

## UNIVERSITY OF SALFORD

### Careers & Enterprise



University of  
**Salford**  
MANCHESTER

## Policy on Advertising Opportunities and Information

This policy defines the type of opportunities that will be promoted to students and/or graduates of the University of Salford. Codes of Practice relating to the recruitment of students and graduates have been put into place by the Association of Graduate Careers Advisory Services (AGCAS) and the National Association of Student Employment Services (NASES). Not all eventualities can be covered, and each case will be considered individually. The University of Salford is under no obligation to promote information or opportunities supplied by organisations. The University accepts no liability for the actions of students or graduates recruited from The University of Salford.

### Promotion of employers and employment opportunities

The University of Salford's Careers & Enterprise team promotes employers and employment opportunities to students and graduates. To ensure our students and graduates are provided with a professional service, the Careers & Enterprise team requires employers to adhere to this policy, and to provide specific information that allows the team to assess whether they can be promoted. The Careers & Enterprise team may contact employers to verify information provided. The Careers & Enterprise team reserves the right to not promote employers and employment opportunities if insufficient information is provided by employers. Employers are responsible for complying with all relevant legislation. The Careers & Enterprise team will not promote employers and employment opportunities that are identified as discriminatory or exploitative. The Careers & Enterprise team reserves the right to not promote employers and employment opportunities that we identify as not being in the best interests of the University of Salford and its students and graduates. The University of Salford's Ethics Framework underpins all University functions, setting out principles and responsibilities, and signposting to relevant policies and procedures: <https://www.salford.ac.uk/sites/default/files/2020-07/EthicsFramework.pdf>

## Jobs

It is the employer's responsibility to undertake pre-employment checks prior to appointment. The University of Salford provides an advertising service only and cannot be deemed to have made recommendations for candidates. The University of Salford assumes that you: have full employers' liability cover in place ([see the HSE website](#)); will issue a contract of employment specifying the tasks to be undertaken, hours of work, salary and holiday entitlement; and will provide a full induction including a health and safety briefing.

### National Adult Minimum Wage

National Adult Minimum Wage All paid opportunities including Industrial Placements must pay at least the Adult National Minimum Wage of £8.60 per hour to avoid discriminating against students and graduates under 21 years of age. All employers are required to pay employees aged 23 and over at least £11.44 per hour. Opportunities offering pay below this must clearly state eligibility criteria. The University of Salford is a Living

Wage employer and encourages all employers to pay at least the Living Wage of £11.44 per hour. Current UK minimum wage rates: <https://www.gov.uk/national-minimum-wage-rates>

### National Insurance

Over 10% of University of Salford students are from outside the UK and may not have a National Insurance (NI) number. You can employ a non-UK, non-Irish student without an NI number, but you must supply the student with proof that you have offered them work or that they have started working for you. This can then be used by them to obtain a NI number via the process explained at [www.gov.uk](http://www.gov.uk) (search for “Apply for a National Insurance Number at [www.gov.uk](http://www.gov.uk))

Most student visa holders have the right to work in the UK, but a small minority of visa holders do not have the right to work in the UK. If a student is unsure of their right to work, please refer them to the University of Salford’s information and advice services (0161 295 0023 <https://www.salford.ac.uk/askus/topics/immigration-and-visas/immigration-and-visa-services>)

### Self-Employed Opportunities

Where self-employed opportunities are offered, students and graduates will need to arrange their own Tax and National Insurance payments. HM Revenue & Customs must be informed if students start working as a self-employed person, with more information at <https://www.gov.uk/working-for-yourself>. Non-UK and non-Irish students who are student visa holders cannot engage in self-employment opportunities.

### Part-time opportunities

We will promote part-time job vacancies that offer current students up to 20 hours of work per week during teaching periods. We will promote vacancies that are more than 20 hours work per week to work in vacation periods. Many current students have different study start/end dates and can therefore have different term-time/vacation periods. Many students start their studies in September with vacation periods over Christmas, Easter, and the Summer, but many students start their studies at different times of year, such as in January. University of Salford term dates are available at <https://www.salford.ac.uk/student-life/term-dates>

### Embellishments

The wording of opportunities should only reflect the factual details, such as the duties, skills required, pay, hours, closing date, application method etc. Wherever possible, embellishments that cannot be confirmed should be removed from the wording of opportunities or information about employers. Examples of embellishments include this is the best job ever; the greatest company in the world; the most exciting job anyone could do; or better than all the other employers.

PLEASE NOTE – Any embellishments will be removed from any opportunities that are submitted. To avoid a delay in the approval of your opportunity, please avoid adding statements as referenced in the examples above. The above list does not cover all eventualities and other areas of unsuitability may be recognised.

### Opportunities that will not be promoted include:

- Commission only opportunities.
- Opportunities that pay in-kind (e.g. offering vouchers, gig tickets etc.) rather than being salaried.
- Opportunities that are partnership and equity only based.
- Opportunities requiring students/graduates to pay admin fees, training fees, or require an up-front

financial investment.

- Pyramid, multi-level marketing, or similar style selling schemes.
- Training programmes /courses not accredited by a recognised educational or professional body.
- Organisations which cannot be verified as legitimate businesses: only organisations that are currently registered as a business can use these opportunity promotion services. We cannot advertise opportunities which we cannot independently trace or verify. Organisation details will be checked with Companies House, FAME (Financial Analysis Made Easy) and the Charity Commission.
- Opportunities that contain duties that raise health and safety concerns. Examples: drug/medical trials, lone working in potentially dangerous environments, or carrying large amounts of cash or expensive equipment alone. Employers that require applicants to disclose personal bank/building society details before being appointed: this information is not required by organisations until an appointment has been made and, therefore, should not be requested as part of a job application process.
- Opportunities that require employees to use their own personal bank account to carry out the duties of the job, e.g. to bank cheques or buy stock.
- Opportunities that could be considered exploitative.
- Organisations/opportunities which conflict with university working practices. Examples include organisations that encourage plagiarism by selling exam papers/essays; opportunities which encourage students to leave their studies; organisations that charge applicants for services that are already provided by the University; opportunities that involve students writing or sharing academic related material for use by other students.
- Opportunities that are considered to risk generating negative publicity for the University.

## Placement Opportunities

We will only promote placements that pay at least the current National Adult Minimum Wage. Recent guides to best practice on structuring internships and work placements can be found on the [BIS](#) & [CIPD](#) websites.

**Industrial placements or internships** usually last for 12-months and start between June and September. After completion of a placement, students return to university to complete their final year of study. Many employers take the opportunity to offer students (who did well on placement) a graduate job that will commence after their graduation.

**Summer placements** start and end between June and September.

## Volunteering Opportunities

Volunteering opportunities will only be considered for the following types of organisation:

- Charity
- Not-for-profit organisation
- Social enterprise
- Public sector organisation
- Community group

On-going voluntary roles must not exceed 10 hours per-week, and fixed-term roles must not exceed 4 weeks full-time equivalent.

Reasonable travel expenses (reasonable is determined as £5 per day) must be agreed in advance and paid by the organisation - or transport provided. If expenses are incurred as part of the role, these must also be agreed in advance and covered.

If the role requires a Disclosure and Barring Service check to be completed, the organisation must arrange for this to be conducted and any administrative costs paid by the organisation.

Opportunities for graduates or placement students that are more than this will be considered on a case-by-case basis where reasonable expenses are paid and you should contact the Community Engagement & Volunteering Officer to discuss these by e-mailing [business@salford.ac.uk](mailto:business@salford.ac.uk).

The following policies or suitable arrangements governing volunteer activity must be in place:

- Equal Opportunities Policy
- Fire risk assessment for your premises
- Health and Safety Policy
- Public Liability Insurance for volunteers
- Risk assessment for volunteer activities
- Volunteering Policy

You will need to complete our [Volunteering Opportunity Registration Form](#) to advertise any volunteering opportunities through our on-line database or at our recruitment fairs.

We do not advertise volunteering opportunities where volunteers are required to fundraise to access the opportunity or pay costs, i.e. training, accommodation, food, flights, visas, or any other associated with their volunteer placement.

#### Use of your data

Your details will occasionally be shared with Third Parties for University of Salford and sometimes the third party's own purposes, including:

- third parties who work with us to provide employment opportunities for our students and graduates (e.g. Unitemps, our on campus recruitment agency, part of SPD, a wholly owned subsidiary of The University of Salford)
- professional and regulatory bodies (e.g. NMC, HCPC, BPS, SRA, BSB, ACCA,) in relation to the confirmation of conduct including complaints, job description and information provided as part of the recruitment process.
- government departments and agencies where we have a statutory obligation or other legal basis to provide information (e.g. Her Majesty's Revenue and Customs (HMRC), the Higher Education Funding Council for England (HEFCE), the Higher Education Statistics Agency (HESA), the Home Office (in connection with UK visas and immigration))

#### Questions

If an organisation has any questions about this policy and their application, the organisation should make contact with the Employer Liaison Team on 0161 295 0023 (Option 5, then 3) or [business@salford.ac.uk](mailto:business@salford.ac.uk).

All requests to reconsider whether a specific organisation, opportunity, working practice or piece of information contravenes employment legislation /this policy will be considered. If an organisation, opportunity, working practice or piece of information that is being promoted by the University of Salford is found to contravene employment legislation or this policy, promotion will be discontinued.

<b>Document Control Information</b>			
<b>Revision History incl. Authorisation:</b>			
<b>Author</b>	<b>Summary of changes</b>	<b>Version</b>	<b>Authorised &amp; Date</b>
Ian Boardman, Head of Careers & Enterprise	<p>Update to a local policy used operationally by the Careers &amp; Enterprise team in the Library, that defines the types of employment opportunity vacancies that can be promoted to students and graduates. This policy is published online within <a href="#">information for employers</a> who want to engage with the services of the Careers &amp; Enterprise team to promote employment opportunity vacancies to students and graduates via a) the “Handshake” online vacancy promotion platform, b) on-campus careers fairs, and c) on-campus and online drop-ins / workshops / stalls / interviews.</p> <p>The Careers &amp; Enterprise team identify whether employers and their employment vacancies can be promoted to students and graduates using this policy.</p> <p>This policy requires an update and governance approval, due to a) changes in minimum and living wage rates set by UK government, and b) to adhere to an external league table requirement for university careers services to have a policy in place to “clearly outline what criteria must be met in order for the careers service to work with a third-party employer, and what criteria would screen an organisation out” with “evidence within the policy itself that it was last updated/reviewed within the last 4 years. There should be evidence within the policy itself that it has been signed off at a senior level”. <a href="#">Ethical Careers and Recruitment   People &amp; Planet (peopleandplanet.org)</a></p>	V1.1	07/06/2024
<b>Policy Management and Responsibilities:</b>			
Owner:	<p>Ian Boardman, Head of Careers &amp; Enterprise, who issues and communicates policy to Careers &amp; Enterprise team members, and has delegated day to day management of, adherence to, and communication of this policy to stakeholders, to members of the Careers &amp; Enterprise team including the following who line manage staff in the Careers &amp; Enterprise team:</p> <ul style="list-style-type: none"> <li>• Lee Houghton, Careers &amp; Enterprise Operations &amp; Innovation Manager</li> <li>• Rachel Martin, Employer Liaison Consultant</li> </ul>		
<b>Author to complete formal assessment with the following advisory teams:</b>			
Equality Analysis (E&D, HR) Equality Assessment form	<p>EIA approved 12/06/24, reference number EIA2024-27</p> <p>Approved by Nok Vickers, EDI Athena Swan Coordinator, Equity, Diversity &amp; Inclusion</p>		

Legal Implications (LPG)	Review and Input requested on 18/06/24. Matthew Collins, Director of Legal Services, reviewed and proposed edits on 19/06/24 that were made 26/06/24
Information Governance (LPG)	
Student facing procedures (QEO)	Review and Input requested on 18/06/24
UKVI Compliance (Student Administration)	Review and Input requested on 18/06/24. Richard Melia, Head of Home Office Compliance, reviewed and proposed edits on 19/06/24 that have been made
<b>Consultation:</b>	
<b>Document Control Information</b>	
Staff Trades Union via HR Students via USSU Relevant external bodies (specify)	
<b>Review:</b>	
<b>Review due:</b>	07/07/2024 (or date before this as this policy is reviewed by relevant University of Salford governance or other policy/procedure)
Document location:	Public domain: <ul style="list-style-type: none"> <li>• <a href="https://www.salford.ac.uk/sites/default/files/2024-05/Policy-on-Advertising-May-2024.pdf">https://www.salford.ac.uk/sites/default/files/2024-05/Policy-on-Advertising-May-2024.pdf</a></li> <li>• Linked to from web-page providing information for employers on working with the Careers &amp; Enterprise team to promote employment opportunities to students and graduates: <a href="https://www.salford.ac.uk/business/recruiting-students">https://www.salford.ac.uk/business/recruiting-students</a></li> <li>• Linked to within <a href="https://www.salford.ac.uk/careers">https://www.salford.ac.uk/careers</a> web-pages: Information for employers within <a href="https://www.salford.ac.uk/careers/support/our-offer-to-you">https://www.salford.ac.uk/careers/support/our-offer-to-you</a> for employers who want to work with the Careers &amp; Enterprise team to promote their employment opportunities to students and graduates: <a href="https://www.salford.ac.uk/careers/support/our-offer-to-you/employers">https://www.salford.ac.uk/careers/support/our-offer-to-you/employers</a></li> </ul>
<b>University of Salford Policy pages</b> <a href="http://www.salford.ac.uk/policies">http://www.salford.ac.uk/policies</a>	
<b>The owner and author are responsible for publicising this policy document.</b>	