jobs.ac.uk

Great jobs for bright people

Effectiveness Survey 2017

Recruitment effectiveness research

jobs.ac.uk was launched in 1998 with the objective of helping academic, science and research organisations to recruit staff more efficiently and much more cost effectively. We remain committed to this aim and to sharing knowledge with the sector.

In order to further this aim, we are asking organisations to share with us their job application information in order to produce a consolidated view of which advertising sources are the most effective. The last survey of this type was in 2013 where 77,654 job applications from 2,482 jobs across 8 UK universities were used to produce the most comprehensive review of advertising source effectiveness for academic. science and research posts.

Why take part?

- Find out what the top performing recruitment sources are for academic, research, science and related opportunities
- See how other organisations spend their recruitment advertising budgets
- Access powerful data to help optimise your recruitment advertising budget
- Contribute to research that will help recruiters and Managers to focus their recruitment effort

What will you receive?

Full access to the research report providing a summary of the data

5 x FREE Targeted Buttons on jobs.ac.uk worth £1950 (Offered only on completion of research)

What is a Targeted Button?

- Branded button placed on the right-hand side of the specific sector page
- Also displayed alongside search results for your three chosen keywords
- Attracts only relevant jobseekers

Who participated in the last survey?

8 Universities kindly gave us their recruitment data on 77,654 job applications. Our thanks go to:

What information will I need to provide to participate in the survey?

It's simple to participate. All we need to have is information on where all applicants, shortlisted candidates and eventual employees saw posts advertised from 1st August 2015 - 31st July 2016. You will be asked to provide information on the following:

- **Job title**
- **Date** - the date that the post was advertised/closing date/date of interview (you will only have to choose one – we only need a general idea of the date)
- **Job type** – is it academic, research, clerical, managerial, manual, technical or a studentship?
- **Applications, Shortlisting, Appointing** – the three stages of the recruitment process. For each of these stages, we just need the sources of advertising which candidates responded to.

We use an e-Recruitment system, how do we collect this data?

Most e-Recruitment systems will have an on-board reporting module which allows users to easily produce reports on the source of candidates. jobs.ac.uk has links with many major e-Recruitment providers, so if you are unsure how to produce these reports, please let us know.

Our data is in paper format and it hasn't been collated. Can I still participate?

You certainly can! We understand that whilst some organisations may have this information in an easily reportable format, others may need some help to collate the information they have. We can therefore offer to pay the expenses for a temp to collect, collate and analyse your data. Simply invoice us for the temporary worker.

What to do now - act today!

Taking part in the survey is easy as 1-2-3:

1. Complete our acceptance form to indicate your interest and send to **s.scouller@warwick.ac.uk** by **Friday 31st March 2017**. Once we have received your completed form, we will then contact you to discuss what information you hold and the format in which it is kept.

2. Our next step will be to then confirm participants and send out guidelines (and data collection excel spreadsheets if your data is in paper format).

3. Completion of data collection should take less than 2 weeks (where it involves a temporary worker collating and analysing information), and far less where information is held in a reportable format (e.g. e-recruitment system).

   So get involved today and make better informed advertising choices!