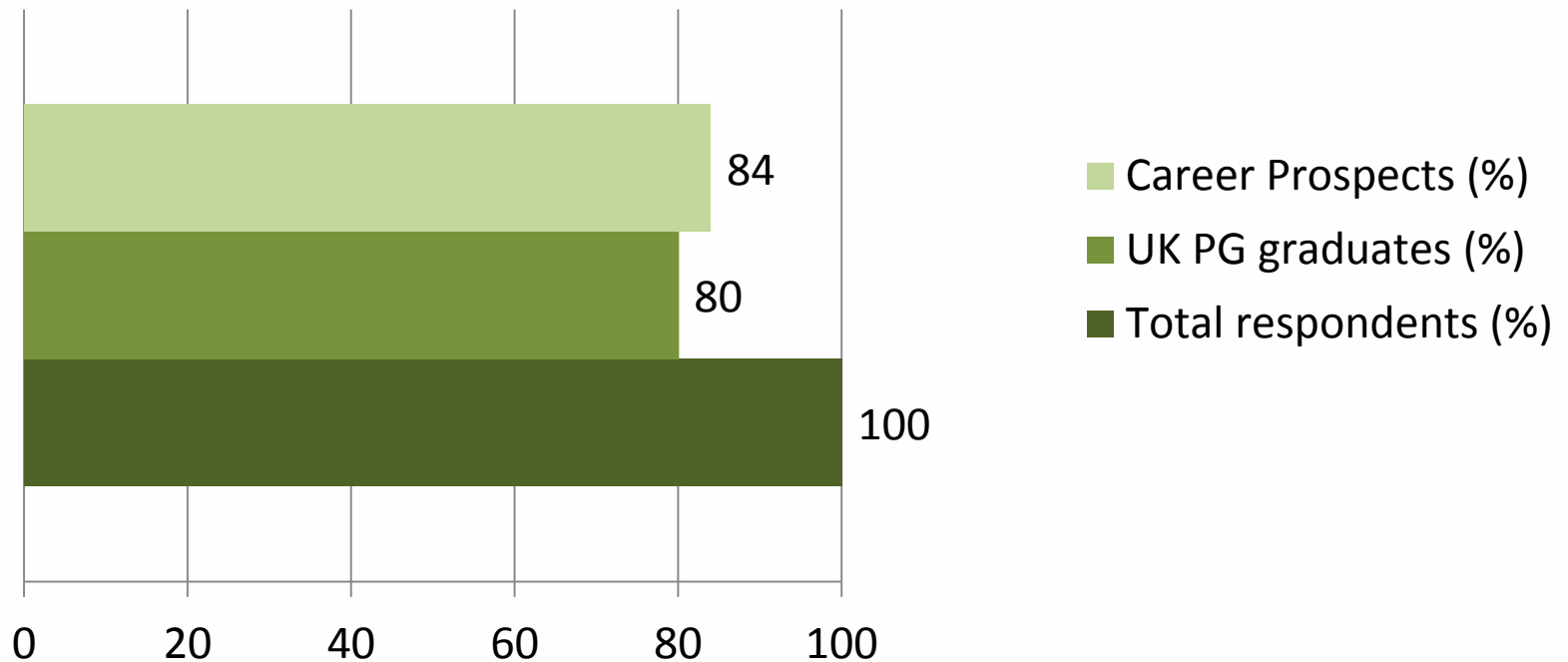
Employability refers to a person's capability for gaining and maintaining employment. For individuals, **employability** depends on the knowledge, skills and abilities they possess, in addition to the way they present those assets to employers.

What does employability mean for me The University of Glasgow?

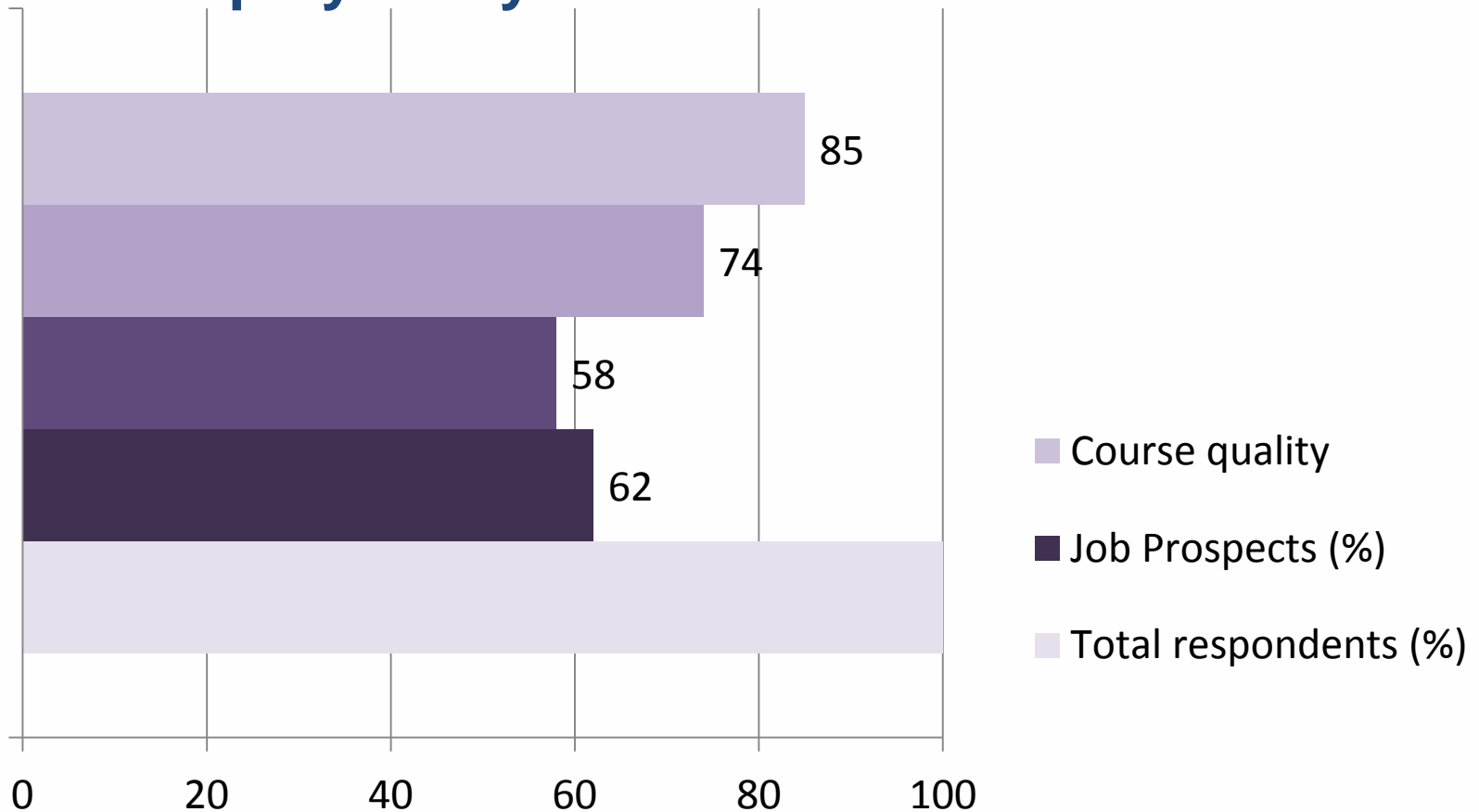
Employability is about much more than just getting your first job – it's about having a positive self image and presenting yourself successfully, both as a new graduate and throughout your life. Your skills, knowledge and personal attributes and the ability to convey them effectively all contribute to your employability as do your personal circumstances and labour market conditions.

<http://www.gla.ac.uk/colleges/socialsciences/students/employability/>

British Council Alumni Survey



NCUB Employability Index



NCUB Employability Index

Work experience and internships

