



# Effectiveness Survey 2005: Results

## jobs.ac.uk vs. print media

jobs.ac.uk is the leading recruitment website for posts in academic, science, research and related professions - and every so often, we like to check that this is still the case.

After receiving some fantastic recruitment statistics from Esther Meyerson, Personnel Manager at King's College London – who described our service as '**extremely useful and reliable**' – we decided to conduct a wide ranging effectiveness survey. We wrote to some of our customers, asking them for recruitment data – how many applications, shortlisted candidates and appointments came from different forms of advertising media and for different types of jobs.

### Double the Effectiveness of Print

In the 2001-02 academic year, jobs.ac.uk conducted a similar piece of research with the help of the Universities of Bath, Essex, Warwick, Loughborough, Keele and Lancaster. The research concluded that, in terms of appointments to academic posts, jobs.ac.uk was more than twice as effective at sourcing quality employees as the Guardian, the THES, Nature and the New Scientist combined. No pressure on this new survey then...

This time, we were kindly provided with statistics from the Universities of Aberdeen, Bristol, Brunel, Exeter, Oxford Brookes, Warwick and King's College

London – data on nearly 3,000 jobs in total – and for us the results are very exciting.

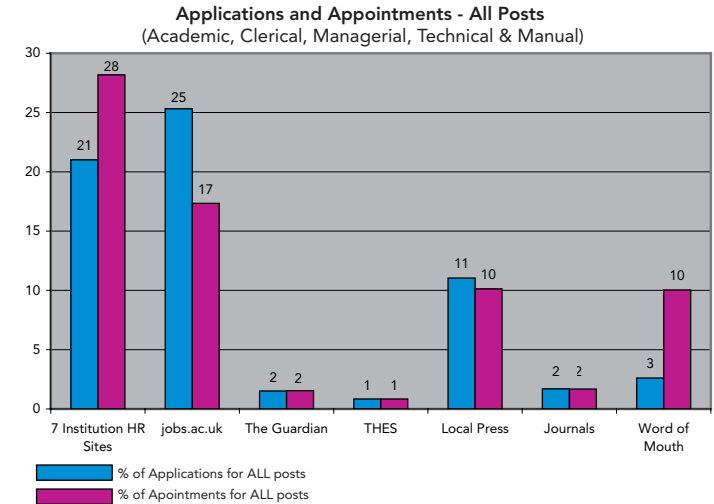
### jobs.ac.uk - Top of the Class

Once again, jobs.ac.uk comes out as **the most effective channel for sourcing quality employees** in academic and research posts (see graph overleaf). Amongst the seven institutions, we were on average responsible for sourcing 35% of their academics – although for some, that figure rises to almost half. Across all institutions, we are at least twice as effective as print – and on average, we are **over four times as effective – at a fraction of the price**. That's double the average effectiveness seen in our 2002 survey. **The effectiveness of print however, has slumped** – an average of 8% now in comparison to 17% in 2002 – and yet their costs have risen and risen.

We have also seen **positive results in advertising managerial or professional posts**. We generated **more applicants and appointees than print media** – and although we only have a modest lead over them, this is one of the areas in which we've experienced major growth, so we're confident that these statistics will continue to grow.

### Online Recruitment is Most Effective

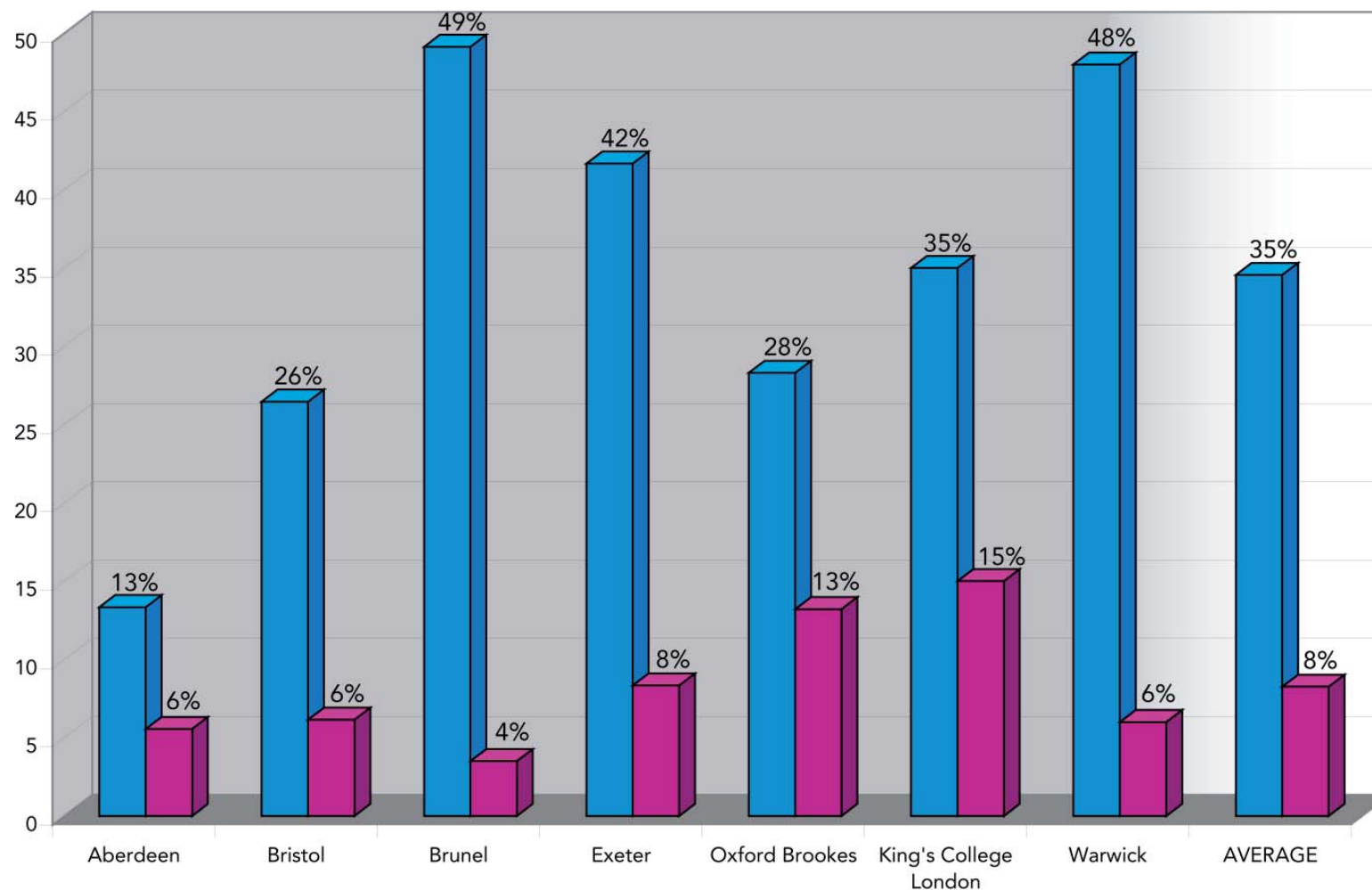
Perhaps the most striking trend across these statistics is the **soaring effectiveness of online recruitment**





in general. Not only did jobs.ac.uk generate the greatest number of academic appointments, but individual institution HR/Personnel websites did very well too – generating the greatest numbers of applicants for technical and managerial jobs (with jobs.ac.uk as a close second!). As you can see from the graph above, **jobs.ac.uk and the seven institution's HR sites (combined) are the most effective** at generating applicants and employees.

This corroborates what we've long suspected – that online recruitment is the most **effective, diverse, cheap, quick and versatile** recruitment advertising medium available to recruiters. And jobs.ac.uk is the best in its sector.

# Appointments to Academic & Research Posts jobs.ac.uk vs. print media 2005



Results extrapolated from seven independent surveys carried out by the above institutions on behalf of jobs.ac.uk between September 05 and March 06. Data refers to appointments to 'academic and research' posts and derives either from the whole year or available periods of 2005. All figures are rounded up to the nearest percentage.

 www.jobs.ac.uk  
 The Guardian, THES and all Journals combined