



Eliminating barriers to postgraduate  
research study in the West Midlands



**BIRMINGHAM CITY**  
University

# PROJECT BRIEF

## EMPLOYER CAMPAIGN

# THAT'S ME!

ELIMINATING BARRIERS TO  
POSTGRADUATE RESEARCH STUDY  
IN THE WEST MIDLANDS

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# AIM

To identify key attributes possessed by Global Majority Postgraduate Researchers (PGRs) and develop a strategic campaign to effectively communicate those attributes to regional employers in the context of their needs.

# OUTLINE

A key focus of *That’s Me!* is to develop a deeper understanding of routes-out pathways for Global Majority PGRs, including their career aspirations, professional development needs, and engagement with potential employers. This project will involve three main activities:

- 1. Mapping out Global Majority PGR attributes, identifying key skills, knowledge and competencies;
- 2. Conducting a regional employer needs assessment to identify synergies and gaps between Global Majority PGR attributes and regional employer needs;
- 3. Recommending strategies for promoting the attributes of Global Majority PGRs to regional employers.

The campaign could involve, for example, networking events and promotional media. The Research Assistant will collaborate with the *That’s Me!* Employer Engagement Officer and BCU Marketing and Communications Department, as appropriate.

# RESEARCH QUESTIONS

- 1. What are the key attributes possessed by Global Majority PGRs?
  - 2. What are the primary needs and expectations of regional employers?
  - 3. To what extent do those PGR attributes and employer needs align?
  - 4. 4. What are effective strategies for promoting attributes of Global Majority PGRs to regional employers?

# METHODS

It is expected that this project will involve mixed methods, for example a combination of reviewing literature (e.g., industry/sector reports) and engagement (e.g., through surveys or interviews) with participants (e.g., PGRs and Employers). The Research Assistant may elect a case study approach i.e., focusing on one of the *That’s Me!* discipline areas, namely law, education, health, and business to develop outcomes that could be extrapolated.

# OUTCOMES

A report detailing:

- 1. Global Majority PGR Attributes.
- 2. Needs and expectations of regional employers.
- 3. Synergies and gaps between PGR attributes and employer needs.
- 4. Strategies for promoting PGR attributes to regional employers.

# INDICATIVE TIMELINE AND MILESTONES

The table provides indicative expectations as the project progresses through expected phases. This can be negotiated with the Research Assistant as relevant to their time commitment and progress. The period will be scaffolded with support and engagement opportunities.

| Date         | Activity             |
|--------------|----------------------|
| June 17      | Induction/Scoping    |
| June 24      | Scoping              |
| July 1-15    | Action Research      |
| July 15 - 29 | Drafting             |
| July 29      | Delivery of outcomes |