

OUT NOW! New e-book: *How to Get a Graduate Job in a Pandemic*

- FREE to download
- Sponsored by Accenture, Vodafone, EY, Santander and Give A Grad A Go
- Author is the UK's most vocal campaigner for fair internships, and has challenged Tony Blair, Arcadia, X Factor, Boris Johnson, Samantha Cameron and Vivienne Westwood over unpaid placements
- E-book contains a whole chapter on unpaid internships, including spiky references to government inaction on the problem
- Also includes whole chapter on confidence and motivation, often overlooked by traditional careers advice books

Let's be honest – this is a tough year to have graduated from university. As the Covid-19 pandemic continues to turn life upside down, the Class of 2020 faces the challenge of finding a graduate job against a backdrop of turmoil and uncertainty that looks set to continue well into 2021.

How should they navigate this 'new normal' and find good employers who are hiring? How can they gain experience when internships and part-time jobs are thin on the ground? Should they do a Master's degree just to avoid the job market for another year? And should graduates be laser-focused on which jobs they apply for – or is it better to take anything they can get?

All these questions – and many more – are answered in *How to Get a Graduate Job in a Pandemic*, the new book by Tanya de Grunwald, founder of careers blog Graduate Fog, and the Good + Fair Employers Club (a coalition of the UK's best employers of young people).

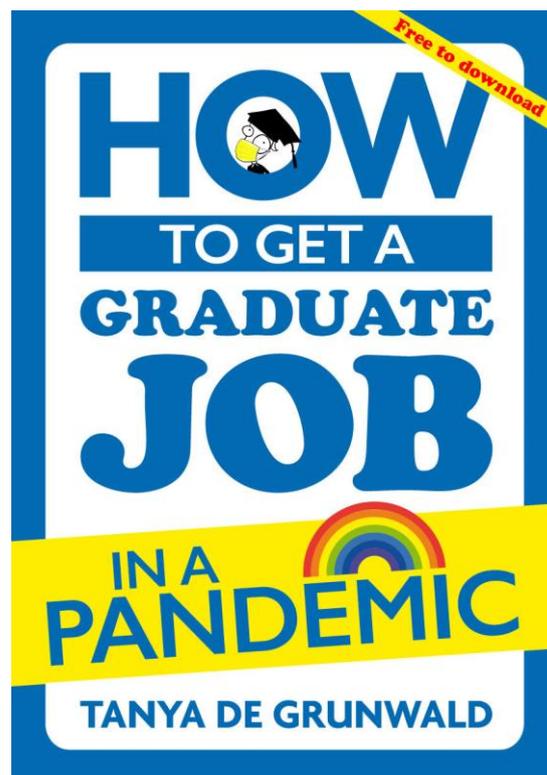
In line with Graduate Fog's strong voice on social mobility, and the commitment of Good + Fair Employers Club members to diversity of all kinds, de Grunwald was determined that there must be no paywall barrier to accessing the advice and information within *How to Get a Graduate Job in a Pandemic*. In order to make the e-book free for all students and graduates to download, de Grunwald is grateful that the cost of its production and promotion has been covered by sponsors Accenture, Vodafone, EY, Santander and the graduate recruitment agency Give A Grad A Go.

De Grunwald wrote the e-book in August, in response to clear need from the Class of 2020, who will need extra special advice this year to help them navigate a market like no other. She says:

"None of us has experienced a pandemic before, but past knowledge of how the youth jobs market responds to economic shocks suggests the Class of 2020 are likely to find this a challenging year to get their career started.

"While I don't have a crystal ball and I can't create jobs, my years of tracking the graduate jobs market and dispensing no-nonsense advice to young people puts me in a unique position to walk graduates through their options now, and help them to navigate their way through an uncertain future.

"I also have closer access to employers now than ever before, running the Good + Fair Employers Club alongside Graduate Fog. In this role, I have had a front row seat at conversations this summer involving some of the UK's biggest and best employers of young people. It has been fascinating to



view the crisis from their perspective – and heart-warming to hear that they are still keen to hire as many young people as they possibly can, from a broad range of backgrounds.

“I am so grateful that four of our club members – Accenture, Vodafone, EY and Santander – were able to find the funds to sponsor the book, especially as I didn’t give them much time! Thanks also to graduate recruitment agency Give A Grad A Go for their support. I have always loved the way they take as much pride in offering a kind and respectful candidate experience to young people as they do in offering a professional service to their clients.

“These are very uncertain times, but graduates should take heart that good employers will continue to value their contribution and are rooting for them to succeed. Perhaps surprisingly, there is a lot of positive news in the book, and I can reveal that there is good reason to think that the outlook may not be as bad as graduates think.”

NOTES TO EDITORS:

- The 126-page e-book is available to download at GraduateFog.co.uk.
- *How to Get a Graduate Job in a Pandemic* is the latest in a series of topical careers advice bibles by de Grunwald, whose previous titles include *How to Get a Graduate Job in a Recession* and *How to Get a Graduate Job Now*.
- The e-book contains advice boxes from all five sponsors, plus representatives from Rate My Placement, the Social Mobility Foundation and disability specialists MyPlus Students’ Club.
- Tanya de Grunwald is a renowned campaigner for fair pay and good jobs for young people. Best known for challenging employers over unpaid internships (scalps include Simon Cowell, Phillip Green, Boris Johnson, Tony Blair and Vivienne Westwood), she is regularly [quoted in the press](#) as an expert in graduate jobs and internships by outlets including the BBC, Guardian, Telegraph, Financial Times, Daily Mail, Channel 4 News and TIME. Graduate Fog celebrated its first decade this year, having launched in April 2010.
- *How to Get a Graduate Job in a Pandemic* has already been mentioned in the [Guardian](#) (August 2020)
- The [Good + Fair Employers Club](#) includes 17 big-name employers, including Accenture, Vodafone, EY, Santander, Google, Channel 4, Ogilvy, BT, AstraZeneca and Royal Mail. Upon joining, all members are asked to agree to a list of promises including paying their interns, recruiting a diverse range of graduates from a wide variety of universities, and replying to every application they receive.

QUOTES FROM SPONSORS:

“We know the market is really tough right now and students and graduates need all the help they can get to navigate this challenging landscape. At Accenture we’re passionate about hiring early talent based on potential rather than polish or past performance, so we love the idea of supporting a book that helps all students and graduates to identify the full range of their strengths and skills, so they can show employers how much they have to offer. When you are job hunting, it’s important to keep reminding yourself that you can be successful regardless of how your career journey begins.” **Joan Moore, Head of Early Talent Recruitment, Accenture**

“Here at Vodafone, our vision is to create the future, and our youth programmes bring passion, energy and an opportunity to shape tomorrow’s world. Covid-19 has fundamentally changed the employment landscape and while its full impact is not yet clear, we are proud that we are continuing to hire and develop young people, and even increasing our numbers for next year. Supporting young people at this time is the right thing to do and we want to be at the forefront of setting up students for success. We’re proud to support *How to Get a Graduate Job in a Pandemic* as it’s vital that such valuable advice is available to everyone.” **Becky Farmer, Graduates and Interns Programme Lead, Vodafone**

“It’s an obvious thing to state, but early talent is our future – it’s as simple as that. If we don’t invest in young people’s capability, skills, knowledge, wellbeing and confidence, how can we progress as an economy or indeed as a society? As an employer of a significant number of students and receiving interest from many thousands of applicants every year, we have a duty of care to do everything we can to support young people in their development. No-one knows the long-term impacts of Covid-19 on the labour market, but I suspect we

are looking at a generation whose confidence will be knocked and the opportunities available for them will be diminished for some time. In response, I am keen that EY should support initiatives that will help young people succeed at this time, so we're really happy to sponsor this book." **James Gordanifar, Head of Student Recruitment, EY**

"When we heard about this book, we knew instantly that Santander should support it, in order to make it free for anyone who needs it. Tanya has a gift for communicating with both employers and young people, and *How to Get a Graduate Job in a Pandemic* brings all that together at a time of record demand for insight about what the 'new normal' means for us all, and how we can navigate the way ahead." **Iain Gallagher, Senior Manager – Learning & Development, Santander**

"Having survived the last two economic downturns, Give A Grad A Go knows what it's like for graduates trying to get on the career ladder when opportunities are limited. Young people need all the help they can get right now, which is why it is so important for us to be involved with this book, and we are happy to support with the costs so it can be free for all graduates to download. Having worked with Tanya for nearly a decade, we know how helpful people have found her work and we're delighted to be involved with this project." **Cary Curtis, CEO and Founder, Give A Grad A Go**

FURTHER SUPPORT FROM THE SOCIAL MOBILITY FOUNDATION:

"This is a brilliant book at the perfect time. It's been a rough year for young people, and those entering the job market are crying out for practical advice and tips. Tanya's ability to view the youth jobs landscape from all angles shines through every page, along with her talent for presenting useful content in an accessible, relevant style. And what a great idea to call on the support of UK employers to fund the project, so it can be free to download for everyone, regardless of their circumstances. Now – more than ever – it's vital that all young people have access to the best resources out there." **Sarah Atkinson, Chief Executive, Social Mobility Foundation**

CONTACT

For questions and further information, please contact the Graduate Fog team via [this link](#).