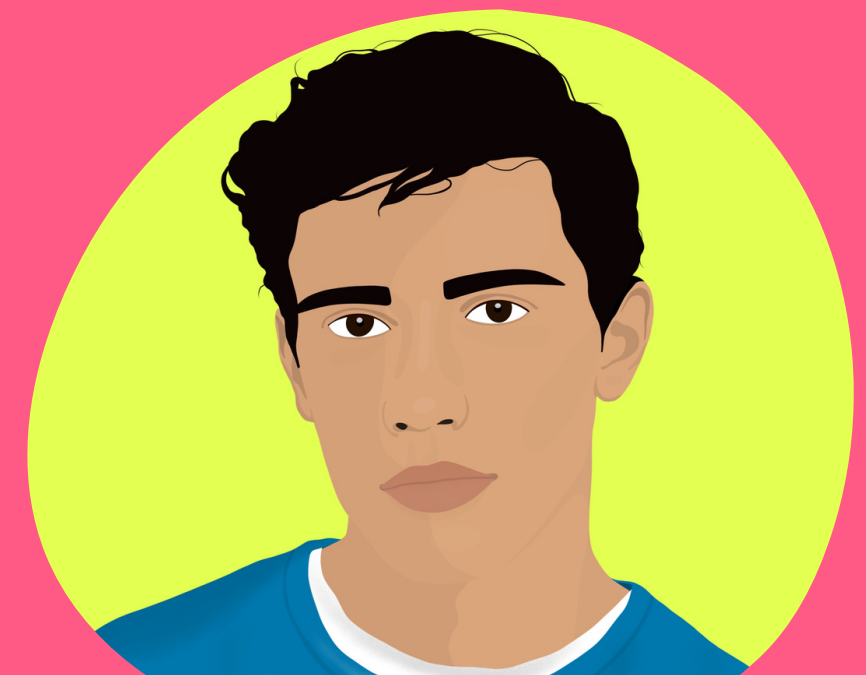
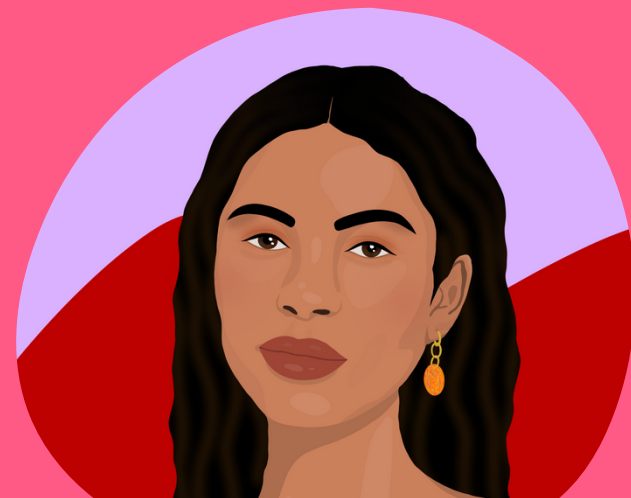
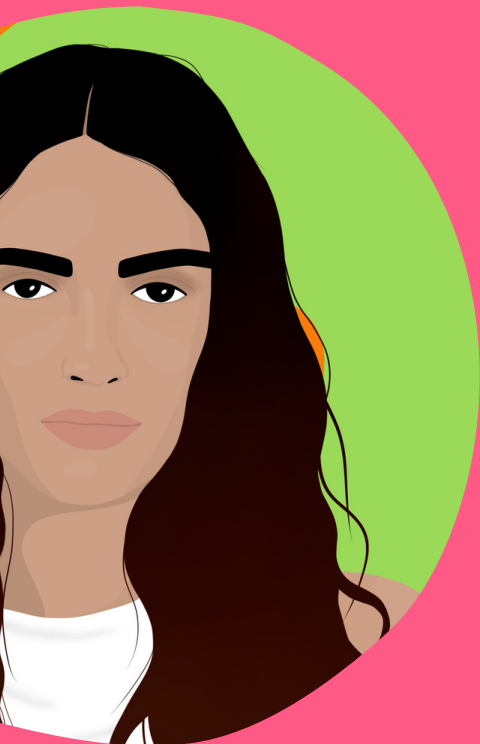


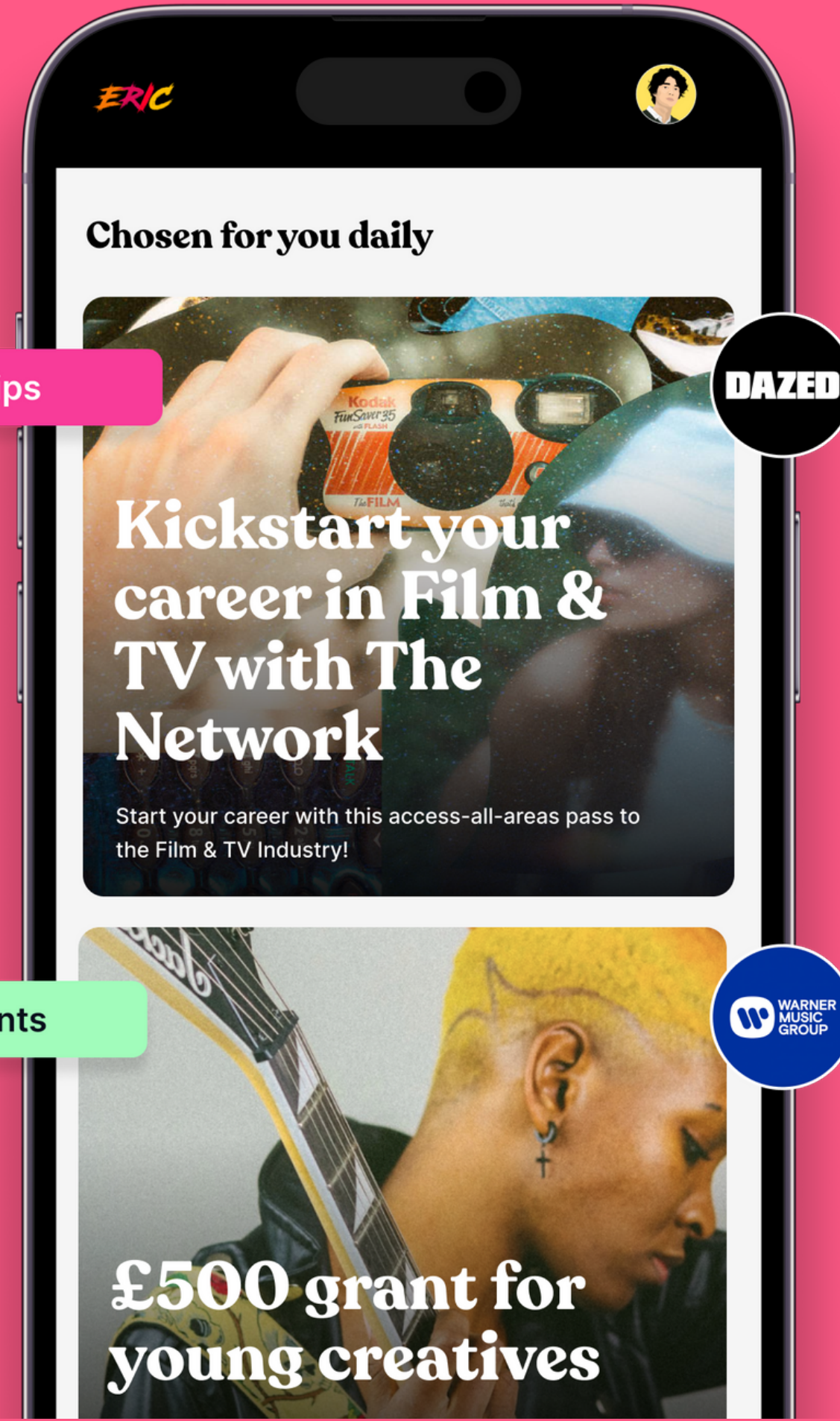
10 ways to
immediately get better
at hiring Gen Z



Hi, I'm Sam 🙌

Co-Founder of

ERIC



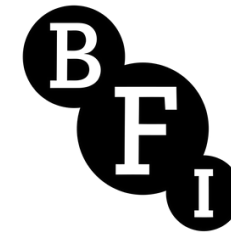
To date supported and
connected

200k+

16-25 year olds



FT



 PAN MACMILLAN

M&S
EST. 1884

BBC
SPORT



ESCAPE
STUDIOS



THE OLD VIC



- 1 Foundation** **Learn about Gen Z**
- 2 Expectations** **Entry-level realities**
- 3 Skills** **Degrees are not the only way**
- 4 Perks** **Enhancing your offer**
- 5 Application** **User experience**
- 6 Outreach** **Use the right recruiters**
- 7 Feedback** **Don't ghost**
- 8 Invest** **Employer brand**
- 9 Pipeline** **Start early & educate**
- 10 Feedback loop** **Ask your Gen Z employees**

1.

Foundation

Learn about Gen Z

62%

**have started, or
intend to start,
their own business**

58%

**Don't trust businesses & the
people who lead them**

4%

**Of Gen Z actively
use linkedin**

Book ERIC for another talk

'Who are Gen Z & Gen Alpha?'

GENERATION Z, AIR TRAVEL AND ENVIRONMENT: A SENSITIVITY THAT DOES NOT TRANSLATE INTO BEHAVIOR

AIRLINES GREEN TRAVEL

Who are Gen Z?

Gen Z Contradictions: The Fast Fashion Paradox

Why Gen Z fight for sustainability more than any other generation and still consumes fast fashion the most

The Contradictions Of Gen Z Beauty Standards



Why aren't we talking about Gen Z drug use?

CULTURE MEDIA Posted 25 October, 2022

Gen Z and Millennials Think Their Personal Actions Shouldn't Be Blamed for Climate Change

2.

Expectations

Entry-level realities

When employers want 10 years experience before you turn 20



61%

**of creative entry-level
roles required 2+ years
of experience**

94%

**of employees say they'd stay at
a company longer if there's an
investment in learning &
development**

3.

Skills

Degrees are not the only way

62.5%

of people don't go to uni

Bad careers advice

Debt & financial concerns

Insufficient support networks

DIYL

= Do It Yourself Learning

60%

**say peer-to-peer learning
helps them exchange ideas &
consider new perspectives**

68%

**say youtube has improved
their skills for the future**





Steven Bart...  • 2nd

Building: Thirdweb & Flig...

13h • Edited • 

[+ Follow](#) 

I'M HIRING... ! ANYONE ! THAT IS REALLY REALLY WORLD CLASS AT THE THING THEY DO.. LET ME EXPLAIN 📌

Across my various companies ([Flight Story](#), [Flight Fund](#), [thirdweb](#), [Team DOAC](#) + more) we have lots of vacant roles...but that is not really the point... I will make a role for anyone that is truly brilliant, because I really believe that truly great talent doesn't need an open vacancy to add significant value.

👉 Here is what I AM and AM NOT looking for:

- ❌ I don't care if you have a university degree
- ❌ I don't care if you have an amazing CV
- ❌ I don't care about your age

✅ What I care more about is your attitude, ambition, character and perspective.

✅ I truly believe that there are people in teams right now, that know if given the right environment, colleagues and big enough goals, they would do the best work of their lives. I'm speaking to those people!

✅ The people that want to take risks, experiment like a scientist, fail and most importantly people that care so deeply about the work they do, to the point that people who don't care as much, think they're a bit weird. I'm speaking to you! You're my type of person.

✅ Whether you're a great project manager, data expert, social media growth hacker, graphic designer, video editor, process-person, developer, comms talent - whatever you're good at, if you truly believe you're one of the best at what you do...I would really really like to speak to you personally!

✅ The ONLY caveat is, you have to provide some kind of evidence that supports the fact that you're really good at what you do. Show me what you've done!

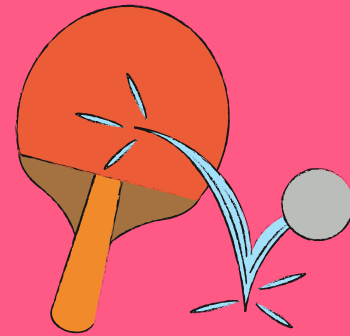
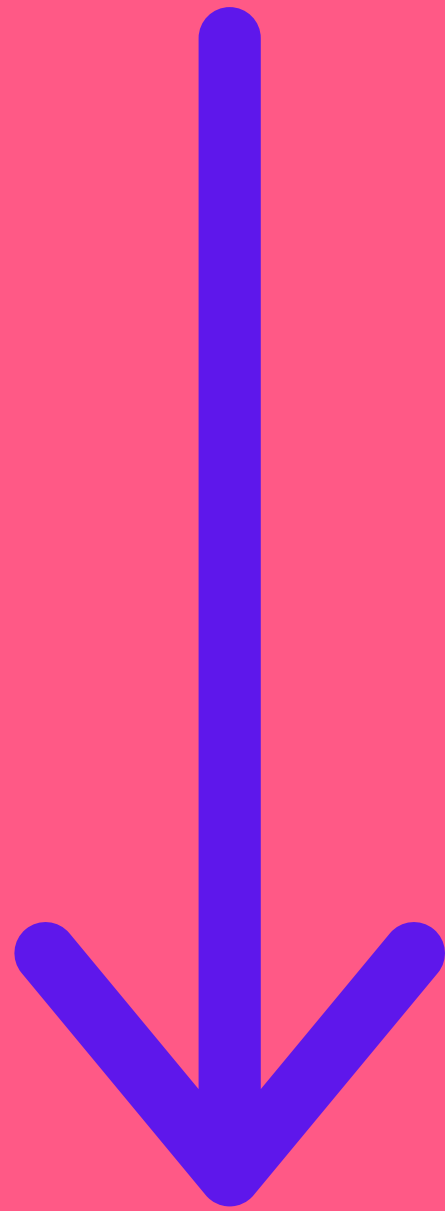
If you know someone that is truly the best at the thing they do, and you suspect they might be interested in a new fun, ambitious, journey, please tag them below!

4.

Perks

Enhancing your offer

OUT



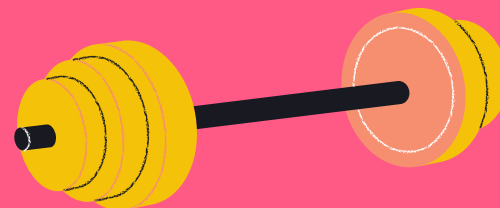
Ping pong tables



Happy hour / Open bar

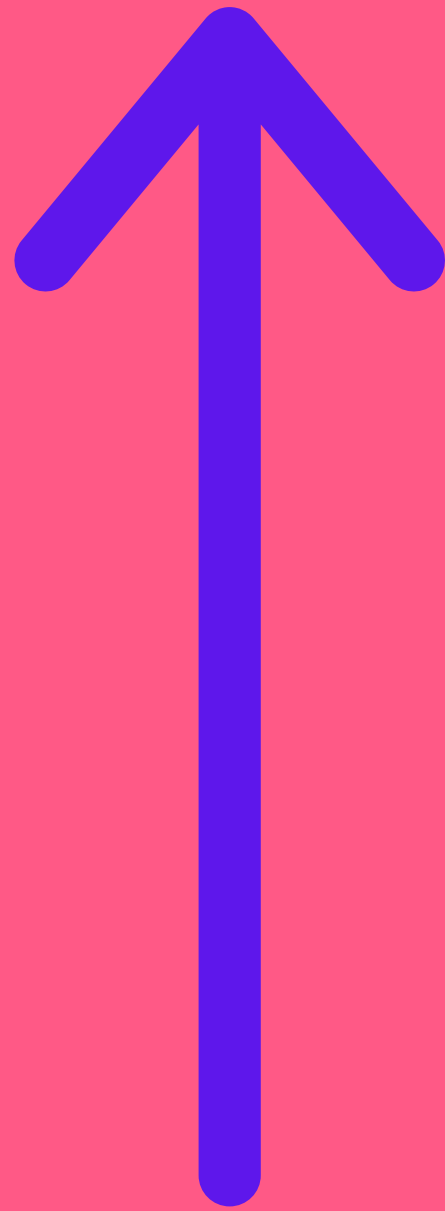


Free snacks



Gym membership

IN



Mental health support



Mentoring



Self-development budget



Volunteering days



Shared mat/pat leave

Editorial Assistant Apprentice (Osprey Publishing)

[Apply Here](#)

Editorial Assistant Apprentice (Osprey Publishing) at Bloomsbury Publishing (Oxford)

About the company


Acquired by Bloomsbury in 2015, Osprey Publishing is the leading illustrated military history publisher. They have been producing books for enthusiasts since 1968, including both trademark series titles and standalone books. Osprey Publishing's sister imprint Shire Publications offers an eclectic mix of titles on nostalgia, history, culture and craft.

About the role

Bloomsbury are looking for an enthusiastic apprentice with a keen interest in starting a career in the publishing industry to join the Osprey Publishing Editorial team based in Oxford!

This is an exciting opportunity to get your first taste of the publishing industry and further build your skillset, as well as a chance to learn about how an independent publishing house operates. You will assist with the day-to-day operations of the Editorial department at Osprey Publishing while learning about the different aspects of an editorial role.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

 Salary: £21,000

 Full Time / Part Time: Full Time

 Application Deadline: 31/8/2023

 Qualification: Level 3 Publishing Assistant

 Duration: 15 months

Entry Requirements

- You'll need to attend an online interview with our Talent Team and pass initial assessments in maths and English once you have completed your registration.
- You will need to be within an hour's commute to the office location listed at the time of your application.



Responsibilities

- Assisting with Osprey's backlist e-books project, working with the Assistant Editor and Bloomsbury's e-books team to clear the rights for, create, and make available for sale ebooks for backlist titles that currently have none.
- Managing the Osprey team's office copies of books, making sure that one copy of each new title is in the Library for reference only and one is on the office shelves, and ordering up any missing copies.
- Managing the Osprey editorial inbox and other Osprey inboxes as required. Replying to and logging emails from the public and from prospective authors – such as complaints, queries, and book proposals – promptly and professionally.
- Undertaking a variety of administrative tasks to support the Editorial department, such as: checking e-book files; completing photo permissions spreadsheets for books; carrying out picture research; putting together map references; returning hard copy artwork to artists.

Skills

- A keen interest in a career in the publishing industry
- An excellent grasp of spelling and grammar
- Good communication skills, both written and verbal
- Good organisational ability and time management
- Research skills
- Strong team player and keenness to collaborate
- Ability to use initiative and work independently
- An interest in military history would be beneficial but is not essential

Benefits



Access to LDN's Apprentice Community



LDN Personal Development Opportunities



LDN Social Events



LDN Apprentice of the Month Prizes



Excellent Career Progression



Access to UNiDAYS discounts



Private Medical Insurance



Cycle-to-work Scheme



Wellbeing Activities



Volunteering Opportunities



Generous Pension Contributions



Flexi Working Hours

5.

Application

User experience

**CREATIVES WANTED!
CREATIVES WANTED!
CREATIVES WANTED!
CREATIVES WANTED!
CREATIVES WANTED!**

WE HAVE A PAID
OPPORTUNITY FOR YOU

ERIC

SWIPE UP

Qualifications

- Knowledge of
- Comfort using
- Ability to fac

Description

As a Business B...
You spend time...
their needs. Yo...
in-store worksh...
Business Team...
with the entire...
complete suite...
Apple technolo...
customers as v...

Discover even m...
our people. App...
meaningful way...
wellness resour...
at all levels of t...
— both offer e...

by country and are subject to eligibility r

ce selling in the business market.

d leads by phone.

on skills, and excellent written and verb

chedule. Your work hours will be based on

Submit CV

Search results



46%

**of Gen Zers have
applied to jobs
on their phone**

6.

Outreach

Use the right recruiters



Launched 1999

(23 years ago)



Launched 2003

(20 years ago)



Launched 2004

(19 years ago)



Technology



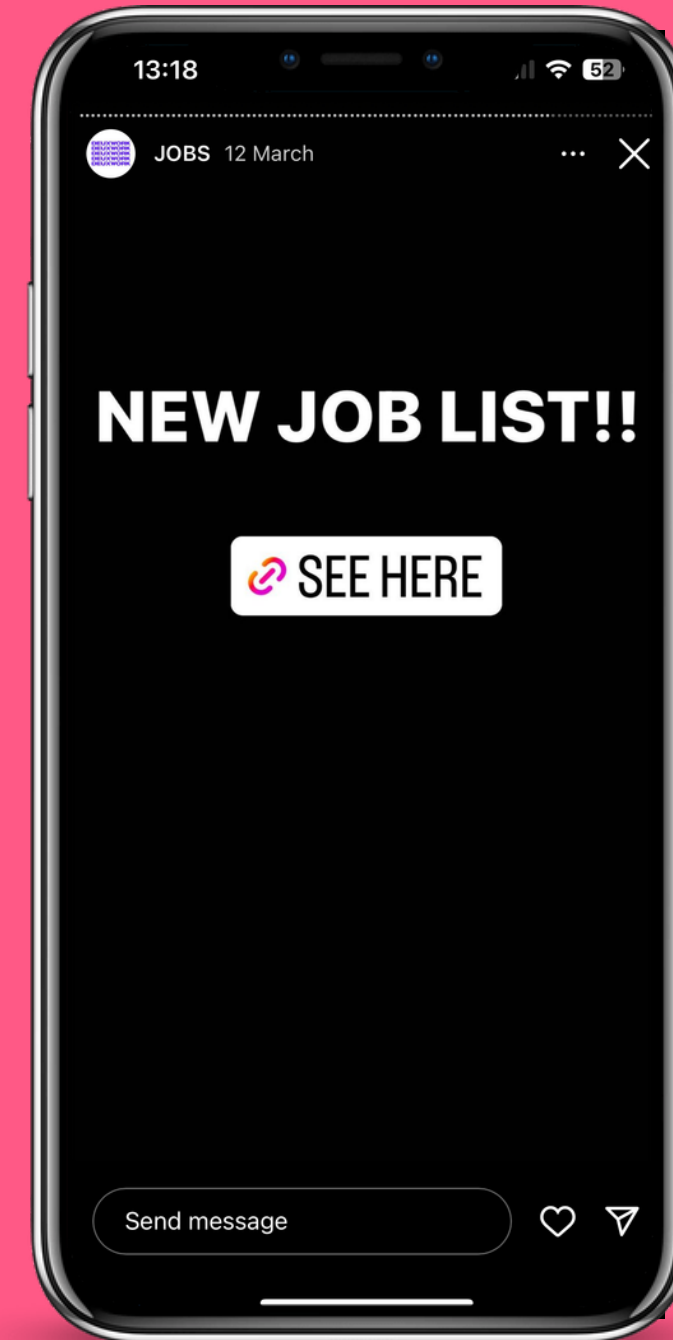
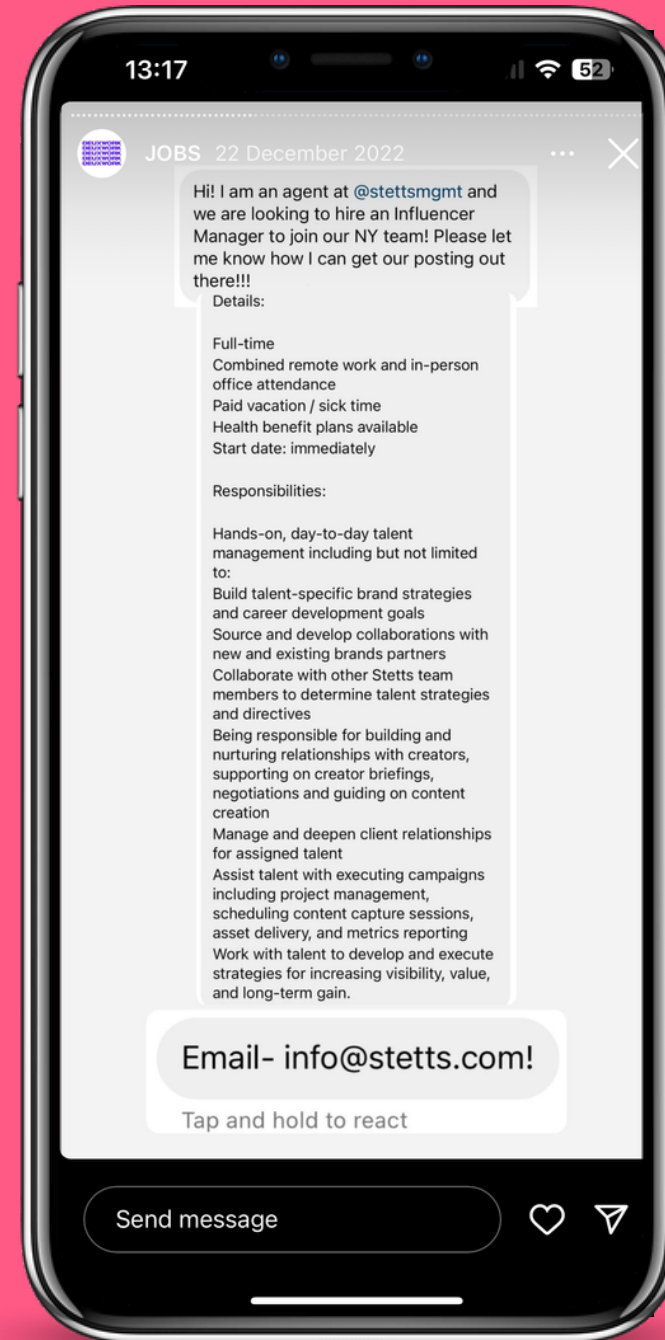
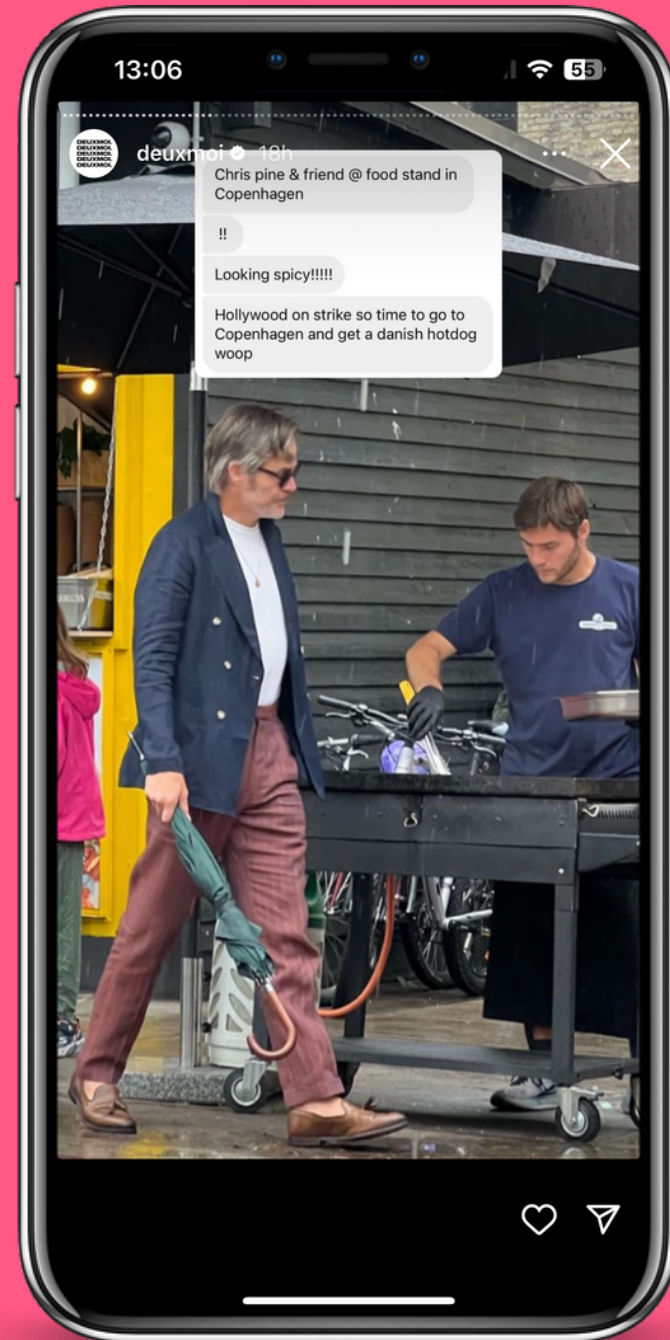
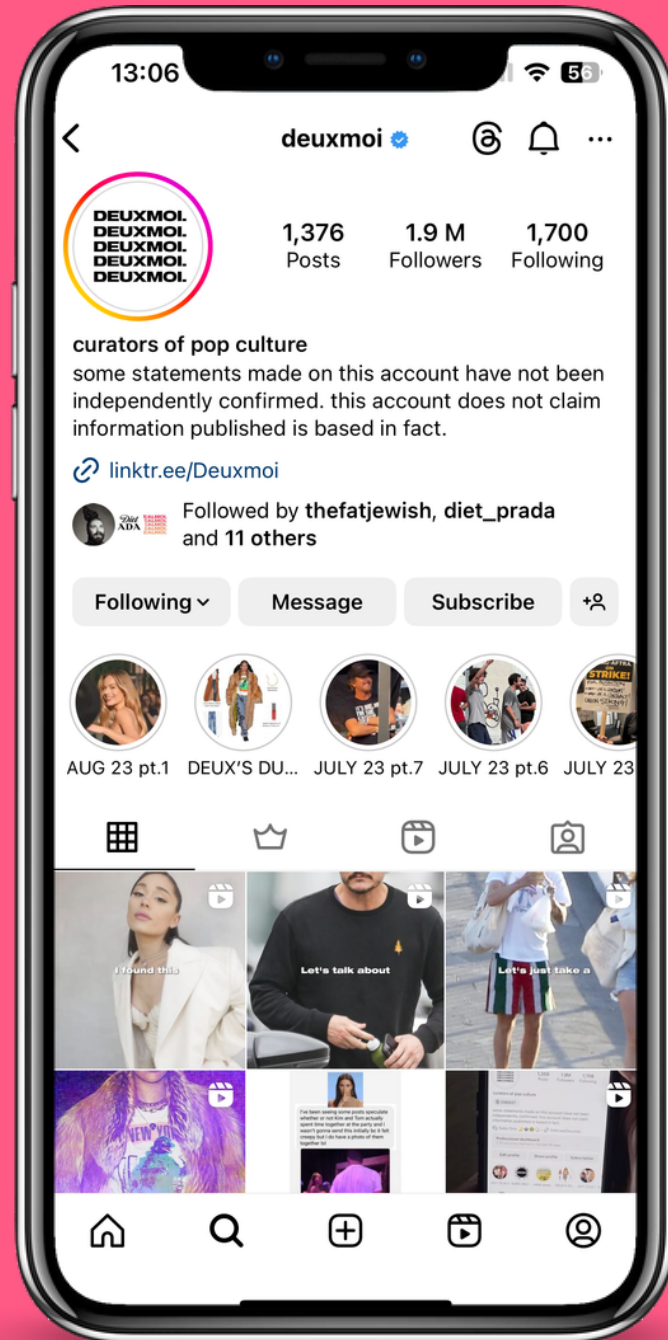
Venture Capital

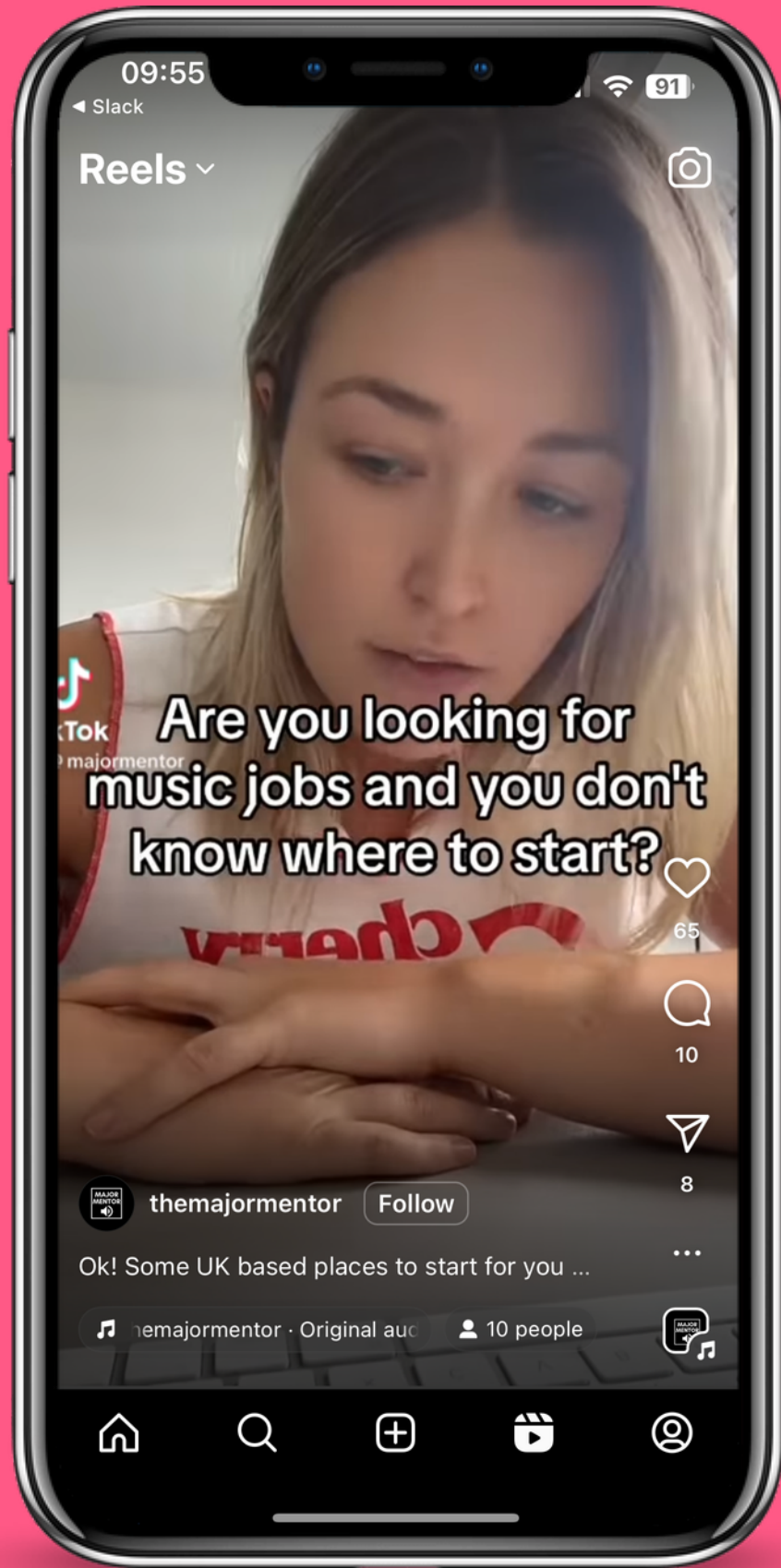


Hospitality



Creative





7.

Feedback

Don't ghost

Mark Adaka · 2nd
Student at University of Portsmouth
6d · 🌐

PLEASE READ:
I am posting on here due to a bit of desperation, and hopefully looking for some advice. I finished my master's course in October and have been searching relentlessly for a creative role for nearly a year now. I can't even begin to put a number to how much time I have spent sending off specifically tailored applications for every single role I came across. I know how tough the media industry is, and I know some people wait years before finally landing an entry level position.

However, what has caused me to post this is the ghosting. Since October, I have received 5 different job offers, or internship positions to either be cancelled, or completely ghosted. Most of these offers came from smaller or startup studios, and some without even a proper interview. So, though annoying I did not feel to upset to have no response.

Though, back at the start of the month, I had an interview and immersion day at a well-established media company. They stated that I was one of their "top candidates" and offered me a position over the phone and said I would receive more information early the follow week. Its been nearly a month, and despite sending two emails, and a phone call, I have not heard anything. I am in a bit of a limbo at the moment, as I don't know if enough time has passed to know if I truly have been ghosted. However, this company had been so good at communicating prior to the offer. And to ignore my emails is telling me that I should give up waiting.

I guess I just want to ask business or recruiters why so many companies have just completely disappeared after giving me a position. I really wanted to work at this place and was so happy my job search was seemingly finally coming to an end. I feel my momentum of applying has almost halted, and I'm really struggling to keep going. I know I am a hard worker, and have so much passion for all things creative, but this being the 6th time I have had my hopes up to just be taken has really taken a toll.

Side note: If anyone knows of any roles going within film, television, graphic design, or animation- please drop me a message! 😊

👍👍👍 Emma Berwick FRSA and 168 others 44 comments · 10 reposts

Find related content 🔍 Report

Reply to dulcebabe's comment
The way that I've been ghosted so many times by jobs too is crazyyyyyyy. I will never understand that shit.

this grinds my gears so flucking bad like so bad

Posted by u/_Mitch_Connor_ 1 year ago

Why can't employers just tell you you didn't get the position?

Post-interview

I've been struggling to find a job for a while. Since January I've had 3 interviews where I've sat down and done multiple rounds with each (development-program associate & executive assistant positions at non profits). None of them have followed up with me at all. I've emailed them myself to follow up. No response at all.

Why is it so hard to even send a follow up or even an automatic template email telling someone they didn't get the position. Seriously... Anything. It would be like a 15 minute task for someone to send a mass template rejection email once a month. They can literally tell me to piss off and I'll just move on. Just say so. Rejection is a part of life, I can deal with it.

It's just so awful to generate promise and then leave a person hanging in limbo. It's such a kick in the dick and disheartening to my self-esteem job seeking wise. I just want to fucking work. It just really is a shit feeling..

And like yeah, I've heard and kinda understand the legal reasons of why they do it? But this practice is frustrating and toxic as fuck imo. I've gotten automatic rejection email's and it's such a stress reliever and time saver.

Ugh just upset and need to vent my frustration.... It's just getting to me.

185 Comments Award Share Save ...

DigitalJennifer @DigitaJennifer · 15h

Today in **job** hunt news: one company seemed extremely interested in hiring me but I haven't heard from them at all in two weeks. (I've tried twice to contact them). It's pretty sad to be **ghosted** like this.

3 ↻ 16 389

77%

of people applying for jobs believe there's a correlation between how they are treated as job applicants and how they would likely be treated on the job.

71%

of candidates are more likely to buy from a company that treated them with respect throughout the recruiting process.

Thank you for applying - here is some detailed feedback



Samantha Hornsby <sam@meet-eric.com>

to [redacted]

Hi [redacted]



Thank you so much for making the time to chat to us and do the task last week - **we're sorry to say that we have decided to go with someone else for the part-time role.**

Although we wanted to offer everyone a job at ERIC (genuinely, everyone was so enthusiastic, positive and talented), the quality of applicants was so high so we sadly have to let some people down. **You were very impressive and we really enjoyed talking to you, so we'd like to make it clear that this is not a 'no, you will never work at ERIC' - this is a 'this role wasn't right for you'.** We will be keeping your application and details on file in case something comes up soon and you will be the first to know if it's relevant for your skills!

Finally, we believe in making sure people have full, detailed feedback about their interviews so they can understand what worked and what didn't, so **we have provided feedback in the form of voice notes for people in which we talk about what came across well and what didn't fit for us this time.** Hopefully this is helpful for the next application and although this is the end of the road for this job with ERIC you aren't leaving the process completely empty-handed.

If you would like any more feedback or to ask specific questions, please don't hesitate to get in touch - we are always here for help!

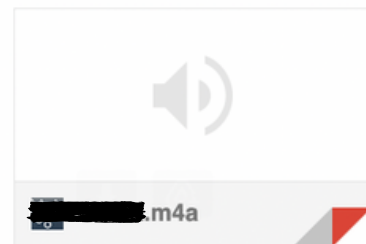
Sam and Mae

--

Samantha Hornsby | 07411 262 393

Co-Founder of [ERIC](#)

One attachment • Scanned by Gmail



Re: Thank you for applying - here is some detailed feedback

External



[redacted] <[redacted]@gmail.com>

to me



Good morning Sam,

I really appreciate your response and respect ERIC's approach towards the feedback. It's an amazing thing to receive voice notes and self-reflect. I wish ERIC all the best in the future and am quite confident about its impending success since you'll have such an amazing work culture. Do let me know if there are any more job openings as I am raring to go and have another shot at working for you all.

Best,

[redacted]

8.

Invest

Employer brand

Employer brand = future of recruitment

86%

**of recruiters believe that recruitment
is becoming more like marketing**

27%

of young people
said they use
social media as
an online career
guidance resource

<1%

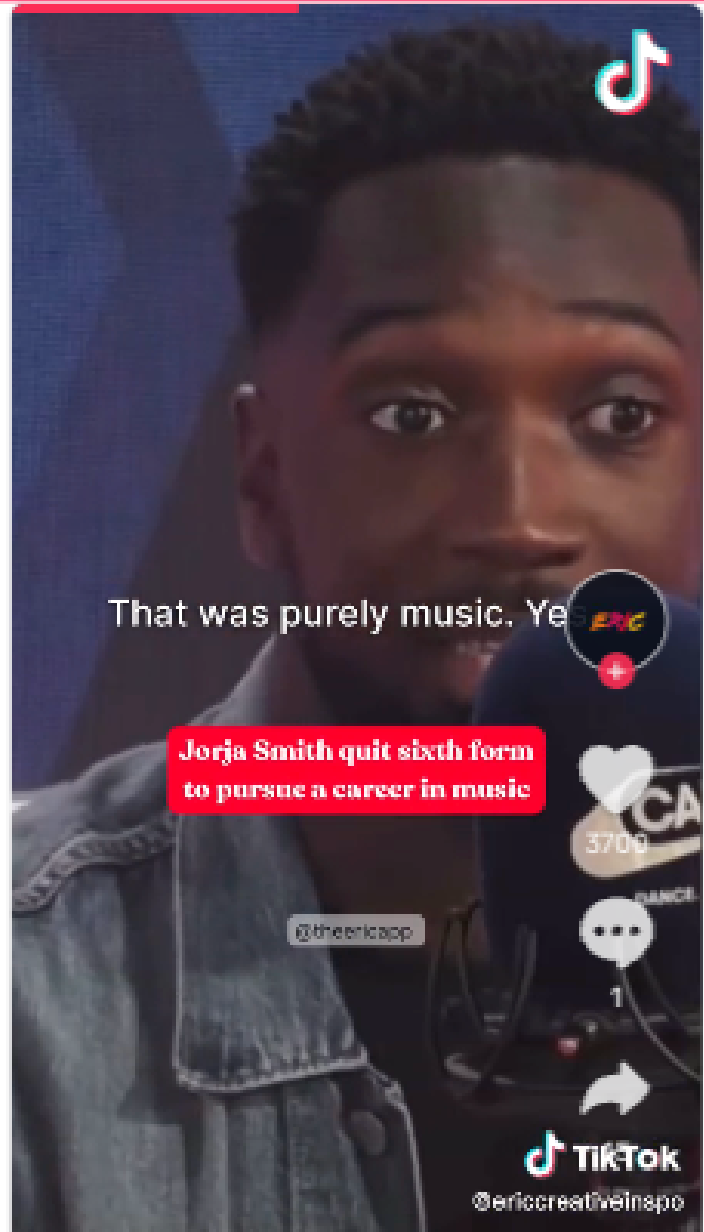
of career teams
said they use
social media
as an online career
guidance resource

THE CAREER TOOLS YOUNG PEOPLE CHOOSE TO USE

Don't know	26%	
TikTok	13%	←
Google	7%	
Unifrog	6%	
YouTube	4%	←
My World Of Work	3%	
Instagram	3%	←
Indeed	3%	
School/local portal	2%	
Gov.uk	2%	
University websites	2%	
UCAS	2%	
Prospects	2%	
Career Pilot	2%	
Rest (1% or under)	24%	

SOCIAL MEDIA

On average, Gen Z spend
5 hours a week
careers-related content online

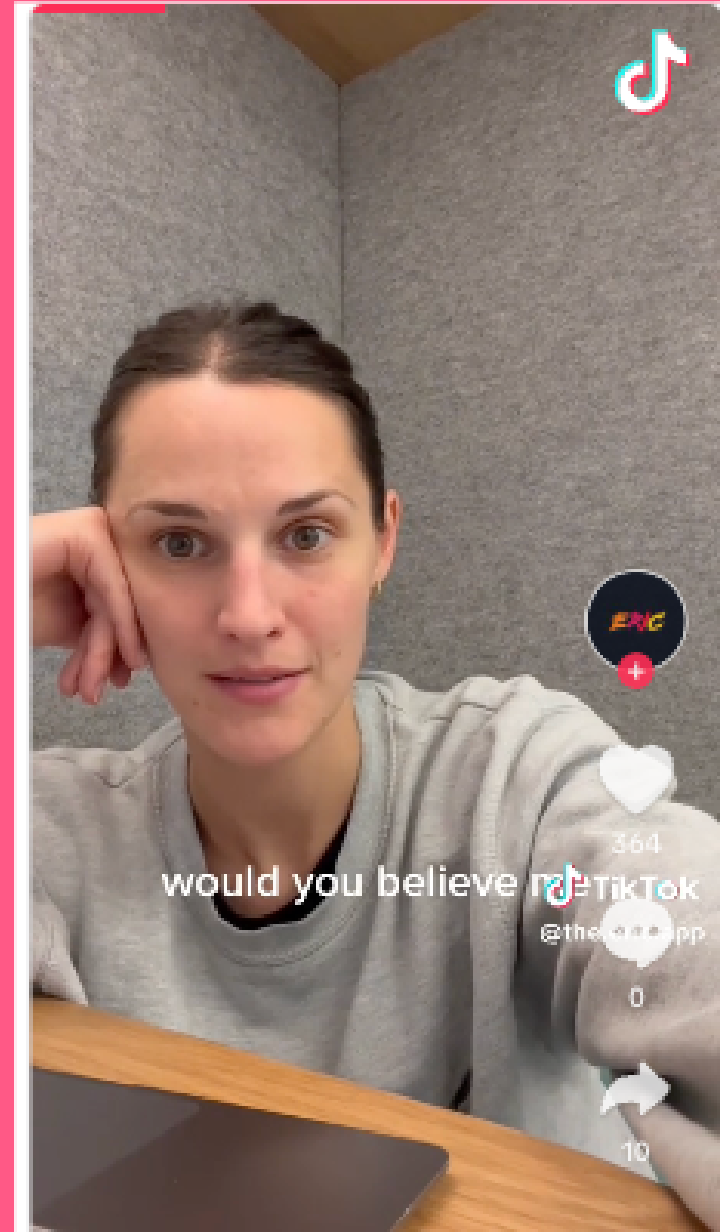


1000s on TikTok Watch [Watch now](#)

@the.eric.app

You can't knock Jorja Smith's grind 🙌 #fyp #jorjasmith #jorjasmith #career ...See more

🎵 Gentle beats with chill, lofi(941355) - NEGIMA RECORDS

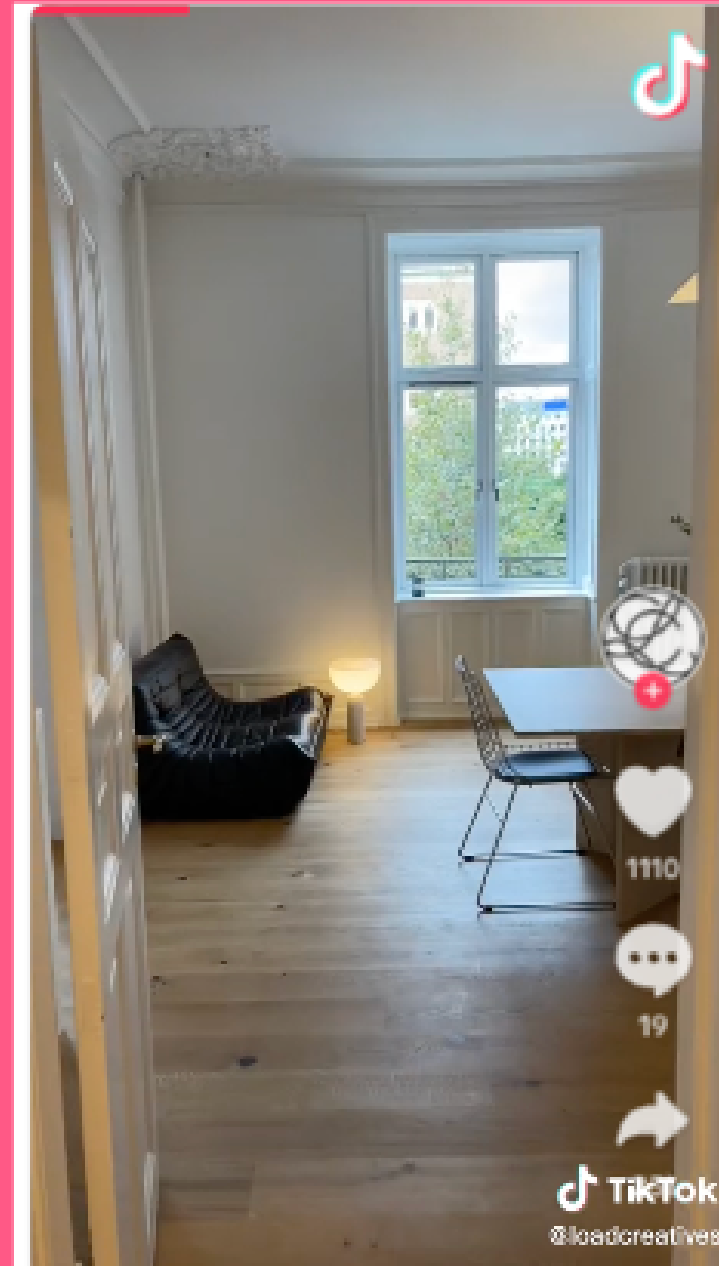


1000s on TikTok Watch [Watch now](#)

@the.eric.app

Can you believe the UK's creative industries is BIGGER than gas, ...See more

🎵 original sound - Creative Career App

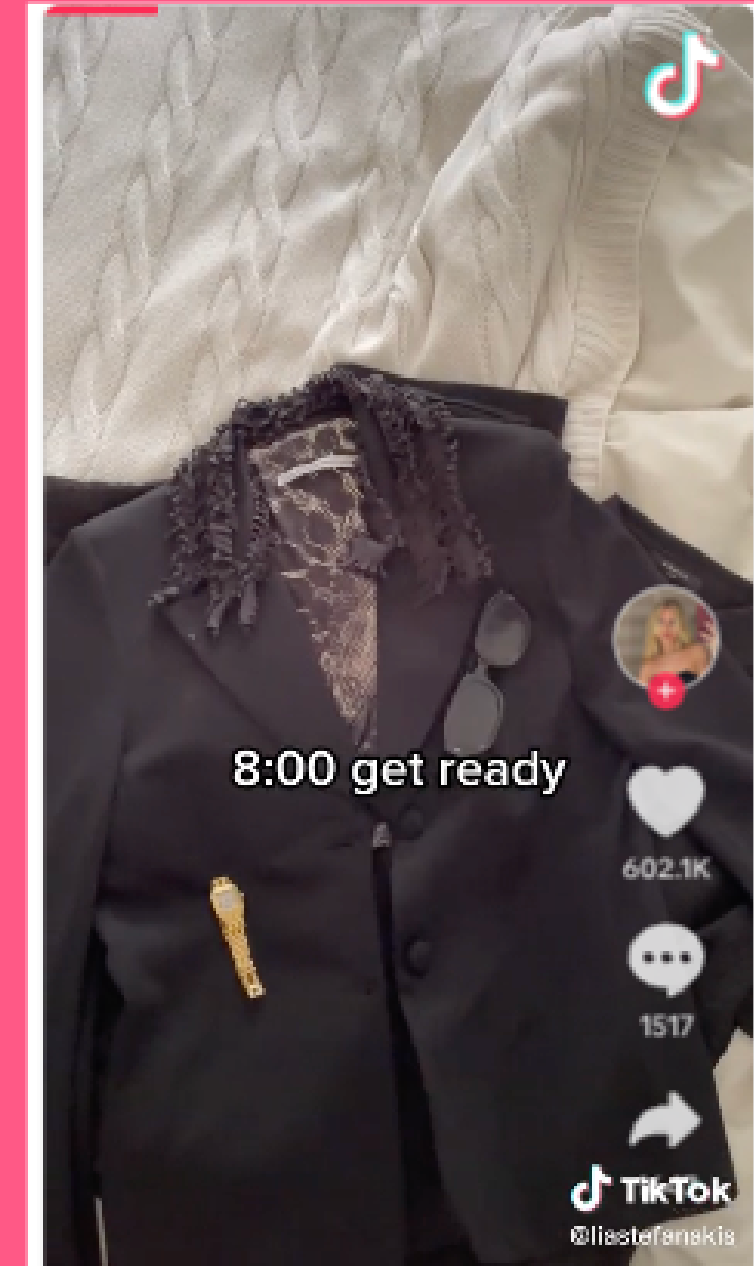


1000s on TikTok Watch [Watch now](#)

@loadcreatives

A little tour of the LOAD office 📍 #officevibes #copenhagen #fy ...See more

🎵 She Share Story (for Vlog) - 山口夕依



1000s on TikTok Watch [Watch now](#)

@liastefanakis

Day in the life 📸 #dayinmylife #criminal #lawyer

🎵 Young Folks - Shindig Society

9.

Pipeline

Start early & educate



You can't be what you can't see

73%

**of school students have met someone
who works in STEM at their school**

Careers education

8-17 year olds

2%

of companies

Decision-making

18-23 year olds

8%

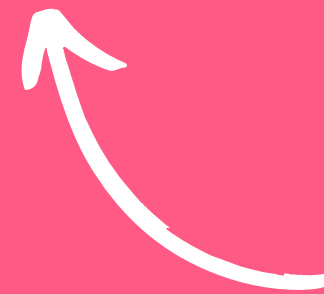
of companies

Job search

24+ year olds

90%

of companies



Where you want to be present



BFI and ERIC screen careers research

What's stopping young people from pursuing a career in the screen industries? – June 2022

BFI



BFI and ERIC Screen Careers Research reel |



Watch later



Share

**WHAT'S STOPPING
YOUNG PEOPLE FROM
PURSUING CAREERS IN
THE SCREEN INDUSTRIES?**

READ THE FULL REPORT

Watch on YouTube

Commissioned by



Samantha Hornsby (She/Her) • You

Co-Founder at ERIC 📱 | Keynote speaker 🎤 | Will not shut up about ca...
1mo • Edited • 🌐



📖 CREATIVE BUSINESSES NEED TO CONNECT MORE WITH SCHOOLS, COLLEGES & UNIVERSITIES 📖

Why? Because we need to collectively work with careers teams and other staff to bust the myths that the creative industries is tiny, has no jobs in it, has no money, and is uninclusive. Because none of that is true. The creative industries is HUGE and extremely wealthy, has millions of jobs and is looking for diverse young people to join.

So what can businesses do right now to get involved? Other than being on the **ERIC** app of course 🏆

Get in contact with a career leader/advisor from a school, college or uni in your local area and ask to do a 10/15 min talk* about your creative business.

Here's what you can cover:

1. 🏢 How many people are employed in your industry & your company (so young people can get an idea of job availability)
2. 🗨️ What you do as a business and the consumers/clients you work with (do a case study if possible so they can get context & visuals)
3. 📁 Different departments at your company (cover the lesser known ones and see if you can highlight how amazing they are too)
4. 📸 Show pictures of as many aspects of the business as you can (so students can VISUALISE what you do and who works there and where you work)
5. 🗣️ Allow students to ask questions or tell the staff they can assemble questions and send them to you on email after.

*Can be in person, or online!

[#careerseducation](#) [#creativeindustries](#) [#talentpipeline](#) [#creativecareers](#)
[#careersteam](#) [#careersleader](#) [#careersadvisor](#) [#school](#) [#college](#) [#university](#)
[#creativity](#)

   Amber Hopkins and 92 others

17 comments • 8 reposts

10.

Feedback Loop

Ask your Gen Z employees

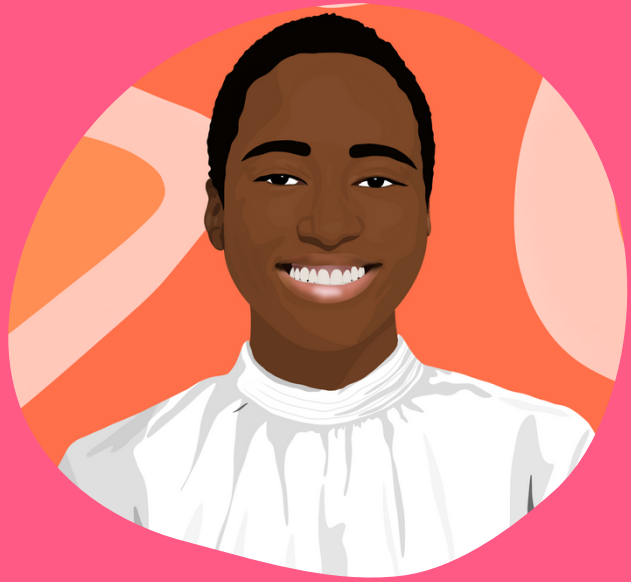
Feedback & suggestions for improvement

You



**New Gen Z
employee**

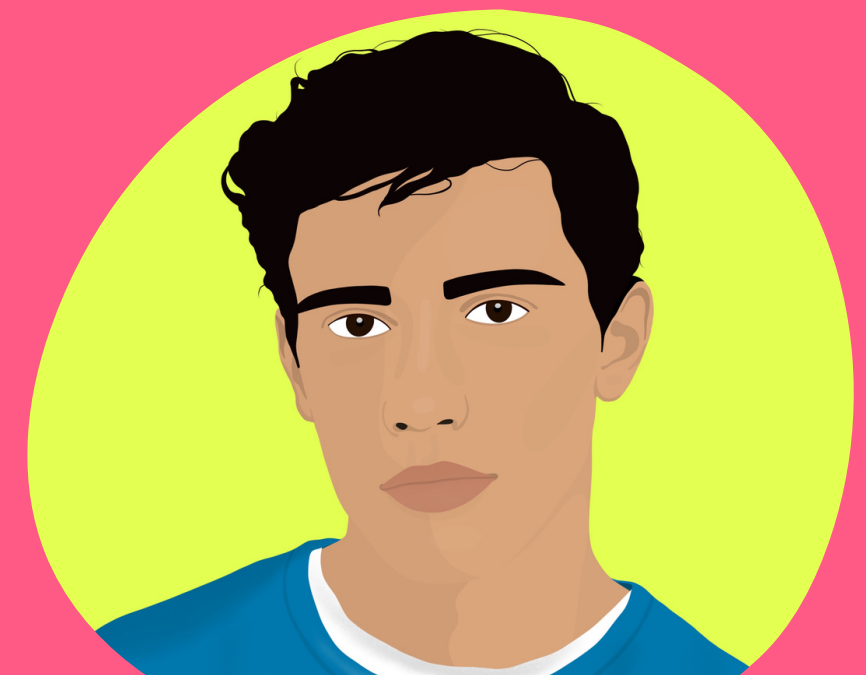
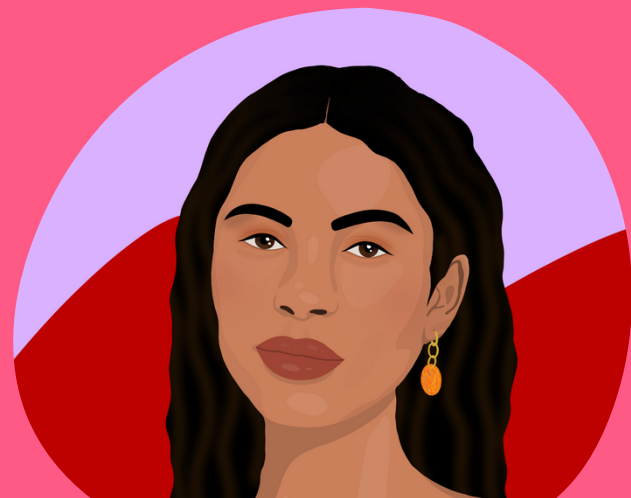
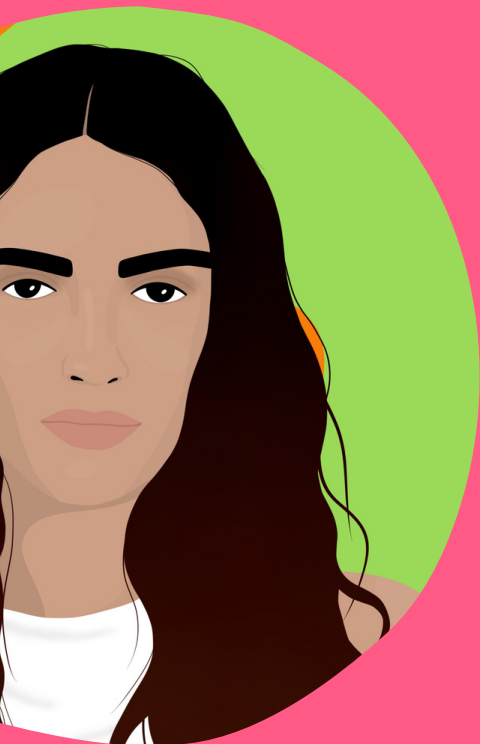




Thank you

sam@meet-eric.com

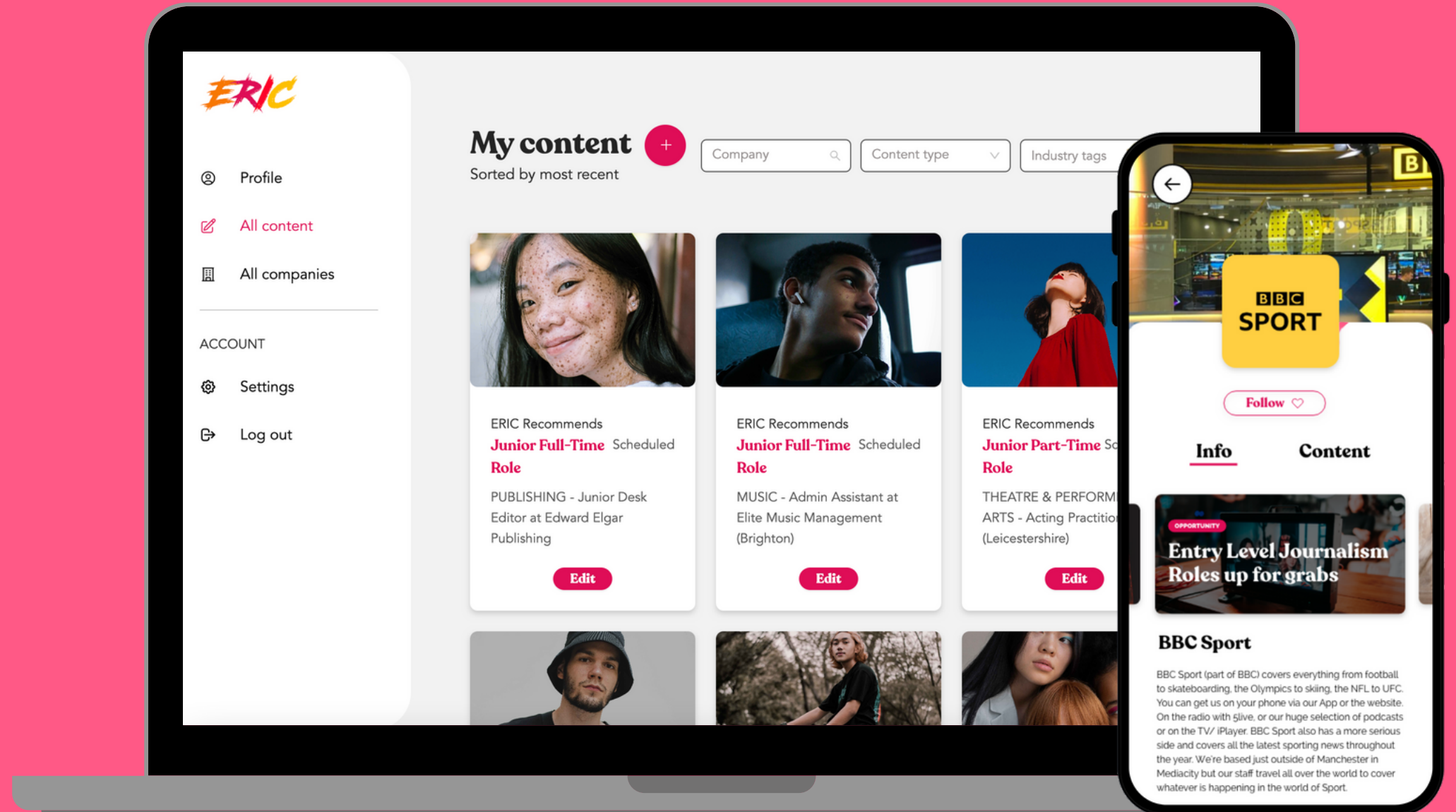
Samantha Hornsby





sam@meet-eric.com

Samantha Hornsby



“ERIC is the most successful outreach platform in getting our career opportunities in front of those who don’t know us.”