Recruiting Data Analytics Talent

Marketing your organization and opportunities to students is a critical step in any recruiting process. Below are some suggestions for increasing your visibility among Ohio State's talented students and creating a successful recruitment plan at the university.

CREATE YOUR POSTING

Create a job posting that entices students. Students and recent graduates respond more often to job descriptions that are direct and transparent, so be detailed and specific. Avoid unclear language, and spell out acronyms. Consider using Textio.com to analyze and optimize your job description to get students' attentions.

Include these types of information:

Who you are:

- Brief overview of your organization, with differentiating points such as company culture, Fortune 500 status, flexible work schedule, multiple locations. Particularly if it is a less widely known, this helps students envision working there and differentiates your company from better-known brands.
- Type of position being filled: seasonal or permanent, full- or part-time, paid or unpaid, type of shift
- Outline of the position's daily duties and responsibilities
- Goals and expected outcomes for the position
- Work environment – individual or group
- Location and amount of travel required

Who you're seeking

- Required vs. preferred skills and qualifications
- Specific software or platform experience required. This helps students get a sense of the job's technical requirements and the level of expertise you desire.
- Types of majors and degrees
- Visa and work permit requirements

How to apply

- Links to your website, application site, etc. Be sure to provide links to important information about the opportunity so students can easily access it.
- Process for applying and desired materials, e.g., resume, cover letter, portfolio, etc.

REACH YOUR IDEAL CANDIDATES

Consider your target audience and the size of the net you cast. Students with data analytics skills can be found in a variety of majors. If your ideal candidates can hail from various backgrounds, it may be good to reach out to several college career services offices as well as Buckeye Careers to access the widest audience possible. Consider carefully whether to indicate undergraduate vs. graduate majors or a specific rank, as doing so may exclude students with skills you want. Additionally, recruiting students earlier in their college experience can make them more likely to stick with you throughout their curriculum.

BROADENING THE DEFINITION

To help employers find analytics-related talent, TDA conducted a review of all undergraduate and graduate programs at Ohio State. As a result of the review, the "Data Analytics" category within the Arts and Sciences and Buckeye Careers Network job portals was expanded to be more inclusive.

THE OHIO STATE UNIVERSITY

TRANSLATIONAL DATA ANALYTICS

Shoot to post summer positions in the fall. Students are most active with job or internship searches during autumn and spring semesters, and top companies recruit for summer positions in the fall. During the summer, students are often away participating in study abroad, working at summer internships, etc. When creating your university recruiting strategy, keep this timeframe in mind to be most competitive for top students.

Be patient. It can take up to 48 business hours for your position to be reviewed and approved by career services staff. Once approved, it can take another few days for students to see the post and start applying.

Leverage Ohio State's network of student organizations. This can be particularly useful if you are seeking a specific skillset or experience. At Ohio State, the Big Data & Analytics Association student organization (bdaaohiostate.org) is dedicated to data analytics and regularly posts information on internships, jobs, and part-time work to their network of 100+ undergraduates.

GET INVOLVED

Developing relationships with students is key to promoting your brand and the opportunities it offers.

Get involved in career development, even if you do not have current job openings.

- Serve on an employer panel
- Participate in mock interviews
- Conduct resume reviews
- Attend career and internship fairs
- Speak at a BDAA meeting (bdaaohiostate.org)
- Engage with student events such as Hackathon (hack.osu.edu) or the ASA DataFest (datafest.osu.edu)

Utilize Ohio State resources for conducting interviews. On-campus interviews are an easy, accessible way to find student talent. Ohio State offers a wide range of on-campus resources to employers. Contact the Buckeye Careers Network at careers.osu.edu for more information.

Visit careers.osu.edu for information on posting jobs; career, internship, and job fairs; college- and campus-specific career services offices; and more.