

→ gradphilippines

TOP100

GRADUATE EMPLOYERS

IN PARTNERSHIP WITH



INQUIRER
GROUP OF COMPANIES

Overview and history

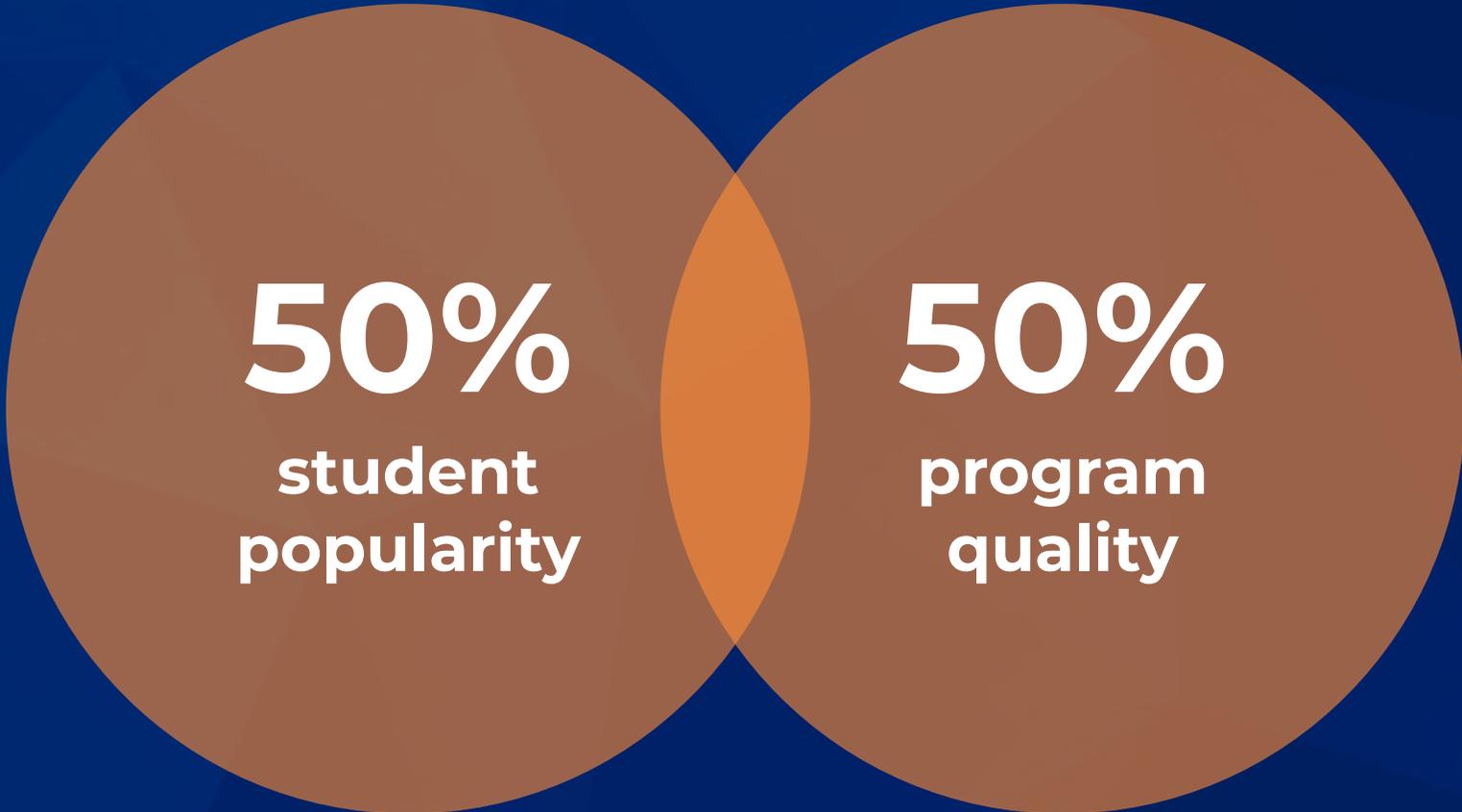
One of the most sought after awards in Australia and New Zealand is coming to the Philippines! The Top 100 Graduate Employers List ranks the highest quality and most popular graduate employers in the country using an advanced ranking methodology.

This same methodology powers one of the most coveted graduate employer awards in [Australia](#) and [New Zealand](#). Want to learn more about the history and prestige of the Top 100 Graduate Employers award? Click [here](#).

Want to be featured or enjoy broader exposure for next year's Top 100 list? [Contact us](#) today to find out how you can elevate your status as an employer of choice for graduates in the Philippines.

Our methodology

WE'VE COME UP WITH A METHODOLOGY TO BETTER HELP STUDENTS DISCOVER TOP GRADUATE EMPLOYERS



50%
student
popularity

50%
program
quality

Generating nominations

A TOTAL OF 604 FILIPINO GRADUATE EMPLOYERS WERE NOMINATED

First, we generated a list of nominees who could make it into the top 100 list by collecting employers that met any of the following criteria:

- Were listed as an employer hiring fresh graduates on another employment site *or* have posted graduate jobs or internship opportunities for fresh graduates and early career talent on social media
- Posted a graduate job or internship on any Prosple graduate site during 2020
- Had more than 5 searches on [GradPhilippines.com](https://gradphilippines.com)

To be eligible for nomination, employers also needed to have recruited or planned to recruit fresh graduates and early career talent in at least one of the last two years.



Were listed as an employer hiring fresh graduates on another employment site

OR



Posted a graduate job or internship on any Prosple site in 2020

OR



Posted a fresh graduate or internship opportunity on any Prosple site back in 2020

OR



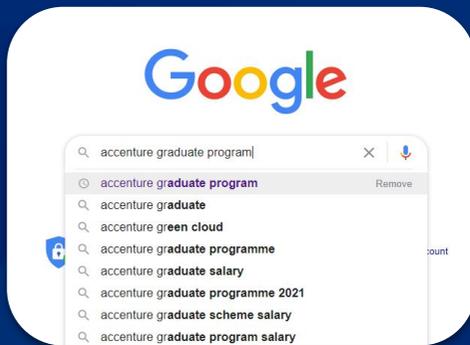
Had more than 5 searches on GradPhilippines.com and other Philippines university partner sites

Popularity metric

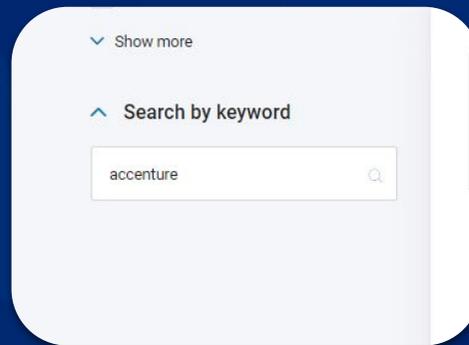
POPULARITY WAS MEASURED USING THREE SOURCES

For each source, all nominated employers received a score out of 10. The **highest 2 scores** counted towards their total popularity score:

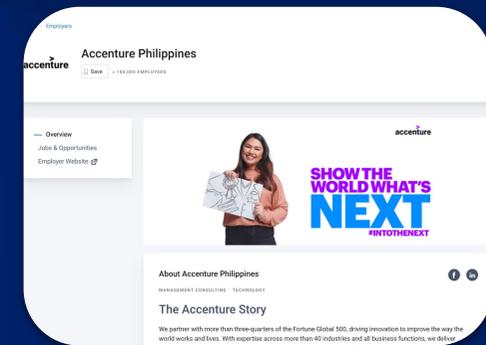
Metrics 1 and 2 do not require nominees to be featured on GradPhilippines. Therefore, employers who do not work with GradPhilippines or Prosple could still be featured and have an opportunity to get a high rating. !



Fresh graduate jobs, entry-level jobs, graduate program, internship, or clerkship searches on Google



Name searches within any Prosple site in the Philippines



Page views within any Prosple site in the Philippines



Prospire organisation name searches

We also looked at how many times employers were searched for using the “Search by keyword” tool on the GradPhilippines [Employer Listing Page](#) and all our [Philippine partner sites](#).

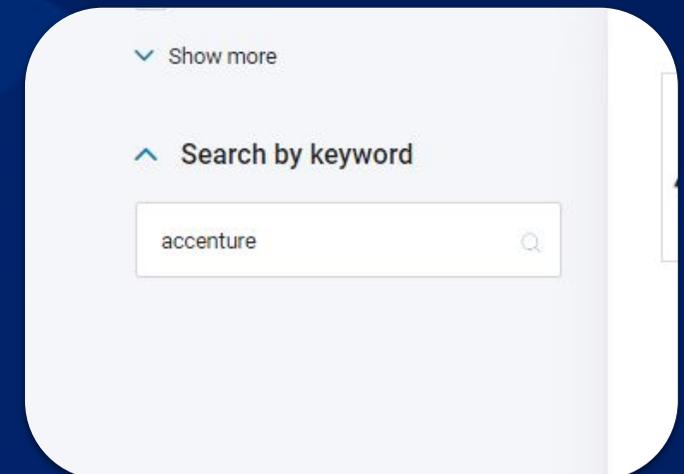
There were approximately 54 keyword searches completed during the 2021 calendar year. Any searches made more than five times were mapped to the organisation they relate to.

For instance:

- “rebisco” → *Republic Biscuit Corporation*
- “Canva” → *Canva Solutions Inc*
- “URC” → *Universal Robina Corporation*

The total number of GradPhilippines employer name searches were summed for all 604 nominees. Nominees were then given a score from 0 to 10 based on how popular they were compared to other nominees for this metric.

! Even if you do not show in the results, as long as your organisation name is being searched, you can still be featured and counted in this metric.



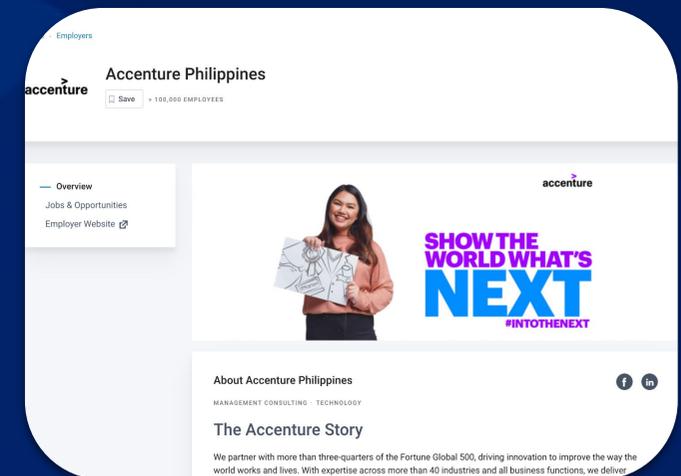
Name searches within any Prospire site in the Philippines

GradPhilippines and Philippines' partner sites page views

We then looked at how many pageviews each nominee had in total on GradPhilippines and across our other Philippines partner sites (see full list [here](#)). This included any page within the employer hub, such as an employers: overview, opportunities, day in the life stories and etcetera.

Whilst only relevant for employers on GradPhilippines and our Philippines partner sites, this data provides an authentic look at user preferences, making it useful in distinguishing between employers who scored equally well in the first two metrics.

The total number of GradPhilippines pageviews were summed for all relevant nominees. Nominees were then given a score from 0 to 10 based on how popular they were compared to other nominees for this metric.



**Page views within
any Prosele site in the
Philippines**

Quality metric

CALCULATED FROM THE BEST TWO AVERAGE REVIEW SCORES LISTED ON POPULAR JOB SITES, ONLY THROUGH FILIPINO REVIEWS

A minimum sample size of 5 was required for the reviews score to be included.

All nominees were given a score from 0 to 10 based on how well they were compared to other nominees for this metric.

In the few instances where the nature of an organisation did not allow public reviews, their score was based on popularity alone.

From these sets of data, a final score is calculated by taking the average of an employers popularity and quality metrics. Ultimately creating their ranking in the GradPhilippines' Top 100 Graduate Employers list.



Complete list of the Top 100 Graduate Employers

[CLICK HERE](#)

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