

Employability Report 2023

MAKING THE MOST OF OPPORTUNITY

“Opportunities multiply as they are seized.”

– Sun Tzu

94%

of our graduates were employed six months after graduating, up from 93% in the previous year

94%

of our graduates cited that Red & Yellow was good value for money

R200 000

The average annual salary for an entry position, equivalent to R16 500 per month

45%

Our Net Promoter Score

Welcome to Red & Yellow

We believe creative thinking is the most important skill of the future and it must be supported by uniquely human abilities such as leadership, adaptability and social intelligence.

We are a Creative School of Business that provides you with the commercial logic to grow successful organisations and more importantly the creative magic to set you apart.

We are teaching the great creators, inventors, leaders and entrepreneurs for the 21st century.



What is employability and why is it important?



At Red & Yellow we agree that employability is “a set of achievements – skills, understandings and personal attributes that makes graduates more likely to gain employment and be successful in their chosen occupations, which benefits themselves, the workforce, the community and the economy.”

Yorke, M. (2004), Employability in higher education: what it is – what it is not, The Higher Education Academy/ESECT

To us, this not only means being a valuable employee from the very first day on the new job, with work-ready experience, but also that you have practical skills that will help you be a successful freelancer, start your own business, or be able to gain entry into further study – whatever the next step in your chosen career may be.

All the ways Red & Yellow makes employability a reality

1

The practical application of theory in all of our modules.

2

Constant exposure to industry players by working on carefully selected industry briefs including:



3

A Work Placement Learning module in all of our programmes. Otherwise known as an unpaid internship, this comprises a two or three week dedicated period (depending on the programme) for which students are coached by faculty to obtain their own work placement and industry mentor. The industry mentor gives guided feedback to the mentee and the school.



4

Industry Showcases where our graduates create and curate their own body of work (creative or strategic) to display online and on campus, which is viewed by industry professionals.

5

Coaching and team work to develop uniquely human skills, such as empathy, adaptability, stress management, deadline fitness and conflict resolution.

6

An extensive industry network, including creative directors, agency heads, business owners, leaders, hiring managers and HR practitioners. Through this valuable network we have hosted 80 Masterclasses in 2023 with leaders heading the industry.

Some of our guest speakers



Suhana Gordhan
Independent Creative Leader



Preetesh Sewraj
CEO of the Loeries



Gail Schimmel
CEO of the Advertising Regulatory Board



Pepe Marais
Group Chief Creative Officer of Joe Public United

7

Participating in local and international competitions such as the D&AD New Blood, The One Club, Loeries and Pendorring Awards. In 2023 Red & Yellow was ranked Top School by the Loerie Awards and the at the Pendorings for the third year in a row.



8

Exclusive partnerships with Industry including our Bcom Marketing in association with Unilever, our Loeries partnership and Nedbank IMC, providing our students with exclusive opportunities like working behind the scenes of Loeries Creative Week and masterclasses with senior Unilever representatives.





OUR 2022 GRADUATES WERE ENROLLED IN:



Higher Certificate in
Graphic Design



Higher Certificate in
Creating Digital Content



BA in Visual
Communication



Advanced Diploma in
Marketing & Advertising
Communication



Advanced Diploma in
User-Centred Design



Advanced Diploma
in Copywriting



WHERE ARE OUR 2022 GRADUATES WORKING?

47%
of our alumni are working at multinational companies including award-winning advertising agencies

Accenture **Song**

Ogilvy

M&CSAATCHI ABEL



SAATCHI & SAATCHI



TBWA

Sotheby's
INTERNATIONAL REALTY



The roles our 2022 graduates are employed in

Campaign Manager

Graphic Designer

Creative Director

Marketing Manager

Marketing Manager

Brand Activator

Digital/Multimedia Designer

Strategist

SEO Analyst

Copywriter

Art Director

Content Executive Account Executive

Illustrator Creative Co-Ordinator

Content Creator

Digital Marketing Manager

Content Architect

UX Strategist & Designer

UX/UI Designer

Marketing & Sales

Animator/Videographer

Sales Executive

Coordinator Designer

Sales and Marketing Manager

Media Intern

Account Manager

Video Editor

Design & Innovation Lead

Product and Marketing Advisor

UX Strategist & Designer

Learning Experience Designer

THE TOP REASONS WHY OUR GRADUATES SELECTED THE JOB THEY'RE CURRENTLY IN



It was most closely aligned to my career aspirations

I was excited about my role in the company

The prestige/brand of the company/institution

I liked the culture of the company/institution

It was a better job/role than what I was doing prior to enrolling in the programme

I liked the team/colleagues that I worked/interacted with

It had the highest salary/compensation package

I had previously worked there and wanted to continue

It was in a location I preferred

I want to pursue further research/study in my field

THE TOP 5 REASONS WHY OUR GRADUATES CHOSE TO STUDY AT R&Y

1 Overall reputation of the institution

2 Job opportunities after graduation

3 Opportunity to improve yourself personally

4 Curricular content of the programme

5 Meet the challenges of the job market with a competitive edge

How our graduates found their current jobs

Networking is one of the most powerful tools to use when it comes to finding a job. Through our industry partnerships and events, brand challenges, practical work-based syllabi and more, we set our students up for networking success from day one.



The power of networking in securing the ideal job

* **85%**

of jobs are secured through networking, underscoring the traditional adage: It's not just what you know, it's who you know.

In today's dynamic job market, finding the perfect role can often seem like searching for a needle in a haystack.

Our employability survey found that most of our alumni found their jobs from referrals in their network, i.e. family members, friends, communities, and more importantly from another student at Red & Yellow.

This statistic was followed by finding a job on LinkedIn, and thirdly via the Red & Yellow mandated work placements. Statistics and research confirm that networking remains a pivotal piece of the job-search puzzle.

The critical role of networking

The practice of networking transcends mere socialising; it is a strategic exercise in cultivating relationships that can unlock doors to career opportunities. It involves engaging with a broad spectrum of individuals – family, friends, co-workers, and even the person next to you at the gym.

The conversations sparked through networking can reveal insights into **company cultures, role expectations, and unadvertised job openings**, which might never surface through conventional job searching methods.

**According to an enlightening survey shared by [jobtrees.com](https://www.jobtrees.com)*



Most of our alumni found jobs from referrals in their network

Beyond traditional methods

Traditional job search methods, such as responding to job postings, are essential but limiting. In South Africa, where unemployment rates are alarmingly high, particularly among youth, Jobtrees.com and researchers like Willie Tafadzwa Chinyamurindi, Liezel Cilliers, and Obrain Tinashe Murire advocate for leveraging social media to enhance employability.

With an internet penetration rate of 72.3% at the start of 2023, young South Africans are positioned to tap into online networks and transform their prospects in the “hidden job market”.

Strategies for effective networking

Jobtrees.com advises beginning with a comprehensive list of contacts and consistently expanding this list via social media platforms like LinkedIn or Instagram and Behance (for those who have creative work to show off). The power of this approach is not to be underestimated.

Here, young people can create a professional brand, network with industry peers and experts, and engage in continuous learning through online resources.

[Our Red & Yellow Connect platform](#) is the perfect way to stay in touch with the connections made at Red & Yellow as well as with alumni loyal to our school searching specifically for Red & Yellow graduates to fill positions within their organisation.



Overcoming networking challenges

Networking can be daunting, with psychological barriers such as the 'moral resistance' described in a Fortune article. Overcoming this aversion involves shifting perspectives to view networking as a learning opportunity and an exchange of value.

As Marissa King, professor of Organizational Behaviour at the Yale School of Management, emphasises, connections are not just gateways to jobs but also avenues for vital social learning.

Addressing the Hidden Job Market

Lastly, Network Recruitment's [article](#) on the hidden job market illuminates how many positions are filled through connections rather than public postings from the employers side as well. While this approach can be efficient and yield high-quality candidates, it also risks limiting the diversity of the candidate pool and bypassing potentially valuable talent.

Networking is not a magic formula for unemployment or underemployment, but it's an indispensable strategy for those seeking to navigate the complex job market. By cultivating a network of diverse contacts, maintaining an active social media presence, and engaging in continuous professional development, job seekers can significantly enhance their chances of finding their ideal role. Job seekers should employ a multifaceted strategy, where networking plays a central role, complemented by traditional job search methods and a proactive digital presence.

References:

<https://theconversation.com/looking-for-work-3-tips-on-how-social-media-can-help-young-south-africans-208676#:~:text=Networking%20offers%20an%20opportunity%20to,attending%20webinars%20and%20discussion%20forums> • <https://www.prnewswire.com/news-releases/nearly-half-48-each-of-gen-z-and-millennials-with-work-experience-have-applied-to-jobs-they-found-via-social-media-301610609.html> • <https://www.networkrecruitmentinternational.com/the-hidden-job-market> • <https://chro.co.za/articles/how-jobseekers-can-unlock-the-power-of-networking-with-linkedin/>



WHAT OUR GRADUATES APPRECIATED ABOUT THEIR TIME AT RED & YELLOW

“Exposure to real world briefs and client interaction opportunities such as brand challenges

♥ ↩ reply

Very practical

♥ ↩ reply

“They push you to think differently, that your first idea may be good but there’s always a great idea just a few steps away”

♥ ↩ reply

“Networking”

♥ ↩ reply

“Extremely well connected and interactive with industry”

♥ ↩ reply

“Great networking with industries after studying”

♥ ↩ reply

“Public speaking skills development”

♥ ↩ reply

“Live client briefs and work that could be used on a professional portfolio”

♥ ↩ reply

“Simulates what an agency might be like”

♥ ↩ reply

“Students’ individual strengths were taken into consideration and tangible solutions were suggested on how these could be applied in the real world”

♥ ↩ reply

“Great reputation in the industry”

♥ ↩ reply

“Wasn’t just textbook learning”

♥ ↩ reply

“The wealth of knowledge my lecturer has and the honour of being taught by him.

♥ ↩ reply

Red and Yellow is an inclusive and very supportive environment for the students.

♥ ↩ reply

Very insightful lecturers that really care

♥ ↩ reply

“Extra ways of learning offered such as lunchtime lectures and attending bootcamps outside of class time

♥ ↩ reply

Learning how to collaborate effectively in groups

♥ ↩ reply

Including time for students to do an internship

♥ ↩ reply

“The content of the programme was engaging, practice-oriented, challenging and well-presented”

♥ ↩ reply

“Having a wide range of skills taught to us”

♥ ↩ reply

“Wasn’t just textbook learning”

♥ ↩ reply

“Creative freedom”

♥ ↩ reply

“The quality of students/talent it attracts”

♥ ↩ reply

“The workspace is inclusive and enables people to connect and interact”

♥ ↩ reply

HOW OUR CAREER CENTRE ASSISTED THE 2023 AND CURRENT STUDENTS



Ayabonya Mkwabeni

National Certificate in Advertising, specialising in Digital Marketing Full-Time, 2023

Workplace Learning placement as a digital marketer at QUAY 1.

We assisted Ayabonya from May 2023 to October 2023 with career and work readiness support. We spent about 10 sessions overall with guidance, counselling, and coaching.

Ayabonya is a bursary student and has accepted a permanent role as the Head of Digital Marketing at QUAY 1 for all branches.



Tyla Carter

Advanced Diploma in Design Techniques, specialising in User-Centred Design Online, 2023

Tyla was assisted as an alumni having completed her course in 2022.

We assisted Tyla with 11 career readiness sessions from 2023 to 2024.

Tyla was placed in an internship for 6 months in 2023 and landed a full-time role as a UX Designer at a mental health online application service.



Abigail Ludick

National Certificate in Advertising, specialising in Digital Marketing Full-Time, 2023

Abigail found assistance for career readiness through her workplace learning, interview processes and hiring support.

We spent 7 sessions together in 2023 and 2 sessions together in 2024, with a total of 9 hours spent doing work readiness.

She has landed a role with Lagoon Beach Hotel as a Marketing Coordinator and graduated as top learner within her cohort for 2023.



Michayla Hendricks

*National Certificate in Advertising, specialising in Digital Marketing
Full-Time, 2023*

Michayla was assisted through 14 career readiness sessions in 2023.

In each session, we helped her build her confidence, taught her how to market herself and get ready for the working world .

We assisted her with a three month internship in 2023 at Liz Mcgrath which resulted in her getting a full-time contract for 2024 as a Marketing and Social Media Manager.



PARTNER WITH RED & YELLOW



Elizabeth Lee Ming

Head of Marketing, Employability & Student Experience

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Get in touch with Elizabeth for marketing partnerships, student experience and employability queries.



Carmen Schaefer

Head of Academics

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Get in touch with Carmen to learn more about our approach and the Red & Yellow way that makes us unique in our education delivery.



Maxine Davy

Marketing Manager

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Contact Maxine, to be invited to our open days, career fair and annual showcase events.



Siyabonga Mzizi

Manager of the School of Marketing

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Contact Siyabonga to learn more about our Innovation Hub opportunities and BCom Marketing degree.



Joanna Glanville

Manager of the School of Creative communications

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Get in touch with Joanna to learn more about our Brand Challenge opportunities and BA Visual Communication degree.



Join the Red & Yellow community and **sign up to R&Y Connect.**

You'll benefit from the latest job opportunities from top business, news and insights from industry experts, mentorship and networking opportunities, and more. Companies can also create a profile to engage with top talent and find your next great hire. Connect with us today.

connect.redandyellow.co.za

Looking forward: Embracing AI in Creative Education

Red & Yellow is committed to preparing students for work in tomorrow's industries and equipping them to meet those challenges today. As we look to the future of work and employability, we've recognised how students of all ages need to have fundamental knowledge and cutting-edge skills when it comes to AI. That's why [we've designed a series of AI micro courses](#) tailored to address the emergent needs of professionals across marketing and creative disciplines.

A Curriculum Informed by Industry Leaders

The curriculum's development was profoundly influenced by insights gathered at global AI conferences and expert discussions. Marilette Pretorius, who heads up Red Yellow's programme development, and her team have actively participated in these events, ensuring that the courses reflect the latest AI trends and applications. This proactive approach keeps the curriculum relevant and forward-thinking.



Creativity and AI: A Symbiotic Relationship

In Red & Yellow's white paper entitled *Where Human And Machine Creativity Intersect* ([available here](#)) we advocate for a balanced approach where both humans and machine learn from and enhance each other's capabilities. Therefore, whilst Red & Yellow's AI micro courses do teach you how to use AI tools and how to integrate AI into work processes, they have more importantly been designed to **encourage students to engage critically with AI, push the boundaries of traditional creative processes and explore new realms of innovation.**



AI for Designers

This course equips designers and artists with the expertise to utilize AI tools like Midjourney and DALL-E 2, enabling the creation of innovative digital artwork and graphics. It's not just about mastering tools but also about fostering a partnership with AI to enhance creative capabilities in a socially responsible manner.

AI for Digital Copywriting

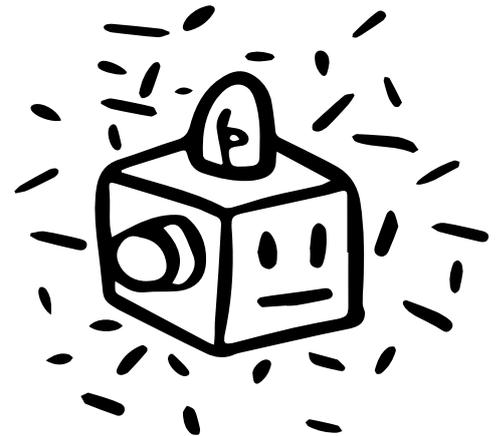
In the digital era, AI tools are transforming the copywriting domain by enhancing creativity and efficiency. Red & Yellow's course empowers copywriters and marketers to leverage AI, augmenting their unique human skills and enabling them to produce compelling, high-quality content more efficiently.

AI for Management Insights

For business leaders and managers, understanding AI's role in enhancing decision-making is crucial. This microcourse focuses on prompt engineering and critical engagement with AI-generated insights, offering strategies to utilize these insights for robust, data-driven decision-making.

AI for User Experience

Tailored for UX/UI designers, developers, and product managers, this course teaches how to use AI to optimize search engine performance and improve the overall user experience on digital platforms. The aim is to provide seamless, enjoyable interactions that attract and retain users.



In the landscape of professional education, **Red & Yellow's AI microcourses equip today's marketing and advertising professionals with the knowledge and skills to navigate tomorrow's challenges.** As we stand on the brink of widespread AI integration, these courses offer a practical and rigorous resource for anyone looking to enhance their career trajectory and impact the future of their industries.