Case Study:
Coca-Cola Enterprises Ltd

Coca-Cola Enterprises Ltd is the world's third largest independent Coca-Cola bottler and the sole licensee for bottling in Great Britain, Luxembourg, Belgium, the Netherlands, Monaco, Norway, Sweden and Continental France.

Coca-Cola Enterprises Ltd is fast becoming an employer of choice for graduates across the UK for their diverse graduate schemes and commitment to development and recognition. The talent acquisition team were keen to establish a relationship with the University of Kent in order to promote their opportunities, as well as to help shape the future talent pool. Following a presentation for the Careers and Employability Service, CCE became involved in the Employability Points Scheme and sponsored two 2-week work experience placements in their business technology department in the summer of 2012.

Following these opportunities, both students were invited to return to take part in a paid project for the Olympics, and during this time were told about the business technology graduate scheme. One of the participants, Physics PhD student David Silbards, applied for the scheme, and thanks to the rapport he had built with the team during his two placements there, beat over 400 graduates to be named their newest team member.

The Employability Points team introduced CCE to various departments and events around campus including Kent Business School, Kent Union and the Graduate School. In the 2012-2013 academic year, Coca-Cola Enterprises offered a 4-week fully-paid internship in business technology, a 3-month fully-paid internship in HR, and a 1-week work experience placement in recruitment, which was increased to 11 weeks as CCE were so impressed with the candidate.

Louisa Redfern, Senior Professional Talent Acquisition Agent for Coca-Cola Enterprises Ltd, says of the relationship:

"Coca-Cola Enterprises enjoy being part of Kent’s EP scheme and we believe we get a lot of value out of offering students opportunities with us as it enables us to raise our profile amongst a group of high calibre (potential) employees"

Of the scheme itself, she says:

“We’re looking for candidates who want to develop themselves and try something new – the EP scheme is a great foundation for them to do this and helps them to prepare for their future graduate career.”

For further information on how your business can benefit from our support and services, contact Kent Innovation & Enterprise, University of Kent, T: +44 (0)1227 827376  E: enterprise@kent.ac.uk  www.kent.ac.uk/enterprise/