EMPLOYER PROFILE

SPECIFICATIONS

UCAS

THANK YOU

Thank you for choosing to promote your organisation through UCAS.

To support the creation of your employer profile, please review the following specifications and follow the guidelines before submitting your content.

The UCAS Creative Acceptance Policy (CAP) is designed to ensure consistently high standards of advertising across all UCAS properties and platforms, and as such, all content (including paid advertising) is subject to approval by UCAS.

Additionally, all creatives must comply with all applicable legal and regulatory requirements including (but not limited to the following) to DMA Codes, ASA Guidelines, FCA regulations and Consumer Protection from Unfair Trading Regulations 2008.

We will not accept promotions:

▶ in relation to, or which reference, products or services which may not be in the best interests of students.

▶ from companies, businesses or organisations which are not able to demonstrate that they are established and reputable concerns and suitable to be associated with UCAS.

▶ which in any way could be misleading to students, or which make any representations which cannot be substantiated to our satisfaction.

RULES AND BEST PRACTICE

Creatives must:

▶ be clearly labelled for usage, packaged together and sent at the same time

▶ be supplied via an accessible method (email: **services@ucas.ac.uk** and zip preferred)

▶ be crisp and clear, with no blurred images, logos, or text

▶ have user click activated sound (where applicable)

▶ click into a new window

Creatives must not:

▶ exceed specifications detailed within this document (both in size and character count)

▶ contain any type of alcohol, drugs, nudity, gambling, racism, or profanity

▶ link to competitors' websites, or contain any reference to competitors

▶ devalue the UCAS website/brand

▶ download, upload, install, or copy any software, programmes, or data

▶ place tracking cookies on UCAS' websites or products - this is prohibited

EMPLOYER PROFILE FEATURES

Main header banner	**Short description**	**Video**
Primary quote	**Long description**	**Employee perks and benefits**
Company information	**Company locations**	**Staff testimonials**
Secondary quote	**Image gallery**	**UK university partners**
Culture and values	**Awards and accolades**	**Social media links**
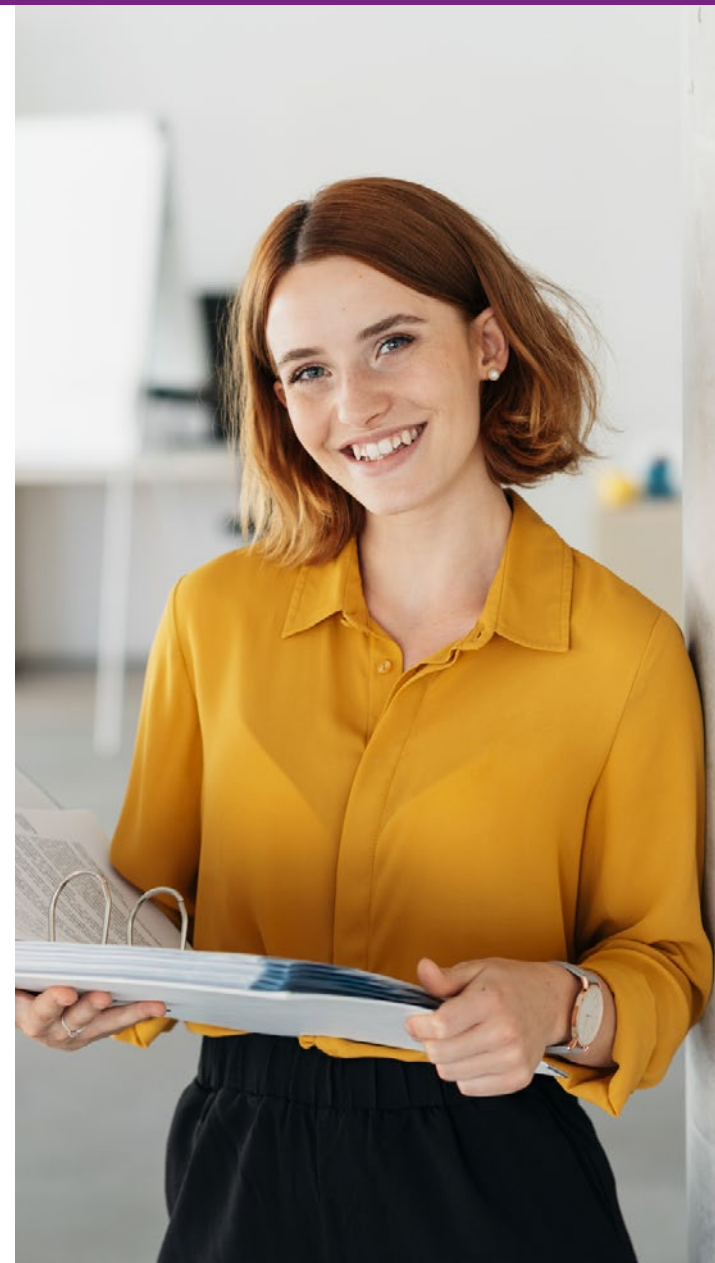
Packaged files should be sent via email to **services@ucas.ac.uk**

EMPLOYER PROFILE LAYOUT

Main banner, tile (for employer search), and logo

Short description

Banner image must be free of text

Video

Primary quote

Long description

UCAS content

Perks and benefits

Company information

Locations

UCAS content

Additional existing/former staff testimonials

Secondary quote

Image gallery

UK university partners

Culture and values (titles are fixed)

Awards

Social media links

EMPLOYER PROFILE FEATURES

MAIN BANNER AND TILE (FOR EMPLOYER SEARCH) & LOGO
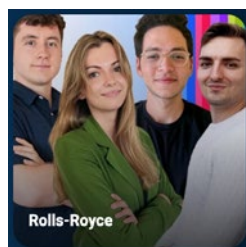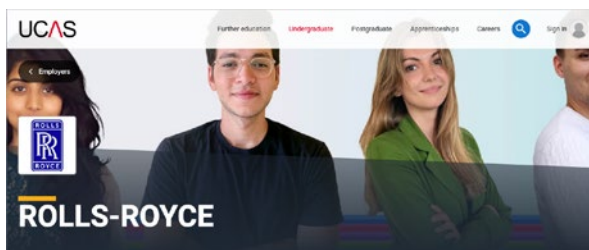
Main image & logo

▶ **Dimensions**
min 1920px x 650px
(max 3000px x 3000px and 5MB)
Banner image must be free of text

▶ **Aspect ratio**
192:65 with image focus on centre

▶ **Asset code**
ep-main

▶ **Logo**
180px x 180px

▶ **Asset code**
ep-logo

Tile for Employer Profile search page

▶ **Title image tile (example above)**
use the same image as your main image
but supply 700px x 700px, with ratio of 1:1
on the main image focus.

▶ **Asset code**
ep-tile

▶ **Files accepted**
JPG/GIF / PNG only

▶ **Max. file size**
400kb

SHORT DESCRIPTION

Please provide a short organisational profile to introduce our student audience to your organisation.

For example:

At Rolls-Royce, we pioneer cutting-edge technologies

We deliver clean, safe and competitive solutions to meet our planet's vital energy needs. So whether you're just leaving school or college, or want to change direction in your career, an apprenticeship with us could be the perfect fit.

For those with (or completing) GCSEs, we have Advanced Engineering Apprenticeships. For those with (or completing) A levels, we have a range of Degree and Higher Apprenticeships in engineering and business. Wherever you join us, you'll earn as you learn in a welcoming and supportive environment where you can be yourself and feel like you belong.

▶ **Header title**
  50 characters max (incl. spaces)

▶ **Summary**
  280 characters (incl. spaces)

▶ **Body text**
 560 characters (incl. spaces)

COMPANY INFORMATION
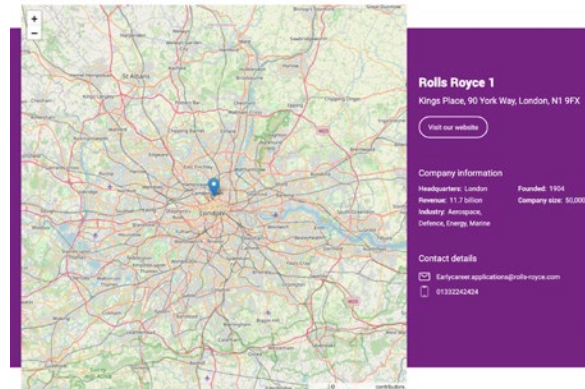
We require the following information:

- Company address
- Contact telephone number
- Contact email address
- Company website URL
- Industries: ideally provided as SIC codes (for guidance, please visit: **www.gov.uk/ government/publications/standard- industrial-classification-of-economic- activities-sic**)
- Date organisation founded in: YYYY

LOCATIONS

Please provide details of any additional UK locations (please provide full address format for each location)
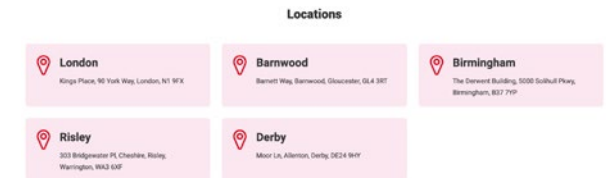
SOCIAL MEDIA LINKS

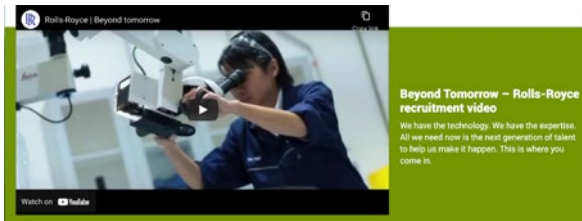(Listed at base of page based on links provided)

Connect

We will display logos and links for the following services only, so please provide the URLs for all that apply:

- Facebook
- Glassdoor
- Instagram
- LinkedIn
- TikTok
- X
- YouTube

VIDEO

▶ **Ratio**
16:9

▶ **Files accepted**
JPG, PNG, HTML5, GIF or YouTube link
(max 1GB)

▶ **Video title**
50 characters max. (incl. spaces)

▶ **Body text**
150 characters (incl. spaces)

▶ **Asset code**
ep-video

▶ **Video files can be sent via email
or zip folder**

IMAGE GALLERY

▶ **Up to 10 images**

▶ **Aspect**
16:9

▶ **Image resolution**
min 940px x 529px / 2MB image

▶ **Asset code**
ep-gallery-1 to ep-gallery10

▶ **Image focus on centre**
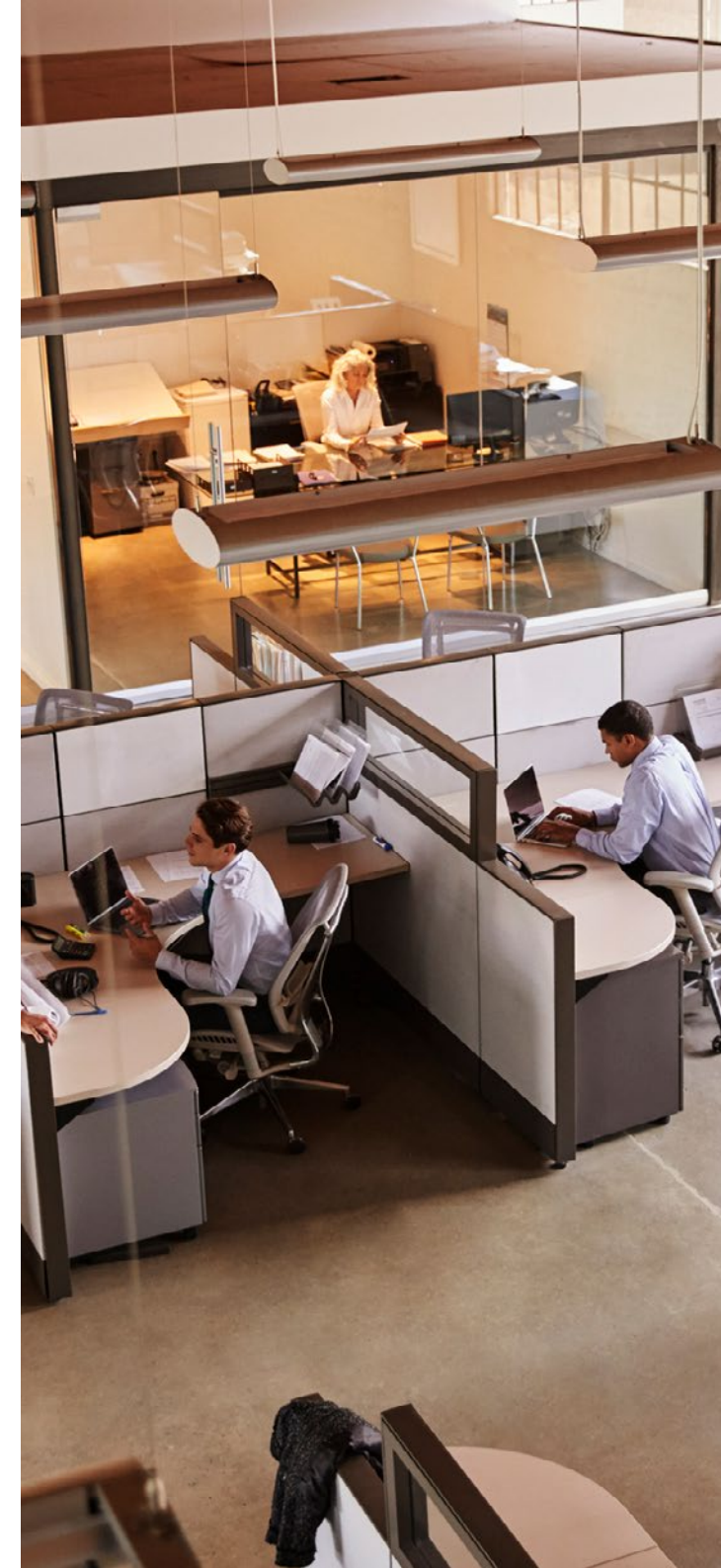
PRIMARY QUOTE

▶ 280 characters (incl. spaces)

" The next generation are doing things that the previous generation deemed impossible. Tomorrow's battles are going to be won by combining the wisdom of the past with the creativity of the future. That's why graduates and apprentices are important to Rolls-Royce

Warren East
Chief Executive Officer

LONG DESCRIPTION

Bold ambitions

Our goal is to make power safer, cleaner and more sustainable, even through challenging times

We have bold ambitions to meet the changing needs of our world, our people and our customers, as we're one of the few global companies best-positioned to shape the future of power and reduce its carbon impact. Yet 2020 and the impact of the COVID-19 pandemic has brought unprecedented medium-term change to the whole commercial aviation industry. As a result, we're having to resize our Civil Aerospace business to adapt. However our Defence and Power Systems businesses remain broadly unaffected. As part of our restructuring, we have explored all mitigation opportunities including transferring engineers from our Civil Aerospace business to our Defence business to secure the right skills and talent before recruiting externally. Our Submarines business plays a vital role in providing power for the Royal Navy's nuclear submarines and due to an increase in demand we have transferred over 120 employees into this business. However due to the highly specialised nature of the roles, we were unable to meet all our requirements internally and have launched an external recruitment campaign to fill the final roles available. All roles advertised here externally have been through this process. Be a part of our journey; challenge the status quo; help us simplify how we work and free us to focus on the things that matter, so that together we can co-create the future of sustainable power. Search & apply for our Defence Engineering and Submarines roles now via the button below.

▶ **Title**
50 characters max (incl. spaces)

▶ **Summary**
280 characters (incl. spaces)

▶ **Body text**
1500 characters (incl. spaces)

# PERKS AND BENEFITS

(pick one or more from the following fixed options to have featured on your profile)
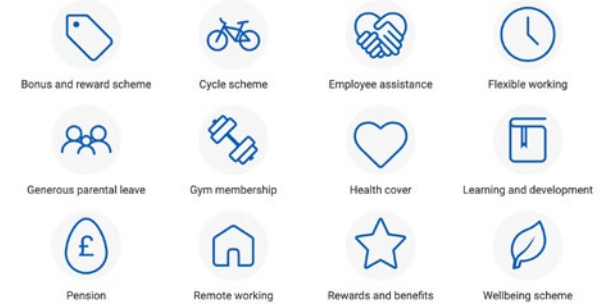
Bonus and reward scheme | Cycle scheme | Employee assistance | Flexible working

Generous parental leave | Gym membership | Health cover | Learning and development

Pension | Remote working | Rewards and benefits | Wellbeing scheme

▶ Bonus and reward scheme

▶ Cycle scheme

▶ Employee assistance

▶ Flexible working

▶ Generous parental leave

▶ Gym membership

▶ Health cover

▶ Learning and development

▶ Pension

▶ Remote working

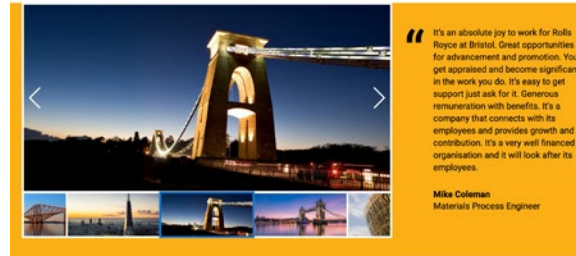▶ Rewards and benefits

▶ Wellbeing scheme

ADDITIONAL EXISTING/ FORMER STAFF TESTIMONIALS
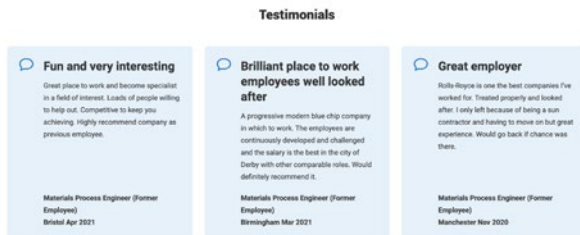
- ▶ Up to three staff profiles permitted per profile

- ▶ **Characters length for testimonial**
  280 characters max. (incl. spaces)

- ▶ Name, status, job title & date are not included as part of the character limit listed above
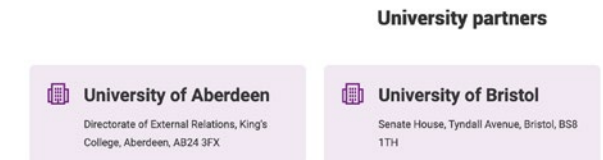
SECONDARY QUOTE

(shown next to image gallery)

- ▶ **Character length**
  560 max. (incl. spaces)

- ▶ Name and job title are not included as part of the character limit listed above
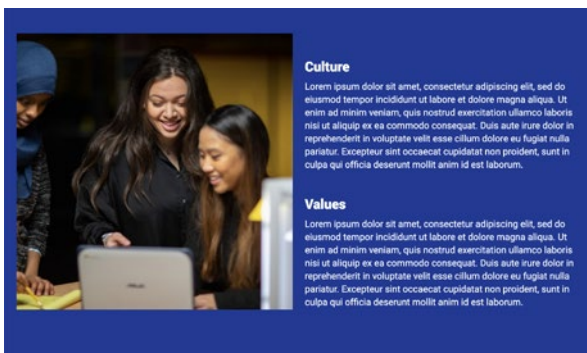
UK UNIVERSITY/ COLLEGE PARTNERS

(Please provide full name of University/ College partner)

These will be added via a picker from UCAS' main location listings of UK providers, so please provide only the provider names

CULTURE AND VALUES

- ▶ **Image**
  - – **Number of images required:** 1
  - – **Ratio:** 1:1 min
  - – **Size:** 660px x 660px / 3MB limit
  - – **Asset code:** ep-culture
- ▶ **Text**
  - – **Culture:** 600 characters (incl. spaces)
    Values: 600 characters (incl. spaces)

AWARDS

- ▶ **Title**
  200 characters (incl. spaces) each
- ▶ **Year awarded**
  YYYY

CHECKLIST

Please ensure you have considered the following questions before submitting your creative.

▶ Have you provided all the required information?

▶ Has this been clearly labelled and packaged together?

▶ Are the size of your visual assets correct?

▶ Does your written copy fall within the character limit?

▶ Is each file size smaller than 400KB?

▶ Is the creative appropriate?

▶ Have you supplied tracked links where required?

▶ Do you have a clear call to action on your creative where required?

Please email **services@ucas.ac.uk** if you have any queries regarding specifications or require creative consultation.

Packaged label your features as per the table and send these along with the copy required to **services@ucas.ac.uk**

Features	Asset name
Main image	ep-main
Title image tile	ep-tile
Logo	ep-logo
Video	ep-video
Image gallery	ep-gallery-1 ep-gallery-2 etc
Culture and values	ep-culture